

**FRIENDS OF THE POWERHOUSE
AND
YOUR DEL MAR LIFEGUARDS**

PRESENT...

POWER TO THE TOWER



Buffet Dinner and Auction

**Wednesday, July 30th @ 5:30 pm
@ En Fuego**

A VERY SPECIAL THANK YOU TO *EN FUEGO*
FOR MAKING THIS EVENING POSSIBLE

JOHN WINGATE AND HIS STAFF HAVE BEEN SUPERB IN
MAKING THIS BENEFIT FOR A NEW BEACH SAFETY CENTER AND
LIFEGUARD HEADQUARTERS A ROARING SUCCESS



En Fuego
CANTINA & GRILL

*"A Festive Atmosphere
& Great Food... Day
after Day"*

Wolfgang "Doug" Verkaaik
— Union Tribune

1342 Camino Del Mar • Del Mar, Ca
(858) 792-6551
www.enfuegocantina.com

**Friends of the Powerhouse
And
Your Del Mar Lifeguards
Welcome you to**

Power to the Tower
**Summer 2008 Benefit for the new Beach Safety Center
and Lifeguard Headquarters**

**5:30 pm to 6:30 pm
Guest Check-in
Cocktails
Silent Auction Tables Open**

**6:30
Buffet Dinner**

**7:15
The Red Silent Auction section closes**

**7:30
The Green Silent Auction section closes
Last call and draw for raffle items**

**7:45
Live Auction**

**ALL PROCEEDS TO BENEFIT THE NEW BEACH SAFETY CENTER
AND LIFEGUARD HEADQUARTERS**



POWERHOUSE COMMUNITY CENTER
1658 Coast Blvd., Del Mar, CA 92014

FRIENDS OF THE POWERHOUSE

In 1997, a group of local citizens formed the Powerhouse Restoration Committee which is now called Friends of the Powerhouse to work with the City of Del Mar to renovate and maintain the Powerhouse building on Coast Boulevard and appurtenant public facilities. The group of community volunteers was headed by Founding President Barbara Harper.

In 1999, after The Friends raised more than \$500,000 in the community, the Powerhouse building was upgraded and transformed into the Powerhouse Community Center and opened to the public. Today the Powerhouse is an integral part of the Del Mar community.

The Friends continue to raise funds for and work with the City of Del Mar on the maintenance and upkeep of the Powerhouse, and other related activities such as rebuilding and upgrading the Tot Lot at the southern end of Powerhouse Park, and purchasing a lifeguard rescue boat and beach-ready wheelchairs for the public, among others.

The Friends is now committed to raising funds for the construction of a new Beach Safety Center and Lifeguard Headquarters to replace the existing tower built 44 years ago in 1964.

Friends of the Powerhouse meet monthly September through June at Jake's at 1660 Coast Boulevard on the third Wednesday of the month at 9:00AM. Local residents are invited to join The Friends and get involved in their community. Newcomers are welcome.

For more information on Friends of the Powerhouse or to get involved, please visit our new website at www.friendsofthepowerhouse.org.

Friends of the Powerhouse
PO Box 297
Del Mar, CA 92014
858 755 5220
www.friendsofthepowerhouse.org

FACTS ABOUT OUR LIFEGUARDS

DID YOU KNOW.....

DEL MAR BEACH IS TWO AND A HALF MILES LONG

IN THE 2007-2008 SEASON.....

- OUR BEACH HAD OVER 2 MILLION VISITORS
- DEL MAR LIFEGUARDS PERFORMED 1,648 RESCUES
- 1,376 MEDICAL AIDS
- FOUND 282 LOST CHILDREN
- PICKED UP 4,672 CUBIC YARDS OF TRASH
(That covers the entire racetrack 3 feet deep)
- OUR TEAM HAS A SPOTLESS SAFETY RECORD
- THERE HAVE BEEN NO DROWNINGS ON THEIR WATCH

THEY ACCOMPLISHED ALL THIS IN A 44-YEAR-OLD BUILDING
THAT IS IN IRREPARABLE CONDITION.

BID HIGH AND BID OFTEN!

New Beach Safety Center and Lifeguard Headquarters

In 1964, Lifeguard Captain Gardner Stevens built Del Mar's first lifeguard tower on the beach at 17th Street, with his own hands and the help of his friend Del Mar Fire Chief Jim Baker. The tower housed two lifeguards and acted as headquarters for the beach's lifeguarding and first aid services.

In the past 44 years, the lifeguard department has grown and taken on more responsibility as needs have escalated. Today the Community Services/Lifeguard Department handles an expanded range of community functions serving the town of Del Mar and its two million annual beach visitors. Every year, the lifeguard department, under the direction of Lifeguard Chief Pat Vergne, executes approximately 14,000 water contacts, 1,600 rescues, and 1,300 medical aids. The department has a clean safety record with no drownings.

After more than four decades, the current lifeguard tower and public restrooms are in irreparable condition and have created a glaring health and safety issue for Del Mar. The public restrooms regularly back up. Large structural cracks are evident throughout the lifeguard tower. First aid services are provided in an outdated and cramped room which is also used for meetings and administrative functions. The shower/locker area is used by both male and female staff and the bathroom is not ADA compliant. A ladder provides the only access to the second floor; administrative staff is housed upstairs and the public must access the second floor to pay citations and conduct other business.

Lifeguard staff maximizes storage of various items in the one car garage including a rescue boat and beach wheelchairs, with spillover storage contained in two temporary shelters adjacent to the tower. An impacted parking area makes passage by emergency vehicles difficult during summer months. During the winter months, it is not uncommon for the building to experience flooding, and also for sand to wash away creating a drop-off from the site of the building to the beach. When this happens, construction equipment must be brought in to push up the level of the sand to the site providing a ramp for rescue vehicles to safely access the beach.

Friends of the Powerhouse is committed to raising funds for construction of the new Beach Safety Center and Lifeguard Headquarters and thanks you for your support for this worthwhile cause.

AUCTION RULES

Welcome to the ***Power to the Tower*** fundraiser for the benefit of the new Beach Safety Center and Lifeguard Headquarters. Your presence at our event and your financial contributions are truly appreciated.

All items are sold “as is” and as represented in the catalog. Our organization neither warrants nor represents, and shall in no event be responsible for the correctness of description, authenticity, authorship, provenance or condition of the item(s).

No statement contained in this catalog or made verbally during this time shall be deemed to be such a warranty, representation or assumption of liability.

In the event of a dispute between bidders, the auctioneer shall have sole and final discretion to determine the successful bidder. No bid, once made, can be withdrawn. All sales are final.

We ask that you please note the expiration date on your certificate(s). Please note that all certificates expire within one year of date unless otherwise stated. They also have no cash value nor may be exchanged.

Should you experience any problem claiming or coordinating your auction item, please contact Carolyn Batzler, Friends of the Powerhouse, at 858 792-5861.

Richard L. Houk

Auction and Non Profit Fundraising Consultant

Richard Houk has worked as a fundraising and capital campaign consultant for a diverse group of organizations throughout the United States for over 25 years. His clients have included Boys and Girls Clubs, Private and Public Schools, Universities, Hospitals, and various not for profit groups, and has helped to raise over \$20,000,000.

Richard brings a passion and a high level of enthusiasm to the causes of his clients. When serving as an auctioneer and/or master of ceremonies, he provides a high energy, organized and fun approach in helping to raise funds.

He was President / CEO of the Boys and Girls Clubs of San Diego for 5 ½ years, and serves on the Government Relations Advisory Committee for Boys & Girls Clubs of America. He and his wife Sandy own RL Houk Construction, which was founded in 1977. The firm specializes in construction management, expert witness in construction defects, and non-profit fundraising.

He and Sandy have been married for 35 years, live in Olivenhain (San Diego), California, and have two grown children.



2520 5th Street, Olivenhain, CA 92024-6409
*** (760) 753-1977 * fax (760) 634-6677**
email: rlhouk@pacbell.net

RAFFLE 1

14k DIAMOND HOOPS WITH FACETED AMETHYST DROP EARRINGS

Retail Value \$850.00

5 tickets for \$20.00

Watch for our model wearing these beautiful,
one of a kind earrings.

Donated by Judith J. Schuckit
Owner of
Jewel Gallery
Fine Estate Jewelry



RAFFLE 2

FRESH WATER PEARL NECKLACE WITH 483 WHITE FRESH WATER PEARLS 100 INCHES IN LENGTH


Retail Value \$900.00

5 tickets for \$20.00

Wow guys, pay attention and don't let this one get by.

Donated by Diamond Boutique

Diamond Boutique is a new establishment in Flower Hill. It is a family owned business that has been in the San Diego area since 1984. In addition to custom design, they provide jewelry and watch repair, appraisals for insurance and replacement value and estate evaluation. They are famous for their personalized approach.



DIAMOND BOUTIQUE

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DEL MAR, CA 92014
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SAN DIEGO
9450 MIRA MESA BOULEVARD, SUITE C
SAN DIEGO, CA 92126
TEL. 858.578.9696 FAX 858.578.3680

www.diamondboutiqueonline.com
mailbox@diamondboutiqueonline.com

LIVE AUCTION

(1) SAIL AWAY

Treat yourself and another couple.....Courtesy of Skippers Bill and Marla Engel, enjoy champagne brunch or lunch aboard their beautiful 38-foot Stephenson sailboat during a 4-hour sail of San Diego Bay. A perfect way to spend time with your friends and experience our beautiful bay.

Donors: Bill and Marla Engel

(2) AZTEC FANS

Aztec Basketball with Coach Steve Fisher and the San Diego State basketball team for two people: attend pre-game practice, pre-game meal with SDSU players and coaching staff; sit on the SDSU bench during the game plus access to locker room for pre-game, halftime and post-game meetings with the team.

Donor: Coach Steve Fisher

(3) DEL MAR LIFEGUARD PARTY

Fulfill your kid's every wish. Invite 11 of his or her special friends to join your child for a Wild blue yonder ride on the famous Del Mar Lifeguards' rescue boat. They also get a lifeguard tower tour and t-shirts. Sounds like a special birthday party. The Del Mar Lifeguards are not responsible for environmental hazards including, but not limited to: migrating whales, leaping dolphins, amorous sea lions, or rogue waves.....or the elusive Giant Squid. How about a refreshing frozen yogurt from the Golden Spoon afterwards?

Donors: Del Mar Lifeguards and Golden Spoon Frozen Yogurt

(4) AN AFFAIR TO REMEMBER

Carmen and Frank Fernandez have graciously donated their home to you and 10 friends this summer to experience an exquisite sunset on their beautiful deck as well as cocktails with all the trimmings. What a great opportunity to host a party without cleaning your house.

Donor: Frank and Carmen Fernandez

(5) CALLING ALL HIGH ROLLERS

Lady luck invites 2 guests to fly from Carlsbad on a private plane for a three night stay at (tba) in Las Vegas. You'll get to dine at (tba) and then it's time to hit the gaming tables or shows!

Donor:

(6) DIAMONDS ARE A GIRLS BEST FRIEND

Lovely ladies white and black diamond ring set in 18 karat white gold. The ring is studded with 113 black diamonds and 31 white diamonds pave set in a cluster on the top section of the ring. Total weight is (0.83) carats. You will be sorry if you pass on this one.

Donor: Diamond Boutique

(7) OREGON COAST GETAWAY

Outside of Neskowin, between Lincoln City and Pacific City, there is a lovely townhouse on a hilltop with a panoramic view of the ocean. It is yours for a week of fishing, beachcombing, antiquing or just plain relaxing. Sample the superb local fare of great seafood.

Accommodations for six adults.

Donors: Jack and Carolyn Batzler

(8) GOLF IS JUST A SWING AWAY

You and two friends get to play golf with John Schroeder at The Farms at Rancho Santa Fe and then tell tall tales over lunch with John at the club. John Schroeder turned pro golfer in 1969 and played on the PGA Tour, Nationwide Tour and Champions Tour. He has 34 top-10 finishes in PGA Tour events including a win at the 1973 U.S. Professional Match Play Championship. In 2001, Schroeder won the NFL Golf Classic and the Champions Tour Comeback Player of the Year award.

Donor: John Schroeder

(9) BECOME A WINE CONNOISSEUR

Your very own collection of 50 spectacular wines from around the world, for you and your guests to enjoy. Everything from champagne to port, plus information on all the wineries. Test your wine knowledge with a wine game also included.

Donors: Friends of the Powerhouse

(10) DREAM ENTERTAINING

Impress friends with a gourmet dinner for twelve prepared by Susan Sbicca from the famous Sbicca restaurant in Del Mar. This special dinner will be served by our Del Mar Lifeguards in your home. Fine wine accompanies this dinner.

Donor: Sbicca, Friends of the Powerhouse and Del Mar Lifeguards

(11) TIKI TORCH SURF PARTY

Tiki torch surfing plus dinner on the Del Mar beach on a hot summer night with up to 20 of your friends and family, it doesn't get any better than that. What's even better, it's hosted by the Del Mar Lifeguards and catered by El Pollo Loco.

Donors: Del Mar Lifeguards and El Pollo Loco.

(12) LOCATION, LOCATION, LOCATION

The best location for an event is our very own Powerhouse. Do you have a wedding coming up, a surprise birthday party, anniversary? The Powerhouse is yours for the entire day or evening to enjoy with your friends and family on our beautiful Del Mar Beach.

Donor: City of Del Mar

SILENT AUCTION ITEMS RED SECTION

(101) YOU BELONG IN THE ZOO

Let loose your wild side and go with a friend on the Wild Animal Park's Photo Caravan. This is one of the Zoo's most popular attractions. The two of you will embark on your own safari experience riding in a open-air safari truck. Your guide will also take you inside the enclosures for breathtaking close-ups.

(Value \$320)

Donors: San Diego Zoological Society

(102) IT'S FOOTBALL TIME

Take 3 friends and sit on the Club Level Row 6 to watch the San Diego Chargers play Kansas City on November 9th, 2008. In addition you will receive a Lance Alworth jersey and signed football from the legendary hall of famer. Now that is something to cheer about.

(Value Priceless)

Donor: Del Mar Thoroughbred Club

(103) BASKET FOR BABY

Handknit blanket and newborn hat, sleepers, burp cloths, bib, a stuffed toy, medical kit, towel, wash cloth and yellow ducky are just a start for what's included. There is even body lotion from Hawaii for Mom. After the pampered and perfect new arrival is tucked safely in bed, Mom and Dad can relax with a bottle of wine.

(Value \$250)

Donor: Greet Hostetler

(104) A PADRES EXTRAVAGANZA

You Padres fans can be the proud owner of 4 Founders Club seats in the Toyota Terrace Infield Section behind home plate at any home game during the 2008 Season. The foul balls come ALL the time, so be sure to bring your baseball mitt!

(Value \$345)

Donors: Lynn and Charlie Gaylord and Andrea and John Holland

(105) NO PARKING TICKETS FOR ONE YEAR

A parking pass good for 1 year of free parking anywhere in Del Mar. No more of those tacky \$35 tickets on your windshield. Those of you who work and or shop in Del Mar know what a sweet deal this is.

(Value Priceless)

Donors: City of Del Mar

(106) HAPPY BIRTHDAY TO YOU

Have a birthday party for your munchkin and 8 of his or her best buddies in someone else's backyard. You can bet the highlight of the party will be the surprise visit of our Del Mar fire engine and REAL firemen. Of course there will be ice cream and cupcakes. An original watercolor of the Del Mar Fire Station by local artist, Barbara K. Scott, is included. Take home gift certificates for frozen yogurt.

(Value Priceless)

Donors: Susan and Judd Halenza, Barbara K. Scott and Golden Spoon Frozen Yogurt

(107) SIX PACK ABS CAN BE YOURS!

Your friends will be jealous when they see the new you after 3 personal trainer sessions and a 1 month membership to the Del Mar Workout. Lee Goldsmith will be your personal trainer.

After this workout you might want to use your Longs Drugs certificate for those aches and pains.

(Value \$550)

Donors: Del Mar Workout, Lee Goldsmith, and Longs Drugs

(108) HONEY! WHAT'S FOR DINNER?

Pull out a certificate from Del Mar's finest restaurants and let them do the cooking. Your certificates include Tony's Jacal, Café Del Mar, Poseidon, and Rendezvous. Can you imagine a better way to get some variety in your dining?

(Value \$280)

Donors: Tony's Jacal, Café Del Mar, Poseidon, Rendezvous and Il Fornaio

(109) DARLING YOU LOOK MARVELOUS

Make a visible difference with your very own FDA approved microcurrent NuFace. NuFace delivers gentle microcurrent impulses reducing lines and wrinkles, restoring facial muscles and tone for a more youthful appearance. You do this yourself in the privacy of your own home. Carol Cole will give you tips and instructions to get the most from your NuFace.

(Value \$400)

Donor: Carol Cole

(110) ANCHORS AWAY

Take a personal tour of the carrier Midway by a retired Admiral and former skipper of the USS Nimitz. Four of you will get to go behind the scenes, see the new F-8 ready room and enjoy true stories about carrier life at sea; included is a Nimitz ball cap and a few other surprises.

(Value \$150)

Donor: Jack Batzler

(111) AND AWAY THEY GO...

Here's a chance to bet the ponies with 4 Clubhouse 2008 Season Passes (reserved seats not included). Collect your winnings and head over to Red Tracton's for dinner.

(Value \$1,075)

Donor: Del Mar Thoroughbred Club and Red Tracton's

(112) NEW YORK, NEW YORK

We have two nights at New York New York in Las Vegas, for two lucky people, based on availability of course. This hotel has it all and is located right in the middle of all the action. Wow!

(Value \$700)




Donor: Del Mar Thoroughbred Club

(113) FRESHEN UP YOUR GARDEN

Enjoy 4 passes to Quail Botanical Gardens in Encinitas that will inspire you to have a consultation in your own garden with garden expert Bill Teague. Along with an orchid from Feather Acres, this basket contains succulent bowls designed by Diane Uke and a surprise gift from DIG in Flower Hill. You will also find other useful gardening accessories.

(Value \$150)

Donors: Bill Teague, Quail Botanical Gardens, DIG, Susan Halenza and Marnie Mahoney.

 <p>215 15th ST DEL MAR CA 92014</p> <p>PHONE 858 481-1001</p> <p>WEB www.sbiccobistro.com</p>	<p>OCEAN <i>fresh</i> TO YOUR TABLE</p>  <p>One of San Diego's Top Ten Most Popular Restaurants! ZAGAT SURVEY 2008</p>  <p>AWARD WINNING OCEAN VIEW DINING Creative Coastal Cuisine Wine Spectator Award of Excellence 5 Private Dining Venues Full Service Event Planning</p>
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SILENT AUCTION ITEMS GREEN SECTION

(201) FOR MEN ONLY

Pamper yourself with special gift certificates from Durante's Menswear, Primo Cigar, haircut at the Hair Nursery, Pizza Nova and Longs Drugs. A book on wine is included. And when your day is done, relax with a great bottle of wine.

(Value \$350)

Donors: Durante's Menswear, Primo Cigar, Hair Nursery, Pizza Nova and Longs Drugs.

(202) GARDEN BASKET

Enjoy 4 passes to Quail Botanical Gardens in Encinitas which will inspire you to read your new SOUTHERN CALIFORNIA GARDENING book autographed by local garden author Pat Welsh. Also included in this basket is an orchid from Feather Acres, a sun dial, as well as a variety of gardening accessories. Small, handmade bowls, designed by Diane Uke, contain a variety of succulents and will add a nice touch wherever placed.

(Value \$150)

Donor: Quail Botanical Gardens, Pat Welsh, Susan Halenza, Marnie Mahoney and Feather Acres.

(203) SWEETHEART WEEKEND

No need to fill up your gas tank for this one. Spend a relaxing weekend at the legendary Del Mar Beach Motel on 17th Street. Have breakfast at Americana, lunch at Board and Brew and dinner at Jake's Del Mar.

(Value \$600)

Donors: Del Mar Beach Motel, Americana, Board and Brew and Jake's Del Mar.

(204) FABULOUS GETAWAY

Some days you just want to get away. L'Auberge Del Mar offers you Deluxe Accommodations for 2 for a two-night stay Sunday – Thursday with tax included. Leave the in-laws, cousins and family at your house and sneak out for some quiet time. And have a meal at Pacifica Del Mar. Perfect!

(Value \$900)

Donors: L'Auberge Del Mar and Pacifica Del Mar

(205) AND THEY'RE OFF

Bet on the ponies with your 4 Clubhouse 2008 Season Passes (reserved seats not included). Winner or not, end with a great dinner for 4 at The Fish Market.

(Value \$1,180)

Donor: Del Mar Thoroughbred Club and The Fish Market

(206) THEATRE TICKETS FOR TWO

There is nothing that compares with a live theatre production. See two special shows at the Balboa Theatre: "Spring Awakening" on Tuesday, August 26, 2008; and "Defending the Caveman" on Tuesday, November 11, 2008. The curtain time is 7 pm.

(Value \$50)

Donor: Lynne Shaw

(207) BASKETBALL'S THE GAME

Four tickets to watch the 2007 WNBA champs, the Phoenix Mercury, face off in Phoenix during the 2008 season; includes a light dinner and valet parking. And that's not all; you also get a jersey signed by Olympian and WNBA All Star Diana Taurasi and a Phoenix Suns framed poster autographed by NBA All Stars Steve Nash, Amare Stoudemire and more.

(Value \$900)

Donor: Jay Parry, Phoenix Mercury and Phoenix Suns

(208) DIVE, DIVE, DIVE

Become a certified scuba diver by taking lessons at the North County Scuba Center. When you have finished with the lessons and necessary requirements, you'll be ready to explore the briny deep.

(Value \$350)

Donor: North County Scuba Center

(209) WHAT'S COOKING?

Renowned local chef Regina Balch cooks a five-course dinner al fresco for up to ten people in your home. It's your choice... a classic Italian dinner or... each course can be a different ethnic food such as Indian, Mexican or Hawaiian. Sound like fun? Served to you by Friends of the Powerhouse.

(Value \$500)

Donor: Regina Balch and Friends of the Powerhouse

(210) SURF'S UP

Now is the chance for two of you to hit the waves with your free surfing lesson from Rusty Surfboards. There is even a gift certificate from Rusty to buy your favorite surfwear etc.

(Value \$250)

Donor: Rusty Surfboards and Il Fornaio

(211) LADIES LETS DO LUNCH

Four of you will enjoy eating lunch at fabulous Pamplemousse. Complete your day by cashing in gift certificates from Jolie Fleur flower shop and La Boutique.

(Value \$300)

Donor: Pamplemousse, La Boutique and Jolie Fleur

(212) CATCH OF THE DAY

Invite friends and the four of you can enjoy a lovely fresh seafood dinner compliments of The Fish Market. Wine is also included.

(Value \$180)

Donor: The Fish Market

(213) DEL MAR BEACH COTTAGE GET-AWAY

Enjoy two nights, three days at a cottage located one block from the ocean on 23rd Street. A 2 bedroom, 1 bath vacation home with a private patio and gas barbeque ready for your enjoyment upon availability. A wagon complete with beach equipment will simplify your short walk to the sand. This great location is within walking distance to restaurants. No animals or smoking.

(Value \$500)

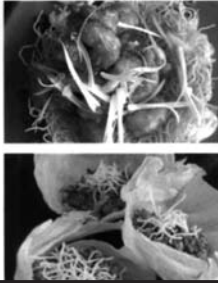
Donor: Tracy Weaver



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PATRICK O'NEIL
ENGINEER

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Alyta Milana
Owner/Designer
joliefleurdelmar@aol.com

California Riviera Fashions

Heidi Walker

1438 Camino Del Mar, Del Mar, CA 92014

Phone: 858-755-0525

Fax: 858-755-1505

Email: laboutiquelesdeux@yahoo.com

LA BOUTIQUE

les deux

HAIR

Nursery

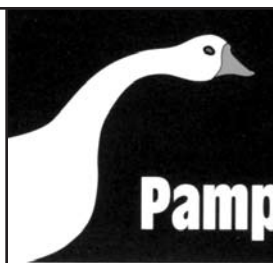
FOR MEN & WOMEN



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TRACY L. CONKEY



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FAX **(858) 755-6955**
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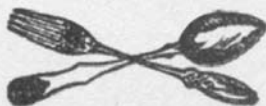


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Randy Gruber • Chef/Owner

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americanarestaurant.com

CAFÉ del mar

CONTEMPORARY BISTRO

(858) 481-1133

1247 Camino Del Mar



Guest Name: _____

Date: _____

Number in Party: _____

Hotel Name: _____

Referred by: _____



CAROLCOLE

CAROL COLE

Founder

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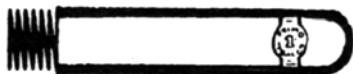
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In the Flower Hill Mall

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