

About Us



Bob and Karla Kennedy

July 2012 – From the Publisher

Here at Kennedy Publishing, we're proud to offer you another edition of the Coronado Telephone Book, or "The Kennedy Book," as it's so affectionately called by our residents and businesses.

It's no secret that people in Coronado hoard the book both for its unique covers – created specifically for us by a local artist every year – and also as a chronicle of Coronado's community and history of quality businesses.

Speaking of history, this edition of the Kennedy Book marks our 25th anniversary. In an ever-changing advertising market, this milestone speaks to our staying power and value to this tight-knit community. From the outset, our purpose has been to produce a quality telephone directory with unique features to serve and entertain Coronadans and our visitors – so we do things our own way, quite unlike the assembly line used by large directory companies.

What many may not realize about the Coronado Telephone Book is that we're a small, family-owned business based in Coronado. The Coronado Telephone book was started by Ron Kennedy and the island's printer, Jim "Nic" Nicolet. Ron's son Bob took over the business in the early '90s and soon brought it fearlessly into the age of personal computing. We launched one of the first internet telephone books in the mid-'90s, and one of the first full-color yellow pages a few years later. Since then, we've expanded even further onto the web, creating a seamless social media-oriented site that allows users to search for, rate, and review local businesses, as well as locate community information that no other book will ever offer.

In a world dominated by corporate behemoths trying to do the same thing we do – but with no regard for quality or client and community relations – we offer personality, quality, and the beachgoing character that exemplifies Coronado.

All local information in the "Community Pages" and the blue "Directory of Organizations" is compiled by Kennedy Publishing and verified and modified annually as required; no copying from someone else's work – except for the quotations found on every white page. Our in-house artistry and graphic design is cutting edge (Bob has done several covers including this year's). Our graphics and web talents, led by Tristan Loper, are evidenced throughout the book and on TheKennedyBook.com. These skills have naturally led to an extension of our services provided by Coronado Marketing and Advertising as well as other business endeavors in the marketing and advertising world.

We also maintain our own white pages database, updated yearly from reply cards mailed to all residents and our easy-to-use online form. Residents can choose to include such information as occupation or military rank, have a separate listing for their children, specify a fax line, etc. Or they can choose to omit any part or all of their listing. We make hundreds of calls every year to keep this all sorted out; in many cases we call because our local knowledge as long time residents ourselves doesn't jibe with what we see on the computer printout.

These are the highlights; we do a lot of other stuff, we support a bunch of local causes, we're active in the community...and just generally keep up with Coronado life and happenings. It's been this way for the last 25 years!



Kennedy Publishing Company



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