

Santa Monica Daily Press

A newspaper with issues

DAILY LOTTERY

SUPER LOTTO

5 17 29 32 39
Meganumber: 3
Jackpot: \$65 Million

FANTASY 5

1 2 4 5 14

DAILY 3

Daytime: 8 5 0
Evening: 9 7 4

DAILY DERBY

1st: 07 Eureka!
2nd: 11 Money Bags
3rd: 04 Big Ben

RACE TIME: 1:44.51

Although every effort is made to ensure the accuracy of the winning number information, mistakes can occur. In the event of any discrepancies, California State laws and California Lottery regulations will prevail. Complete game information and prize claiming instructions are available at California Lottery retailers. Visit the California State Lottery web site: <http://www.calottery.com>



NEWS OF THE WEIRD BY CHUCK SHEPARD

A 50-year-old dentist in Amsterdam, Netherlands, received only a suspended sentence in November for a scheme in which he had chopped off a finger but then staged a car accident to claim the equivalent of about \$2.2 million for the finger-maiming under his auto policy. Also in November, a 35-year-old man in St. Johann, Austria, was arrested for trying to claim the equivalent of about \$1.17 million in insurance based on his severed finger, from a bicycle injury, when, according to police, he had actually placed his finger on a rail and let a train run over it.

TODAY IN HISTORY

Today is the ninth day of 2006.
There are 356 days left in the year.

On Jan. 9, 1913, Richard Milhous Nixon, the 37th president of the United States, was born in Yorba Linda, Calif.
In 1861, Mississippi seceded from the Union.

In 1861, the Star of the West, a merchant vessel bringing reinforcements to Federal troops at Fort Sumter, S.C., retreated after being fired on by a battery in the harbor.

In 1945, during World War II, American forces began landing at Lingayen Gulf in the Philippines.

In 1957, Anthony Eden resigned as British prime minister.

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Hopes revived for 'subway to the sea'

BY MICHAEL R. BLOOD

AP Political Writer

LOS ANGELES — They call it the "subway to the sea."

For years, transit planners dreamed of a subterranean train snaking from the skyscrapers of

downtown to the beaches of Santa Monica, a 15-mile line that could free at least some commuters from the inevitability of freeway gridlock.

The ambitious idea died years ago, and in time construction problems, cost overruns and political pressures ended plans for a world-

class subway system in Los Angeles.

But as roadways grow ever more clogged, there is renewed talk of completing the stunted line beneath Wilshire Boulevard that now dead-ends just a few miles from downtown.

Envisioned decades ago by

then-Mayor Tom Bradley and now embraced by Mayor Antonio Villaraigosa, the proposed line would cut through an area with the densest concentration of jobs and people in the region.

It's the most obvious route for a subway in the country, and it would be crowded with passengers from the day it opened, said Brian Taylor, director of the Institute of Transportation Studies at the University of California, Los Angeles.

"If you were going to build rail, the first place you would build it is down Wilshire," he said.

The project is far from leaving the drawing board. Even if plans are approved, transit officials would have to find an estimated \$4 billion, or more, to build it.

Still, a Wilshire line could be a key link in the city's subway system — known as the Red Line —

See SUBWAY PLANS, page 8

Feeding bookworms



Carolyn Sackariason/Daily Press

Actress Jamie Lee Curtis, 47, reads her children's book to a packed audience in the Martin Luther King Auditorium in the Main Library on Saturday. See page 9 for more photos.

COMMUNITY PROFILES

COMMUNITY PROFILES IS A WEEKLY SERIES THAT APPEARS EACH MONDAY AND DELVES INTO THE PEOPLE WHO LIVE, WORK AND PLAY IN SANTA MONICA.

Michael Miller: Savoring his freedom

BY CAROLYN SACKARIASON

Daily Press Staff Writer

MAIN STREET — Just a little more than a year ago, Main Street furniture stripper Michael Miller drove with his buddies north of Santa Barbara, ate Mexican food and drank a beer. And then he went to federal prison.

Recently released from minimum security camp at Lompoc Federal Penitentiary, Miller, the 42-year-old owner of furniture stripping shop Stripper Herk, is

still stunned over how he wound up serving 10 1/2 months incarcerated for telling the truth.

Miller was sentenced in October of 2004 to a year and a day at Lompoc for illegally dumping methylene chloride into the sewer — a charge that was later reduced to a misdemeanor. He also was charged with a felony for keeping sealed 55-gallon barrels of the toxic substance at his business for longer than the 90 allow-

See PROFILES, page 6



Council weighs in on new transit plans

BY RYAN HYATT

Daily Press Staff Writer

WILSHIRE BOULEVARD — A recent legislative push to allow tunneling below Wilshire Boulevard might be the first step to realizing a subway once envisioned to run from downtown Los Angeles to the beaches of Santa Monica.

Leaders at City Hall said they are generally supportive of the 15-mile underground transit line that would free up commuters from freeway gridlock.

The project is being given a second look after Rep. Henry Waxman, who pushed through a 1986 federal prohibition on tunneling through the area, changed his mind about the dangers below Wilshire. At the time, Waxman feared construction could cause an explosion of naturally occurring methane gas. But new research has convinced him that tunneling can be done safely.

A five-member safety review panel selected by

See SM TRANSIT, page 5

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BEACH BLANKET BUDGET

(No sunscreen necessary!)

**Thursday, January 12, 2006
7 to 9 p.m.**

**Ken Edwards Center
1527 4th Street, Santa Monica**

Santa Monica City Finance Director Steve Stark makes a return appearance to lay out budget basics just as public hearings begin, featuring an in-depth review of Santa Monica's budget development process. No jargon here—get the fundamentals, in easy-to-understand language, of how revenues, expenditures and funding mechanisms work together to provide and maintain city services and programs.

Courses and material are free, but we do request advance registration, which can be done on-line at www.smgov.net/leadership or by phone (call 458-8301).



City Budget Basics is the first of Santa Monica's 2006 Leadership Series courses, offered throughout the year and covering a wide variety of city government-related topics to inform and engage Santa Monicans. Join us!



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Santa Monica Daily Press

JACQUELINE BIGAR'S STARS The stars show the kind of day you'll Have:
★★★★-Dynamic ★★★★★-Positive ★★★★★-Average ★★-So-so ★-Difficult



ARIES (March 21-April 19)

★★ You could get stalled in your tracks, and really not care, which is unusual for the Ram. A new laissez-faire, lackadaisical approach works right now. You might be tempted to spend a little here and there. Don't forget about your budget. Tonight: Catch up on others' news.

TAURUS (April 20-May 20)

★★★★★ You are the cat's meow right now, and might be tempted to let others know just how energized and happy you feel. Consider making plans to meet a dear friend at a distance halfway. You will be a lot happier afterward. Tonight As you wish.

GEMINI (May 21-June 20)

★★★ You might start this week quite slowly. Do make that OK, as you seem to enjoy the cozy, slow pace, which is unusual for you. Take your time, knowing that you don't get to hang loose all that often. Chill out. Tonight: Happy as can be.

CANCER (June 21-July 22)

★★★★ Use the daylight hours for anything you think is critical to your well-being or anything for which you care about the outcome. Much can change quickly if you simply go with the flow. Meetings and groups point to success. Tonight: Slow down.

LEO (July 23-Aug. 22)

★★★★ All eyes look to you, but with acceptance and benevolence. Don't make any public or must appearance heavier than it needs to be. You could find everything much easier than you'd anticipated. A meeting is a must. Tonight: You have a lot to smile about.

VIRGO (Aug. 23-Sept. 22)

★★★★ Do your research before you make an announcement or decision. You might see a situation much differently than you initially had. Be open to this process going past today. You'll want to dot your i's and cross your t's. Tonight: Out late.

LIBRA (Sept. 23-Oct. 22)

★★★★★ You might want to think before you make a major partnership decision, no matter how comfortable an offer could be. You might need more time to evaluate. Though this person is sincere, changes could occur. Tonight: Relax your mind.

SCORPIO (Oct. 23-Nov. 21)

★★★★ Others seek you out. Your biggest problem is figuring out who to respond to first. You have a lot going on, and see demands coming forth. Allow others to carry more responsibility, especially if they want more say. Tonight: Relax with a dear pal.

SAGITTARIUS (Nov. 22-Dec. 21)

★★★ You might be lazy and a bit self-indulgent. The more you do without heavy physical exertion, the happier you will be. A purchase to make your life easier could be quite tempting. Tonight: Go along with a friend's or loved one's plans.

CAPRICORN (Dec. 22-Jan. 19)

★★★★★ You might have a lot of ideas. Your creativity spins out. The issue is simply where you want to direct your energy. Relax with others, especially a child or special friend. Together you feed each other's spirit. Tonight: Think "tomorrow." Try to make it early.

AQUARIUS (Jan. 20-Feb. 18)

★★★★ Deal with the basics and enjoy an easy pace. You also might need to plan on a heartfelt discussion. You might have been holding back way too much. Open up, and you'll free yourself up. Get past the risk. Tonight: Let your imagination choose.

PISCES (Feb. 19-March 20)

★★★★★ Speak your mind, and others beam. Your words naturally draw a strong, positive response. Return calls and schedule meetings. Schedule a special night with a loved one and surprise this person. Tonight: Call it an early night after visiting with a friend.



Santa Monica Daily Press

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Mystery photo



Fabian Lewkowicz/Daily Press

The first person to identify where this photo was taken will win a prize. E-mail answers to editor@smdp.com.



Mimi Ison is last week's mystery photo winner. Ison accurately identified that this photo was taken at Angel's Attic on Colorado Avenue. Check out today's edition for this week's mystery photo contest.

COMMUNITY BRIEFS

Save water, get \$20,000

By Daily Press staff

Now is your chance to get paid for conserving water. Fresh drinking water is a vital and precious natural resource on which our lives and economy depend. However, as much as 50 percent of it is wasted on ordinary lawn and garden landscaping, which means that the greatest potential for saving water lies in converting traditional landscapes to California-friendly, climate-compatible landscapes, according to city officials. That is why the city of Santa Monica is again sponsoring its competitive landscape grant program, designed to encourage home and business owners to make the switch that saves both water and money. Many homes in Santa Monica use more than 200 gallons of water each day for irrigation, with much of it running off into streets, alleys and sidewalks, city officials said. Research shows that converting turf, water-thirsty plants and traditional, high-volume sprinkler systems to plants and irrigation systems that are water-efficient can save property owners up to 80 percent of their water and 60 percent of their maintenance costs. Water-efficient gardens produce less yard waste, reduce the need for harmful chemicals and polluting maintenance equipment, and provide habitat for beneficial birds and insects. The city's competitive landscape grants provide partial funding, up to \$20,000, for new or remodeled, innovative garden designs that include two or more of the following: California native plants, water-efficient plants, water-efficient irrigation systems, storm-water management systems, graywater systems, and other innova-

See BRIEFS, page 9

SNOW AND SURF REPORTS

CONDITIONS				
DATA PROVIDED BY ONTHESNOW.COM				
BEAR MOUNTAIN				
NEW SNOW (24 Hrs) 0"	BASE DEPTH 12"-12"	LIFT HOURS 8:00am - 4:00pm	RUNS OPEN 10	LIFTS OPEN 9/12
CONDITIONS: Packed Powder, Machine Groomed				
JUNE MOUNTAIN				
NEW SNOW (24 Hrs) 0"	BASE DEPTH 40" - 72"	LIFT HOURS 8:30am - 4:00pm	RUNS OPEN 35	LIFTS OPEN 6/16
CONDITIONS: Powder, Packed Powder, Machine Groomed				
MAMMOTH MOUNTAIN				
NEW SNOW (24 Hrs) 0"	BASE DEPTH 120" - 144"	LIFT HOURS 8:30 am - 4 pm	RUNS OPEN 150	LIFTS OPEN 26/28
CONDITIONS: Powder, Packed Powder, Machine Groomed				
MOUNTAIN HIGH				
NEW SNOW (24 Hrs) 0"	BASE DEPTH 10"-12"	LIFT HOURS 8:00 am - 10:00 pm	RUNS OPEN 12	LIFTS OPEN 9/16
CONDITIONS: Machine Groomed, Hard Packed, Thin Cover				
MT. BALDY				
NEW SNOW (24 Hrs) 0"	BASE DEPTH 6"-12"	LIFT HOURS 8:30 am - 4:30 pm	RUNS OPEN 4	LIFTS OPEN 2/4
CONDITIONS: Packed Powder, Machine Made				
SNOW SUMMIT				
NEW SNOW (24 Hrs) 0"	BASE DEPTH 12"-12"	LIFT HOURS 8:00 am - 6:00 pm	RUNS OPEN 10	LIFTS OPEN 9/13
CONDITIONS: Machine Groomed, Loose Granular				
SNOW VALLEY				
NEW SNOW (24 Hrs) 0"	BASE DEPTH 12"-12"	LIFT HOURS 8:30 am - 9:00 pm	RUNS OPEN 2	LIFTS OPEN 4/11
CONDITIONS: Machine Groomed, Spring				

CONDITIONS

WATER TEMP: 58°

DATA PROVIDED BY WETSAND.COM

SWELL FORECAST (6-12 FT)

Today the size drops off dramatically to around chest high or so. Periods are still looking tight, only around 10-12 seconds. Offshore winds could get stiff in the wind prone areas in the morning, but should remain below 15 mph in most locations.

LONG RANGE SYNOPSIS

Moderate bursts of NW swell this week...

Tracking NW for 18th...

Some southern hemi SW on the charts as well...

TIDE FORECAST FOR SANTA MONICA

SATURDAY

Low Tide:

10:41AM

1.1FT

9:25PM

1.7FT

High Tide:

3:29AM

5.2FT

4:29PM

3.0FT

SUNDAY

Low Tide:

11:55AM

0.4FT

10:27PM

2.2FT

High Tide:

4:22AM

5.4FT

6:16PM

3.0FT

MONDAY

Low Tide:

12:52PM

-0.2FT

11:28PM

2.4FT

High Tide:

5:13AM

5.7FT

7:32PM

3.2FT

TUESDAY

N/A

WEDNESDAY

N/A

THURSDAY

N/A

FRIDAY

N/A

SURF AND SNOW QUESTIONS OR COMMENTS? EMAIL ALEX@SMDP.COM



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The Q Line

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Officials are giving renewed consideration to construction of a subway line that would run from downtown Los Angeles to the beaches of Santa Monica. Leaders at City Hall say they are generally supportive of the 15-mile underground transit line that would free up commuters from freeway gridlock, though there is some debate as to exactly what path the transit line should take. Some officials say a monorail system might make more sense for the area. So this week, Q-Line wants to know, "If plans for a mass-transit line between downtown Los Angeles and Santa Monica go forward, what shape should they take?" Call (310) 285-8106 before Friday at 5 p.m. and we'll print your responses in the weekend edition. Please try to limit your comments to a minute or less. It might help to think first about the wording of your response.

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LETTERS TO THE EDITOR

Shelters won't get all homeless off streets

Editor:

In a recent opinion piece (SMDP, Dec. 30, page 4), David Sirkin, M.D., writes that Santa Monica doesn't do enough for the homeless. Let's set the record straight. The people living on the streets of Santa Monica are not there because they are Santa Monica residents who lost their homes to foreclosure, or are Santa Monica tenants who were evicted. They came here from someplace else because of the services and programs we already fund.

Dr. Sirkin is in error when he says there "is no cold weather shelter in Santa Monica." There is. SAMOSHEL is a year-round transient shelter on Olympic Boulevard with over 100 beds currently operated by Ocean Park Community Center and funded by the city of Santa Monica. Therefore, "the large emergency shelter near downtown" he says the city needs does exist near downtown.

There are nearly 500 shelter beds in a number of locations within the city provided by some of the numerous homeless service nonprofits the city annually subsidizes.

Dr. Sirkin suggested the city have an ordinance to restrict camping on city (public) property. Such an ordinance does exist and has since 1994.

Dr. Sirkin writes, "With an emergency shelter in operation, we could enforce laws and ordinances against spending the night in the park or on the sidewalk." SAMOSHEL was built and financed so that city politicians could feel politically correct in passing an anti-camping public park/sidewalk/property ordinance at the time. Enforcing the law, however, should not be contingent on whether or not social services are available in Santa Monica.

Dr. Sirkin writes, "A special detail of police is needed to enforce these ordinances and direct persons ... to community centers." Had he done his homework, psychiatrist Sirkin would know that the Santa Monica Police Department has a special detail: the Homeless Liaison Program or HLP team. According to city documents, over 2,600 "homeless" contacts were made by the HLP team last year alone.

The HLP team is four dedicated, sworn police officers — soon to be more with budget approved for fiscal year 2005/2006 for a total of six HLP officers. Their function is to deal with "homeless," vagrants and transients, to enforce laws such as alcohol and illegal camping ordinances and to direct persons to help, including a wide variety of programs and services, outreach, sheltering, counseling, mental and medical referrals, housing and job training — to name a few.

Dr. Sirkin feels that Santa Monica's answer to the homeless problem would be to build shelters to handle about 1,700 beds and center services in these shelters. He suggests police should become concierges to direct and "transport" transients to these shelters, especially at night. He also expects hospitals to provide housing for their mentally ill homeless patients upon their discharge.

Dr. Sirkin doesn't seem to understand any of the dynamics despite that he is "working part-time in community mental health centers, one of them in Santa Monica." He seems to ignore the fact that many of our homeless, who have mental issues and substance abuse problems, do not want services. Many avoid shelters and programs that could provide assistance because they do not want to be "tied down" by case workers or even simple requirements such as keeping an appointment even if it means giving up months of housing where there is safety, a bed, showers, meals and counseling.

While Dr. Sirkin does recognize that shelters and services could be a magnet for drawing more indigents and mentally ill to our community, he offers no solution as to how to prevent that from happening — except that the taxpayers of Santa Monica should provide more beds and more services. I commend Bobby Shriver for suggesting the homeless czar idea and think Mr. Edelman is a terrific choice. Now instead of more shelter beds and HUD grant money flowing into Santa Monica, Mr. Edelman has to help Manhattan Beach, El Segundo, Hermosa Beach, Torrance, Redondo Beach and other coastal communities secure funds and offer beds or services. If those cities build shelters and provide services, the homeless will go there, thus reducing the number on our streets.

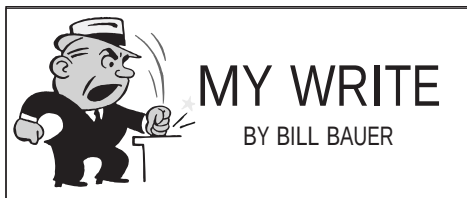
Santa Monica has spent hundreds of millions of dollars on services for transients over the last two decades, and we have still, for a city of our size, one of the largest populations of street people of any beach or suburban community in the state. So, obviously the city's well-thought-out "continuum of care" doesn't work, is not solving problems and is not getting homeless off the streets and back into productive society in meaningful numbers.

What about cost? The programs that Dr. Sirkin would like to see in place would cost tens of millions of dollars annually. Maybe he wouldn't mind paying thousands of dollars a year in extra taxes for these services, however, the vast majority of Santa Monicans, and particularly the low-income tenants, cannot afford and do not feel that we should pay for services that primarily benefit people who are not residents, have no ties to the community and moved here for the free services.

But Dr. Sirkin could do something. He could build a second unit on his property and rent it to one of the former homeless who are moving from a Santa Monica shelter to permanent housing. I will be looking for his letter to the editor announcing he has filed plans with the building department.

Mathew L. Millen
Santa Monica

Common sense required to solve homeless problems



Many say Santa Monica makes it too easy for transients, which is why we have a "homeless problem." This newspaper's editorial "Make the homeless uncomfortable" (Oct. 28, 2004, page 5) offered some common sense observations and remedies for the problems.

All of us desire to help those in need and who will respond positively to help. On the other hand, patience is wearing thin with those who resist rehabilitation and who are here to milk our generosity.

City Hall's chronic homeless project, launched in 2004, has nearly 50 people enrolled. Up to six months of stabilization services and counseling are required to qualify for housing under the program. "Participants must be able to live in permanent housing, be a good tenant and good neighbor," said Stacy Rowe, City Hall's team administrator for homeless needs. Thirteen individuals have already been placed in housing funded by City Hall and other sources.

"Some of those enrolled could receive housing support via the recently acquired \$948,907 Housing and Urban Development grant for housing chronically homeless alcoholics. Other clients could receive housing subsidies via other funding sources," Rowe said. Projections are to have 30 to 40 persons off the streets and housed within the next 18 months.

Housing, for example, could take a variety of forms, including supervised nursing care, independent living, a secure facility, specialized shelters or family care.

"Plans are to begin with Santa Monica's longest term homeless and get them into housing before we take in more recent arrivals — a move we hope will discourage people from flocking here to sign up for free housing," Rowe said.

A "housing first" approach under consideration by City Hall also will identify chronically homeless inebriates and put them into housing almost immediately. With housing needs met, clients will be subjected to intensive casework intervention from mental health professionals who will hopefully wean them from alcohol or other self-induced harm while guiding them toward programs leading to self-sustainability.

When asked what happens when clients don't respond, Rowe answered,

"Some people — the mentally or physically impaired, seniors, etc. — might never be self-sufficient but the rehabilitation process continues long after they get into housing. Case management never stops.

"No single approach will work for everyone," Rowe added. "Different approaches work better because people are different. The goal is to help as many people as we can. That requires tailoring the casework and programs to the person — not forcing persons to conform to our protocol."

Having a number of keys to open different and multiple locks makes sense, but what happens when clients still cling to unconstructive behaviors?

The problem is that there is no requirement for participants to quit drinking or doing drugs and to become self-sufficient. I fear the potential for abuse by malingerers living rent-free is high, but Rowe is confident that progress will be made.

In the meantime, City Councilman Bobby Shriver has been working to make sure the U.S. Veteran's Administration does its fair share to solve the nation's and region's homeless problem by providing housing and working with homeless veterans to help them to reenter productive society.

This would seem to be a no-brainer considering there is plenty of space in the sprawling Westwood reservation for up to 800 homeless beds, plus supportive facilities and related services. The VA has an obligation to support the men and women who've served their country and who've fallen on hard times or developed physical or mental problems that contribute to their unfortunate condition.

Amazingly, the commercial redevelopment of VA acreage and/or the outright sale of property to private developers is under serious consideration. I can't think of a bigger disaster and abdication of social responsibility than the selling off or commercial redevelopment of even one square inch of VA ground.

A decision on the VA will be made in a few weeks, so please write today to: The Honorable R. James Nicholson, U.S. Secretary for Veterans Affairs, 810 Vermont Ave., Washington, D.C. 20420-0002. Tell him the VA must help homeless veterans while preserving this valuable land for future generations and uses.

If Shriver's proposal isn't implemented and any VA property is squandered, we've lost a key opportunity to both help end homelessness and sustain our own futures.

(Bill Bauer is a longtime Santa Monica resident and a freelance writer.)



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Some say subway could be a monorail

SM TRANSIT, from page 1

Waxman and the American Public Transportation Association studied the safety of tunneling in methane-gas zones in October and concluded that tunneling can be done safely if proper procedures and new technologies are used.

"I am very pleased with the panel's findings and will make lifting the prohibition a priority," Waxman said.

Waxman has proposed legislation to Congress to lift the ban, which still needs to be approved. If it is, Santa Monicans may soon face the possibility of two mass public transit lines reaching the city's sidewalks.

Construction will likely begin in spring on the \$640 million Expo line project, which will run from its outset between downtown LA to Culver City. The project is expected to be completed by June 2010.

A future second phase will extend all the way to Santa Monica.

City Councilwoman Pam O'Connor, who sits on the Metropolitan Transportation Board, which is overseeing the Expo line project, said a subway that travels below parts of Wilshire Boulevard is also being reconsidered by transit officials.

O'Connor is generally supportive of a subway, which she does not see interfering with the Expo line project.

"We have multiple freeways in Los Angeles that run east and west," O'Connor said. "There's no reason why we shouldn't have multiple mass transit lines that do the same, especially if it gets more people out of their cars."

"It's about building a network for a westside destination that has jobs and cultural amenities."

The project is far from leaving the drawing board. Even if plans are approved, the MTA would have to find an estimated \$4 billion, or more, to build it.

Still, a Wilshire line could be a key link in the city's subway system — known as the Red Line — that now covers 17 miles from downtown to the San Fernando Valley.

Kate Vernez, City Hall's coordinator for government relations, said that studies have shown the Wilshire corridor would make a great path for a subway since the building density and jobs located there would support it.

However, West Hollywood officials said they hope the subway will connect to Santa Monica Boulevard at the Wilshire intersection. From that intersection, the subway would be able to travel to and from downtown Los Angeles and Santa Monica.

Santa Monica Boulevard, also a major business corridor, would also make an excellent path for a subway, West Hollywood officials said.

Because of the controversy, Vernez is holding off drawing any conclusions about the subway line, even it's name.

Until a path is determined, she prefers calling the subway the westside red line extension.

"(Environmental reports) will determine which alternatives are going to be the most competitive," Vernez said. "Those alternatives will be considered, because we're talking about a large amount of money to fund the project, much of which may come from the federal, state and local level."

But some leaders at City Hall aren't even sure the project should be a subway. City Councilman Herb Katz, fearful of what a large-scale tunneling project might do to an area notorious for gridlock, said he'd prefer there be a serious look at installing a monorail instead.

Monorails — above-ground, speedy transports that were once the talk of science fiction until Disneyland built one years ago — may provide a less-expensive form of mass transit than digging below ground, despite the fact they are not common.

"My question is, why are we talking about doing a subway when we can do a monorail that would be cheaper and faster?" Katz said. "If they can do a subway safely, I guess I don't have a problem with it, but we need to think about what it will do to the lives of the people who live close by as they build it."

Mayor Bob Holbrook said he prefers the subway option.

"Everybody predicted that monorails would be our future, but they're not," Holbrook said. "I think putting one anywhere on Wilshire would be too loud, because they're up high and people can hear them."

Councilman Richard Bloom said he'd support either a subway or monorail because either would do more to reduce freeway traffic.

"A monorail is a largely academic discussion right now, but let's say it's less expensive than a subway," Bloom said. "My only concern is that it would not be accepted by the business community or public at large."

"We don't have a history of above-ground trains...this isn't Chicago."

Bloom said he was concerned by the governor's recent state of the state speech, during which he heard talk about bolstering the transportation budget, but no talk about the Expo line or other Southland mass transit projects.

"The money is tilted toward building more freeways, and in my view it needs to be tilted in the opposite direction," Bloom said. "The only way we're going to reduce congestion is to build the infrastructure that will encourage people to get out their cars."

"Building more freeways is encouraging more people to get inside more cars, and that's not going to help us solve our congestion problems. But the Expo line, subway or other transit systems will."



John McGrail, C.Ht.

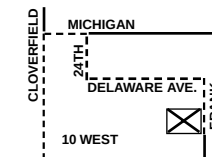
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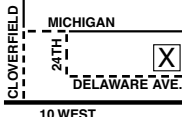
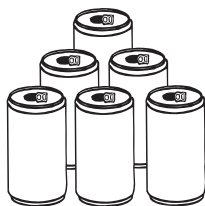
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COMMUNITYPROFILES

PROFILES, from page 1

able days.

Miller made a plea deal with federal prosecutors, knowing he wouldn't be able to beat the system and recognizing what he had done was mistake. And because the judge used federal minimum sentencing guidelines in deciding Miller's fate, he wound up losing a year of life as he knew it and was forced to ignore his financially troubled business.

Acting on a report from Santa Monica city officials, the FBI raided his shop in 2003. Miller at the time admitted he had let about 20 barrels accumulate over several months because it is expensive to have them carried off and he was struggling to make ends meet. At the time of the raid, Miller was scheduled to have the barrels picked up the next week. Had he told the investigators the 20 barrels had accumulated in the previous 90 days, the backlog may have been considered legal, Miller suggested.

But authorities arrested Miller after city contract worker Vincente Valenzuela in March of 2003 fell into cardiac arrest and suffered severe burns while working in the sewer below Stripper Herk.

Miller has maintained that a slight rinse-sewer leak from his shop couldn't have caused Valenzuela's injuries. The prosecutors ended up dropping the charges related to that incident, and Miller was never sentenced for Valenzuela's injuries.

However, what happened to Valenzuela did end up in civil court, where a \$1.25 million judgment has been awarded and the case is buried in disputes among Miller's lawyers, his insurance company and Valenzuela's attorneys.

Miller surrendered to authorities on Feb. 1, 2005, and was released in November. He spent a month in a halfway house in Inglewood before finally returning to his Playa Vista apartment. Now, he's working tirelessly to rebuild his business and trying to stay out of bankruptcy. The Santa Monica Daily Press caught up with Miller at his Main Street shop to talk about his prison experience and what the future holds.

What was Lompoc like?

"It's north of Santa Barbara, near Santa Maria. It's minimum security. It's a camp, so pretty much anything you imagine as a prison, throw it out. This place is literally green grass, eucalyptus trees and a split-rail fence surrounding it. We had sport fields, weight piles, we watched movies on the weekends, we had TV rooms; it's a summer camp. It's the federal version of community service. You work during the day, you have jobs, stay busy, then work's over, do what you want. You have over 340 guys watched by one or two unarmed guards. The whole thing operates on the honor system. Across the street is the (federal penitentiary), so if you mess around at camp, you go across the street."

What were your thoughts when you got there?

"I was processed in the bowels of the big house. It was the creepiest thing. They put you in the cell. I had never been in a cell, never been in handcuffs. They closed the door, and you can hear the key click. You say, 'This just got real.'"

Were you expecting a 'summer camp'?

"I was expecting something more organized. When I first got there, I was still way freaked out. I will never forget, I got there on Feb. 1 and five days later, the

Superbowl. There I am, still freaked out and sitting in the back of the visiting room, and there were three TVs. These guys were just having a ball, cooking food, watching the game. Two hundred-fifty of my new best friends watching the Superbowl. It's crazy."

Describe the experience.

"It was relaxing, peaceful. I guess I would have enjoyed myself if I didn't have to worry about things. It's all white-collar guys. Some guys started higher up, and they worked their way down the system and qualified for the camp. We got jobs. We were running dairies, plowing fields, working in family housing across the street, painting, tiling. I worked over Vanderberg Air Force Base with civilian contractors.

"I got pretty lucky. The paint crew I enjoyed. It's funny because I've been stripping for 23 years, not painting. At Vanderberg, we did everything from landscaping to splitting firewood, whatever they needed done. We spent a couple of weeks clearing running trails. That was fun. Here we are loading up a golf cart with chainsaws, driving through a forest unsupervised. I got paid 16 cents on the paint crew and 12 cents when I was working at Vanderberg. They got 300 some odd guys working for them, who are making all kinds of money.

"Once I got a job, it moved pretty quick. Then it seemed like you had a normal routine. Get up, go to work, come back and either work out or go play sports or anything you want.

"The inmates organized softball, football, basketball, horseshoe tournaments, bocce ball. That's what they say when you get there, take advantage of your time. You sit in the park, watching the sunset on a beautiful afternoon, and you say, 'This is prison?'"

What kind of guys were your fellow inmates?

"A lot of drug charges, something that made it federal. Taxes, wire fraud, embezzlement. That kind of stuff, things that weren't bad enough to put you behind bars."

Did you get to know the guys pretty well?

"Some you do. Some just first names. As many guys as there are, you don't really get too close to anybody or form real friendships ... a couple guys, yeah, but you just keep to yourself. I didn't have a problem approaching people. The whole time I was there I didn't meet one guard, counselor, inmate, anybody that has heard of somebody going to prison for any amount of time for a permit violation. I set a whole new standard. They kept asking, 'What else?' I said, 'I wish there was more.'"

How do you feel about the system now that you've been through it?

"What time they give you, you do that time. You could have a guy who has a laundry list of DUIs, traffic violations, he kills a family of four and they charge him in the state and give him 10 years for manslaughter; six years he's out. I met I don't know how many 19-, 20-year-old kids on first-time drug charges who have these 10-year sentences and they are going to be there for 10 years. And at the camps, they don't offer anything. There are no classes, there is no schooling.

"You are on your own. When I first got there, if it weren't for the inmates telling me how to do things, I would be wondering, 'What is going on?' because the people who are running it ... they couldn't

have real jobs, they were pretty bad. They were inefficient. Half the time they didn't know what they were doing, they would just threaten to throw you in the hole. Anytime you question them. Like medical. You don't get sick there because if you ask the doctor for something and he says 'no' and you start arguing with him, he'll just have you taken across the street and thrown in the hole. They are like the schoolyard bullies because they know they can pick on us and we can't do anything back."

What's your opinion of mandatory federal sentencing guidelines?

"The probation officer had me pre-screened for home detention, but (the judge) wouldn't modify it. The judge is not obligated to look at those modification levels, so he didn't. It should have gone down to probation. Worse, home detention. Technically it was a felony because of the drums, which I always laughed at because I told the truth that I was over the time limit. And the misdemeanor was for the unintentional negligence drain leak. That's it. The injury and all of that, they dropped it all. It wasn't part of sentencing.

"The judge stuck to the book. All we can figure out was that he was a brand new guy from the state court. If he had modified the sentence, he would had to have explained to Washington why he did it. He just stuck to it and as lousy as that was, he did let me be eligible for time off with good behavior, he did give me more time to surrender."

What's was your worst experience while at Lompoc?

"Easter Sunday, playing in a flag football game, I blew out my Achilles' tendon. Since it was an emergency, they did repair that. They never did any follow up or any therapy. I was on crutches for three months, and I couldn't work and that was lousy because I couldn't do anything. I did a lot of reading, a lot of writing."

How was the food?

"Pretty good. It was always well balanced. We had a salad bar, and that was the big thing. Guys who'd been all over at institutions wanted to be at Lompoc because of the salad bar."

What was your first day of freedom like?

"Dec. 16? I had been coming here everyday in the halfway house so I just came to work. The first night I went home, that was kind of nice. My apartment has been packed up for the last 10 1/2 months, so there was a lot of cleaning and sorting things out."

What have you learned during this experience?

"Where do you start? Just the whole system itself, from a federal level, I look at it as a giant game show. The lawyers are the contestants. The judge, he's the guy that runs the thing, and the guy that is accused is the prize. You just go back and forth. The defense attorneys are like the deal makers because if the feds come in, you are going to be incarcerated. It's just a matter of how long and under what circumstances so they make the best deal for you, but you are going to go to jail. It's simple as that. What happens is a lot of the prosecutors, they will accuse you of the world and then they'll make you an offer. It's supposed to be that they have to prove beyond a reasonable doubt, but they go with 'well, we're pretty sure.' If you go to trial, there's a 97 percent chance you'll lose, so you take the deal."

How did you wind up at the federal level?

"I violated a city permit because of the discharge, but it also violated the Federal Clean Water Act; otherwise it's a local thing. They would report it to the EPA of California, but they don't have enough people there so they contacted the FBI's environmental crimes division. As soon as they called the feds, they thought, 'Oh, we've got an intentional dumper.' So they authorized the raid. It should have been handled either locally or the state, but since they called the feds and they did a raid, they made a federal case out of it.

"I could have lied, but I told the truth and I was cooperating. Even when the feds came in, I still told the truth. I was laughing at the stupidity of it — the FBI was in my shop with bullet-proof vests and guns and searching the place and taking pictures and threatening to throw the guys into jail."

What was happening at the shop while you were incarcerated?

"The shop pretty much runs itself. It's a pretty simple operation. My guys, they know how to do the strip thing. My one guy, Ernesto, did a great job, doing the best he could. I taught him how to do the pricing. They just stumbled their way through it. I hired a bookkeeper to take care of the books. The one rule in prison is that you can't conduct business in prison. So I'm a business owner, but I wasn't allowed to do business."

How would they know?

"They monitor phone calls, they do check the mail. Visitors can't bring anything in. You can't have anything mailed to you other than books. At the state, people can send you care packages. They won't let you get stamps. They wouldn't let anything in, which is funny because here we are in someone's house painting their living room and I can't get stamps in the mail."

How is your business now?

"I got behind on everything. Things lapsed. This year, I'm still trying to figure out, but I think this past year was worse than 2002. I expected this last year to be a real boomer because of the all of the construction and remodeling going on. Usually we are really busy. Maybe me being away factored into this, but I'm the only guy that does this. We should have been busy.

"Technically, I'm bankrupt and I don't have the money to pay the attorney to file the bankruptcy. We are that bad off here. My apartment, I was able to keep that barely. I was able to sell both of my trucks."

Will Stripper Herk survive?

"I'd say 80/20 against. I'm going to give it until March when my lease expires anyway. Unless I can get this place turned around and going, I can't do it anymore. I'm already too far in the hole. I'm the only guy that does this, but I can't move because you can't get a permit anywhere else."

Are you bitter?

"No, I'm more disappointed in how the system works. The prosecutors are free to do and say whatever they want and are not accountable. The federal judge is God. Whatever they want to say or do, that is the way it is.

"I'm done. I'm wiped out. They destroyed my life, they ruined by business, they did everything they could to break my spirit, and almost did, but that is where they failed. I'm determined to make the shop go, rebuild my life and move on. I'm not happy about it, but I am not dwelling on it."

LOCAL



KNOW BEFORE YOU GO

'Know before you go' is a weekly update on construction projects throughout Santa Monica. Here is a schedule of construction project initiated by public agencies for the week of Jan. 9:



Airport Park and Airport Avenue

Site grading, constructing new artificial turf soccer fields, constructing new playground, restrooms and dog park area, and reconstructing a portion of Airport Avenue. On-site detour possible during street reconstruction.

Pier structural rehabilitation

Structural upgrade of Municipal Pier roadway and miscellaneous repairs on Newcomb Pier. Vehicular access to the pier on Ocean Avenue will not be allowed and deck parking lot will be closed.

Diversion unit installation

Install low-flow diversion unit on Ashland Avenue, between Main Street and Neilson Way. There will be detour signs posted around the work area.

Marine Street utility undergrounding

Relocation and undergrounding of electric, phone and cable facilities on Marine Street, between Lincoln Boulevard and Prospect Court. Parking limitations will be posted daily and detours may be announced as necessary.

Cingular telecommunications lines

Cingular is installing telecommunication lines on San Vicente Boulevard from 17th to 19th streets; San Vicente Boulevard from Fourth Street to 100 feet west of Fourth Street; and Fourth Street from San Vicente Boulevard to alley south of San Vicente Boulevard. There will be detours around the work areas.

Civic Center parking structure

Construction continues on a new 900-space Civic Center public parking structure, located on Fourth Street next to the public safety facility. Construction will require the closure of Avenida Mazatlan and the Fourth Street sidewalk. One lane on southbound Fourth Street is subject to closure while work is occurring. There also may be delays entering the Civic Center parking lot from Fourth Street. Use the Main Street entrance.

Electrical vault installation

Southern California Edison will be installing an underground vault in Santa Monica Boulevard at Seventh Street. There will be detours around work areas. Follow posted signs.

Gas company main replacement

Southern California Gas Company is replacing a 4-inch main on San Vicente Boulevard between 17th Street and 16th Street; 17th Street between San Vicente Boulevard and Georgina Avenue; Georgina Avenue between 17th Street and 16th Street; and 16th Street between San Vicente Boulevard and Georgina Ave. There will be detours around work areas. Follow posted signs.

On-Fiber telecommunications lines

On-Fiber is installing telecommunication lines on 26th Street from north of Colorado Boulevard to Pennsylvania Street. There may be detours around the work area along Pennsylvania Street from 26th Street to Stewart Street.

Street and parking lot resurfacing

Street and park parking lot resurfacing, sidewalk, driveway, curb and gutter repairs. Repairs scheduled to occur through October. Detours around work posted as necessary.

Traffic signal upgrade

The transportation management division is upgrading traffic signals on Ocean Park Boulevard at Cloverfield Boulevard and at 23rd Street. There will be detours around the work area. For information on the project, call (310) 458-4982.

Water main replacement project

Installation of new water main complete with service connections. Detours and lane closures may occur, and will be posted at various sites during construction.

(For more information, log on to http://santa.monica.org/engineering/projects/kbug_project_list.asp or call 310-458-8721.)



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BIG DEAN'S CAFE-Where the 'locals' meet and the 'fun-loving' tourists always return! Come enjoy our highly acclaimed beach fare, beer, and wine at the best people watching place on the beach. Music, satellite sports, 2 outdoor patios, and smoking allowed. This nostalgic eatery has been here since 1902! The prices are reasonable and children are welcome. Now serving breakfast. Also serving lunch and dinner. 1615 Ocean Front, Santa Monica. (310) 393-2666.

BRITANNIA PUB-This English pub has a traditional charm with a Californian flair. Traditional British breakfast is served all day along with all your American favorites. Fish & Chips (our biggest seller) is a must try along with Bangers & Mash and Shepherds Pie or go American with our assortment of appetizers, burgers, salads, soups and sandwiches. We also serve our own hand cut fries. Join us after the restaurant closes for Quiz night, Karaoke, and DJ nights. We now have a late night menu available 10pm-1:30am. Outdoor patio, pool table, full bar, Gold Award from Guinness. Hours: 11am-10pm Monday-Friday, 9:30am-10pm Saturday and Sunday. 318 Santa Monica Blvd., Santa Monica. (310) 458-5350.

BUCCA di BEPPO-gets to the heart of Southern Italian cooking with authentic, family-style recipes like Chicken Parmigiana, Shrimp Scampi, and Tortelloni. Dishes are available in Buca Small portions for 2 or more people, and Buca Large for 4 or more. The full menu is available for curb-side take out; we'll deliver your order right to your car! Located one block off the Promenade at 1422 2nd St, Santa Monica. Call 310-587-EATS for reservations and take out.

CASA ESCOBAR-This family owned institution in Santa Monica has been serving excellent food since 1965. A friendly bar and dinner house frequented by the "locals" and tourists alike. We feature the best Mexican dishes in town. Among the favorites are the crispy beef tacos, spinach enchiladas and our house-cut NY Strip steaks on the grill. Our full bar is home of the famous Casa Escobar Margarita-a winner! While at the bar, enjoy our classic piano bar along with cable TV. Valet Parking available. All major credit cards. Open lunch and dinner. 2500 Wilshire Blvd., Santa Monica. (310) 828-1315.

JOHNNIES-The Best Little Neighborhood Italian Restaurant. Come in to our new location and enjoy Traditional or Stuffed pastas, Mile High Salads, Grinders, Roman Style Sandwiches, Hearty Calzones, and New York Style Thin Crust Pizza, in a relaxing neighborhood setting. When you're looking for a reasonably priced, traditional Italian meal with authentic New York attitude, Johnnies delivers. Hours: Sunday-Thursday 11am-10pm and Friday and Saturday 11am-11pm. Dine In, Take Out and Delivery. 1456 Third Street Promenade, Santa Monica. (310) 395-9062.

OVERUNDER SPORTS GRILL-Located on the corner of 14th Street and Santa Monica Blvd., OVERUNDER features 12 draft beers and a fine selection of wine making it a great place to watch any and all of your favorite teams. The house specialty is the Philadelphia cheese steak. OVERUNDER also offers great burgers, salads, Mexican food and more. OVERUNDER is the viewing home for the Cleveland Browns and strongly supports the Lakers, Clippers, Dodgers, and Kings. Frequent food and beer specials are also offered at OVERUNDER Sports Grill. All football, baseball, and basketball games are televised via satellite for every team. 1348 14th Street, Santa Monica. (310) 576-9913.

THE OMELETTE PARLOR-For 28 years The Omelette Parlor has been offering the finest in breakfast fare. With high fluffy omelettes, super sandwiches, and the freshest of salads, it's more than breakfast. Enjoy your day on our garden patio and experience the friendliness of service. Quality and value prevail forever at The Omelette Parlor. We open everyday at 6am. Come early! Hours: 6am-2:30pm Monday-Friday, 6am-4pm Saturday and Sunday. 2732 Main Street, Santa Monica. (310) 399-7892.

THE SLICE-A true neighborhood pizzeria serving authentic New York pizza & buffalo wings. We also offer a selection of hot & cold subs, pastas and salads. You can also create your own calzone. Eat in, take out, or delivery. Catering is available. Hours: open daily 11am-9pm. Visit one of our three locations: 915 Wilshire Blvd., Santa Monica (310) 451-7542, 1622 Ocean Park Blvd., Santa Monica (310) 399-4060, 13151 Fountain Park Drive, Playa Vista (310) 437-7499.

VIOLET-At Violet restaurant the atmosphere is casual, comfortable, and, like its cuisine, is uncluttered. Chef Jared Simons' flavorful small plate fare has something to suit everyone, from light eaters to those with a taste for a more robust fare. The Braised Short Ribs with Shallot Potatoes (\$14.50) melt apart while the Multi-Colored Beet Salad with Eel delights with Kumquat and Ginger Vinaigrette (\$9) and the favorite among the regulars is the Baked Macaroni and Gruyere Cheese with Serrano Ham (\$7.50). Unique selection of new and old world wines by the bottle, glass or flight as well as an impressive list of domestic & imported artisan beers. Hours: Lunch: Tuesday-Friday, 11:30am-2pm. Dinner: Tuesday-Friday, 6pm-10pm & Saturday and Sunday, 5:30pm-10pm. 3221 Pico Blvd., Santa Monica. www.violetrestaurant.com (310) 453-9113.

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Transit experts say subway would have little impact

SUBWAY PLANS, from page 1

that now covers a meager 17 miles from downtown to the San Fernando Valley.

Wilshire cuts across the diverse city and its history, connecting the poor immigrant neighborhoods near MacArthur Park with the mansions of Beverly Hills before reaching Santa Monica.

During peak hours, the six-lane boulevard is so congested that buses run at 90-second intervals.

The project is being given another look after a turnabout by Rep. Henry Waxman, a former opponent who pushed through a 1986 federal prohibition on tunneling through the area.

At the time, he feared construction could cause an explosion of naturally occurring methane gas. But new research has convinced the Los Angeles Democrat that tunneling can be done safely, and he has introduced legislation to lift the ban.

“We need a transit system. We have to alleviate the congestion,” he said.

Los Angeles was once crisscrossed by trolleys — including the legendary Red Cars — but they were sidelined decades ago as automakers succeeded in selling the region on cars and buses that used the region’s seemingly endless freeways.

Today, rush hour has no meaning. Commuters dependent on cars don’t rush anywhere in the glacial traffic, and a mere hour of gridlock would be greeted as a miracle on freeways.

The city’s sprawling geography, the cost (building subways can run \$350 million a mile) and commuting patterns pose other challenges to rail. Unlike New York, where commuters funnel into Manhattan, workers in Los Angeles scatter to all points on the compass, downtown being just one of them.

In a county of 10 million people, the entire 73-mile light rail system carries 232,000 people on an average weekday, a fraction of the commuting public. Taylor said ridership suffers in part because rail routes were parceled out by “symbolic politics” rather than the practical needs of commuters.

“The one place you find that would be a good investment in rail doesn’t have it,” he said about the Wilshire corridor.

With the population of the county continuing to grow, Taylor and other transit experts say even the development of the subway to the sea would do little to improve the region’s clogged roadways.

“Any major metropolitan area — you pick it around the world — are all congested,” said Genevieve Giuliano, director of the Metrans Transportation Center, a joint research center of the University of Southern California and California State University, Long Beach.

“In a place as large as Los Angeles, we cannot build enough subways,” she said.

Broker pioneers sales approach

BY ANNETTE HADDAD

Associated Press Writer

LOS ANGELES — With his soft-spoken manner and carefully coifed silver mane, veteran real estate executive Hal Ellis hardly fits the role of industry upstart.

But the 74-year-old founder and chief executive of CataList Homes Inc. is engaged in a well-funded and sometimes caustic campaign to upend the traditional way homes are sold in California.

His strategy: Charge home sellers half what most commission-based brokerages do — 3 percent of the sales price instead of the standard 5 percent to 6 percent — without scrimping on service.

Ellis’ plan bucks the established brokerage system further by paying his agents as full-time salaried employees instead of independent contractors and using the CataList Web site as a consumer-friendly portal for all local housing-price data that until recently had been for brokers’ eyes only.

“We knew that this kind of business model would be highly disruptive and evoke a response,” said Ellis, who in 1958 co-founded Grubb & Ellis Co., a Bay Area commercial property management firm that grew into one of the nation’s largest publicly traded commercial real estate services firms.

Ellis’ goal is to make Hermosa Beach-based CataList a leading lower-priced, full-service alternative in California.

He says it is only a matter of time before the market forces down the cost of residential real estate transactions, as it did with securities trading and travel reservations. Ellis also is banking on pure pocketbook economics: As the housing market slows down and values stop rising as fast, home sellers may think twice about forking over a big chunk of their equity to a real estate agent.

But success will not come easily. Some competing agents are balking at showing CataList homes to potential buyers, and many home sellers continue to seek out better-known brokerages. With its lower commissions, CataList needs a large number of sales to turn a profit, and it has had to spend a lot on marketing. Although CataList says it is profitable, it has declined to provide specifics.

The company has sold about 700 homes since opening its first office in 2001. That is a fraction of the 300,000 residential sales completed each year in Southern California.

But CataList is gradually rolling out new office locations, and the closely held company says it is spending larger-than-average sums about \$2,500 per customer to attract clients and promote its listings.

Soaring home prices and consumers’ growing use of the Internet have spotlighted the high cost of selling a house. Realtors earned \$60 billion in fees last year, and the industry standard commission of 5 percent to 6 percent has been the same for decades, even as real estate agents have proliferated and more information is available for free on the Web.

Even the Justice Department has raised concerns about commission fees. The agency in September sued the National Association of Realtors over what it believes are anti-competitive policies that keep consumers’ costs artificially high. The Realtors group is vigorously defending itself, contending that its policies are fair and that competition in the industry is healthy.

As it turns out, CataList is a member of the Realtors association even as the company challenges the industry’s business model. Many CataList rivals declined to comment on the upstart.

Comparisons to other low-cost business success stories are never far from the lips of Ellis and his team, especially as they seek new rounds of investment to fund expansion. As they tell it, CataList is no different from Charles Schwab & Co. and Southwest Airlines — companies that have attacked entrenched commission-based business models to become low-cost leaders.

“The parallels for real estate brokerage are almost perfect,” said Dan Leemon, Schwab’s former chief strategy officer who is a CataList board member and strategy adviser.

Before the rise of online discount stock trading, Leemon said, “the typical stockbroker would charge high prices and hoard information.” Today’s full-commission traditional real estate brokers are doing the same thing, he

“We knew that this kind of business model would be highly disruptive and evoke a response.”

HAL ELLIS
Co-founder,
Grubb & Ellis Co.

said, except that they are having a harder time controlling the key service they are selling: access to property listings. That, in Leemon’s mind, is making their commission rates harder to justify.

“Schwab recognized that hoarding information and treating clients like children was a bad business model, and the same is true in the realty business,” Leemon said.

The Realtors’ group, which represents 1.2 million licensed professionals, maintains that changes in the market are already driving down commission rates, which averaged 5.1 percent in 2003, according to industry newsletter Real Trends. More recent statistics are not available.

To be sure, lower-priced real estate brokerages are nothing new. Help-U-Sell, Assist2Sell, ForSaleByOwner.com, ZipRealty Inc. and similar concerns all charge sellers flat fees or reduced commissions while offering varying degrees of service. Lately they have been using technology to share listings information with consumers on the premise that better informed customers will nix paying the standard commission and seek out alternative firms.

CataList’s model is designed to bridge the gap between low fees and full service. A seller gets a detailed marketing strategy, including slick color brochures, prominent newspaper ads and a flashy presence on Realtor.com, one of the top free listings Web sites. The high-profile promotions are paid for by CataList, in contrast to the traditional brokerages that require their independent contractor Realtors to pick up the tab for marketing clients’ properties.

That approach worked for Kathryn Lemon. She interviewed agents from several brokerages before settling on CataList to list her Marina del Rey townhome in August. Even though similar models were priced above \$800,000, Lemon said CataList’s market analysis determined that pricing her unit just below that amount would net a deal quickly and possibly spark a bidding war.

Within 10 days, her townhome was in escrow at \$780,000, \$1,000 above the asking price. Lemon began making plans for a fall cruise with the money she saved.

“The beauty of it was that you can price your house appropriately and still make money because you’re not worried about all the out-of-pocket commission costs,” Lemon said.

So far, the collective market share of the nontraditional brokerages comes nowhere near that of the dominant, full-commission players. Their dominance is a problem for CataList, which tends to be lumped in with other low-priced brokers and is dismissed by the local leaders as a “discount” firm that is less than full service.

Another problem is CataList’s meager commission split. Despite any industry changes taking place, one practice that has not changed is how agents are paid. When a homeowner sells his home, half the commission goes to his listing broker and half goes to the brokerage of the agent who brought him a buyer.

By offering 1.5 percent, CataList is not winning over many of the region’s full-commission buyers’ agents.

“There’s zero networking with other agents. Nobody wants to work with you because you’re the bad guy,” said Terri Dunn, a former CataList agent.

She says that the lack of agent enthusiasm for CataList’s listings is hurting its customers.

“You will have twice as many buyers looking at your home if it’s not a CataList home,” said Dunn, now an independent contractor with Shorewood Realtors, the largest brokerage in the South Bay that pays buyer-side agents a minimum of 2.5 percent.

To CataList executives, that is exactly the reason the traditional system is headed for a big change.

“Agents spend more time marketing themselves than providing the best possible service for their clients,” said Michael Davin, CataList’s chief marketing officer.

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LOCAL



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(Top left, left to right) Santa Monica Mayor Bob Holbrook; City Councilmen Kevin McKeown and Richard Bloom; Greg Mullen, head librarian; Edward Edwards, chairman of the library board; City Councilwoman Pam O'Connor; actress Jamie Lee Curtis; and City Councilman Ken Genser preside over the official ribbon cutting of the new \$72 million Main Library on Saturday. (Top right, left to right) Actresses Jamie Lee Curtis and Rhea Perlman, City Councilman Richard Bloom and former City Councilman Mike Feinstein show their appreciation at the grand opening ceremony. (Bottom left) Hundreds of community members filed into the new library on Saturday during its grand opening. (Bottom right) City Councilman Bobby Shriver helps his stepdaughter, Natasha, 8, fill out an application for a library card on Saturday.



Fabian Lewkowicz/Daily Press



Carolyn Sackariason/Daily Press

COMMUNITY BRIEFS

BRIEFS, from page 3

tive water-saving features. In addition to increasing the city's climate-compatible landscape, the grant program also aims to help reduce citywide water use 20 percent by the year 2010.

Applications for the next round of grants are due March 30. Applications can be downloaded at www.smepd.org, or call (310) 458-8405 for assistance and information on this and other water-efficiency programs.

A night of poetry

By Daily Press staff

A local church is hosting a night of poetry featuring two guest poets.

On Saturday, Jan. 28, at 7 p.m., the Church in Ocean Park will host poets Robert Arroyo Jr. and Teka-Lark Lo. The Church in Ocean Park is located at 235 Hill St. in Santa Monica. Admission is by donation, but no one will be turned away for lack of funds. Call (310) 452-7953 for more information.

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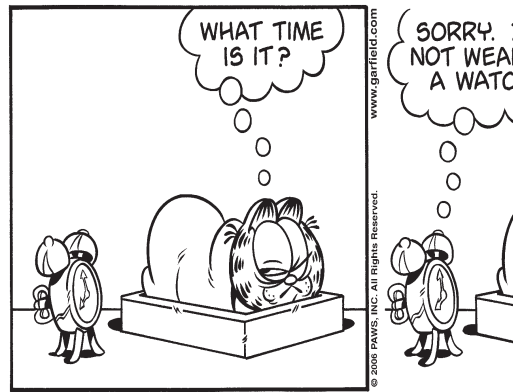
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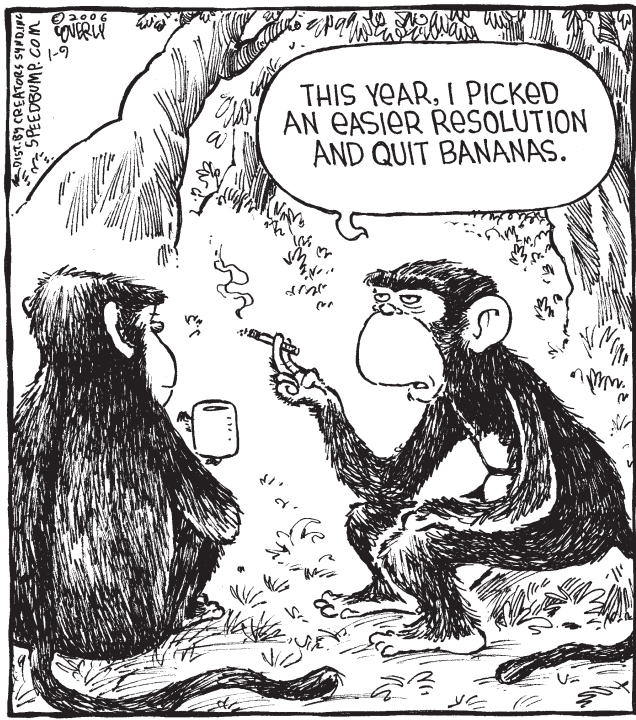
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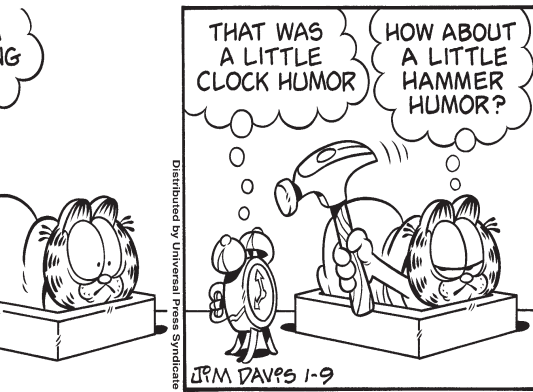
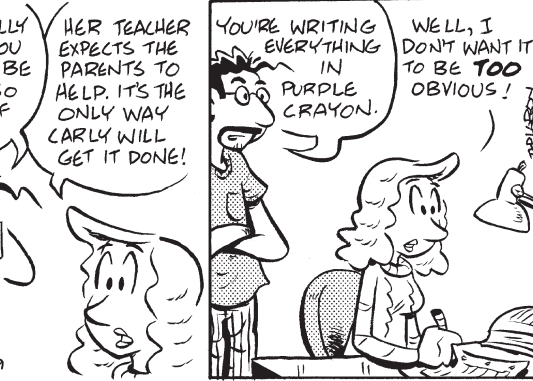
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17 Engrave

18 "Carrie" star

21 Fabric color

22 Play-ground fixtures

23 Borscht base

24 Ridiculously odd

26 Drunk

29 Seasoned sausage

30 Exceptional

31 — mode

32 Egyptian landmark

34 Truman's hometown

37 The-saurus author

38 Draw out

39 Scents

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Saturday's answer

- 19 Feel sorry for
- 20 TV spots
- 22 Look
- 23 Lingerie item
- 24 Leafy lunches
- 25 Become silent
- 26 Ho Chi Minh City, once
- 27 Like an old cuss
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VENICE, MDR ADJACENT. Single, fireplace, newer gated building with gated parking, courtyard area, quiet neighborhood. Laundry rm. 1 year lease, no pets. \$995. (310) 396-4443 x 2002 ellynesis.com

VENICE, STORAGE space located just off North Venice Blvd. Highly desirable location. \$250 (310) 396-4443 x2002 ellynesis.com

VENICE, SUNNY large 2bdrm, 1bath w/2 balconies and unbelievable ocean views! 1/2 block to beach with 1 car garage parking. 1 year lease, no pets. No smoking. \$2250 (310) 396-4443 x2002 ellynesis.com

WESTCHESTER 6707 W 86th Pl. Unit E. 2bdrm/1bath. stove. microwave, dishwasher, carpet, blinds, laundry, gated parking, no pets. \$1375, \$300 off move-in. (310) 578-7512 jkwproperties.com

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SANTA MONICA 1452 2nd Street. Very charming building, small offices. Between \$700/mo & \$1200/mo. Includes utilities & cleaning. (310) 614-6462

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VENICE, INCREDIBLE CAMPUS Entire Property inc. office, garden and parking areas! Historical 1919 Craftsman house which was torn down in 2005 and rebuilt from the foundation up. Everything is first class and authentic. The space has wood ceilings, brand new antique style moldings, windows, electrical, plumbing, ethernet, communication, DVR with cameras, gated parking, storage basement, central AC & Heat, incredible gardens, 60+’ of Lincoln frontage, lots of street parking on San Miguel. 853 Lincoln Bl. \$6,500 NNN (310) 396-4443 x2006.

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* As of December 14, 2005

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Notices

NOTICE OF APPLICATION TO SELL ALCOHOLIC BEVERAGES

Date of Filing Application: December 28, 2005

To Whom it may concern:

The Name(s) of the Applicant(s) is/are: CP3 LP.

The applicants listed above are applying to the Department of Alcoholic Beverage Control to sell alcoholic beverages at: 1541 OCEAN AVE STE 120, SANTA MONICA, CA 90401.

Type of License(s) Applied for: 47 – ON-SALE GENERAL EATING PLACE.

Department of Alcoholic Beverage Control INGLEWOOD.

SANTA MONICA DAILY PRESS 1/9/06, 1/16/06, 1/23/06

Statement of Withdrawal from Partnership Operating under Fictitious Business Name: Current File NO: 05 1988545

The following person(s) has/have withdrawn as a general partner(s) from the partnership operating under the fictitious business name of Bear Taxi Cab located at 1335 S. Azusa Ave, Suite 212, West Covina, CA 91791. The fictitious business name statement for the partnership was filed on August 18, 2005 in the County of Los Angeles. The full name and residence of the person(s) withdrawing as a partner(s): Edgar Martinez, 18433 Desidia Street, Rowland Heights, CA 91748. I declare that all information in this statement is true and correct, signed: Edgar Martinez.

SANTA MONICA DAILY PRESS to publish 12/19/05, 12/26/05, 01/02/06, 01/09/06

DBAS

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 05 3181692 FIRST FILING. The following person(s) is (are) doing business as ADVANCED COMPUTERS, 16129 Hawthornne Blvd., #A, Lawndale, CA 90260. The full name of registrant(s) is/are : Adiba Khairi, 7862 Liberty Ave, #A, Huntington Beach, CA 92647 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Adiba Khairi

This statement was filed with the County Clerk of LOS ANGELES County on 12/27/2005. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 1/9/2006, 1/16/2006, 1/23/2006, 1/30/2006

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 05 3185095 FIRST FILING. The following person(s) is (are) doing business as Alcor General Merchandise, 11618 South St., Artesia, CA 90701. The full name of registrant(s) is/are : Maria Lourdes C. Cataluna, 18403 Devlin Ave, Artesia, CA 90701 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Maria Lourdes C. Cataluna

This statement was filed with the County Clerk of LOS ANGELES County on 12/27/05. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 1/9/2006, 1/16/2006, 1/23/2006, 1/30/2006

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 05 2984901 FIRST FILING. The following person(s) is (are) doing business as Children's Multicultural Program, 2330 Santa Ana Blvd., LA, CA 90059. The full name of registrant(s) is/are : Tommy L. Brown, 2330 Santa Ana Blvd., LA, CA 90059 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)12/6/2005. /s/: Tommy L. Brown

This statement was filed with the County Clerk of LOS ANGELES County on 12/6/2005. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 1/9/2006, 1/16/2006, 1/23/2006, 1/30/2006

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 05 2996373 FIRST FILING. The following person(s) is (are) doing business as Day 2 Day Trans, 3168 Banning Av, Lynwood, CA 90262. The full name of registrant(s) is/are : Miguel Moran, 3168 Banning Av, Lynwood, CA 90262 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Miguel Moran

This statement was filed with the County Clerk of LOS ANGELES County on 12/07/05. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 12/19/2005, 12/26/2005, 1/2/2006, 1/9/2006

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 05 2968214 FIRST FILING. The following person(s) is (are) doing business as Avident, 8700 Venice Blvd., 104, LA, CA 90034. The full name of registrant(s) is/are : Luis Antonio Avila Cruz, 3339 Sherbourne Dr., Culver City, CA 90232 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Luis Antonio Avila Cruz

This statement was filed with the County Clerk of LOS ANGELES County on 12/05/05. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 12/19/2005, 12/26/2005, 1/2/2006, 1/9/2006

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 05 3045051 FIRST FILING. The following person(s) is (are) doing business as Caprice Cars International, 10162 Stonehurst Ave, Sun Valley, CA 91352. The full name of registrant(s) is/are : This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date). /s/:

This statement was filed with the County Clerk of LOS ANGELES County on 12/12/05. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish , , ,

DBAS

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 05 3202936 FIRST FILING. The following person(s) is (are) doing business as Be Prepared, Better Be Safe Than Sorry, 404 East First St., #635, Long Beach, CA 90802. The full name of registrant(s) is/are : Albert H. Houston, 404 East First St., #635, Long Beach, CA 90802 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Albert Houston

This statement was filed with the County Clerk of LOS ANGELES County on 12/28/2005. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 1/9/2006, 1/16/2006, 1/23/2006, 1/30/2006

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 05 3201485 FIRST FILING. The following person(s) is (are) doing business as Cecilia Market Inc, AI #/ON 2775427, 824 S. Cecilia St., #47, Los Angeles, CA 90014. The full name of registrant(s) is/are : Cecilia Market Inc, 824 S. Cecilia St., #47, Los Angeles, CA 90014 This Business is being conducted by, a corporation. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Cecilia Market Inc, President, Reuben Edison

This statement was filed with the County Clerk of LOS ANGELES County on 12/28/2005. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 1/9/2006, 1/16/2006, 1/23/2006, 1/30/2006

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 05 3192988 FIRST FILING. The following person(s) is (are) doing business as Day 2 Day Transportation, 3168 Banning Ave, Apt 5, Lynwood, CA 90262. The full name of registrant(s) is/are : Dora Elia Valenzuela, 3168 Banning Ave, Apt 5, Lynwood, CA 90262 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)12/7/2005. /s/: Dora E. Valenzuela

This statement was filed with the County Clerk of LOS ANGELES County on 12/28/2005. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 1/9/2006, 1/16/2006, 1/23/2006, 1/30/2006

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 05 3192988 FIRST FILING. The following person(s) is (are) doing business as Day 2 Day Transportation, 3168 Banning Ave, Apt 5, Lynwood, CA 90262. The full name of registrant(s) is/are : Dora Elia Valenzuela, 3168 Banning Ave, Apt 5, Lynwood, CA 90262 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)12/7/2005. /s/: Dora E. Valenzuela

This statement was filed with the County Clerk of LOS ANGELES County on 12/28/2005. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 1/9/2006, 1/16/2006, 1/23/2006, 1/30/2006

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 05 3185033 FIRST FILING. The following person(s) is (are) doing business as E.R.C. Roofing, 3147 Vamana St., Pomona, CA 91767. The full name of registrant(s) is/are : Ricardo Castaneda, 3147 Vamana St., Pomona, CA 91767 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)7/1/2005. /s/: Ricardo Castaneda

This statement was filed with the County Clerk of LOS ANGELES County on 12/27/05. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 1/9/2006, 1/16/2006, 1/23/2006, 1/30/2006

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 05 3185033 FIRST FILING. The following person(s) is (are) doing business as E.R.C. Roofing, 3147 Vamana St., Pomona, CA 91767. The full name of registrant(s) is/are : Ricardo Castaneda, 3147 Vamana St., Pomona, CA 91767 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)7/1/2005. /s/: Ricardo Castaneda

This statement was filed with the County Clerk of LOS ANGELES County on 12/27/05. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 1/9/2006, 1/16/2006, 1/23/2006, 1/30/2006

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 05 2984901 FIRST FILING. The following person(s) is (are) doing business as Children's Multicultural Program, 2330 Santa Ana Blvd., LA, CA 90059. The full name of registrant(s) is/are : Tommy L. Brown, 2330 Santa Ana Blvd., LA, CA 90059 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)12/6/2005. /s/: Tommy L. Brown

This statement was filed with the County Clerk of LOS ANGELES County on 12/6/2005. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 1/9/2006, 1/16/2006, 1/23/2006, 1/30/2006

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 05 2998766 FIRST FILING. The following person(s) is (are) doing business as Illusion Tattoos, 530 W. Manchester Blvd., Suite C, Inglewood, CA 90301. The full name of registrant(s) is/are : Omar Medina, 4445 131st Apt. A, Hawthorne, CA 90250 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)12/6/2005. /s/: Omar Medina

This statement was filed with the County Clerk of LOS ANGELES County on 12/7/05. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 12/19/2005, 12/26/2005, 1/2/2006, 1/9/2006

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 05 2998750 FIRST FILING. The following person(s) is (are) doing business as M AND F HEATING AIR CONDITIONING & REFRIGERATION, 1430 Valencia Street, Los Angeles, CA 90015. The full name of registrant(s) is/are : Manuel A. Flores, 1430 Valencia Street, Los Angeles, CA 90015 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Manuel A. Flores

This statement was filed with the County Clerk of LOS ANGELES County on 12/07/05. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 12/19/2005, 12/26/2005, 1/2/2006, 1/9/2006

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 05 2996373 FIRST FILING. The following person(s) is (are) doing business as Day 2 Day Trans, 3168 Banning Av, Lynwood, CA 90262. The full name of registrant(s) is/are : Miguel Moran, 3168 Banning Av, Lynwood, CA 90262 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Miguel Moran

This statement was filed with the County Clerk of LOS ANGELES County on 12/07/05. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 12/19/2005, 12/26/2005, 1/2/2006, 1/9/2006

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 05 3045051 FIRST FILING. The following person(s) is (are) doing business as Caprice Cars International, 10162 Stonehurst Ave, Sun Valley, CA 91352. The full name of registrant(s) is/are : This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date). /s/:

This statement was filed with the County Clerk of LOS ANGELES County on 12/12/05. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish , , ,

DBAS

NO. 05 2996335 FIRST FILING. The following person(s) is (are) doing business as EVE Productions, 19709 E. Calle La Suen, Walnut, CA 91789. The full name of registrant(s) is/are : Evelyn Ramos, 19709 E. Calle La Suen, Walnut, CA 91789, Omer Ramos, 19709 E. Calle La Suen, Walnut, CA 91789 This Business is being conducted by, husband and wife. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Evelyn Ramos, Omer Ramos

This statement was filed with the County Clerk of LOS ANGELES County on 12/07/05. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 12/19/2005, 12/26/2005, 1/2/2006, 1/9/2006

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 05 3004994 FIRST FILING. The following person(s) is (are) doing business as Fashionistic, 4610 Densmore Ave, Unit 17, Encino, CA 91436. The full name of registrant(s) is/are : Aileen D. Martinez, 4610 Densmore Ave, Unit 17, Encino, CA 91436 This Business is being conducted by, an individual. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Aileen D. Martinez

This statement was filed with the County Clerk of LOS ANGELES County on 12/07/05. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 12/19/2005, 12/26/2005, 1/2/2006, 1/9/2006

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 05 2998792 FIRST FILING. The following person(s) is (are) doing business as First Choice Commercial Realty, First Choice Residential Realty, LT & Associates, AI #/ON C5664-03, 2707 S. Diamond Bar Blvd., Suite 202, Diamond Bar, CA 91765. The full name of registrant(s) is/are : Choice One, Inc., 1306 West Craig Road, Suite 106, Las Vegas, NV 89032 This Business is being conducted by, a corporation. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: Choice One, Inc, Vice President, V.F. Tordera

This statement was filed with the County Clerk of LOS ANGELES County on 12/07/05. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of

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