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TUESDAY, FEBRUARY 4, 2014
Volume 13 Issue 69



RIDING HIGH
SEE PAGE 3

Santa Monica Daily Press

We have you covered

THE OUR TWO CENTS ISSUE

Ed Foundation falls short of fundraising goal

BY DAVID MARK SIMPSON
Daily Press Staff Writer

SMMUSD HDQTRS The Education Foundation raised $3.2 million, falling $800,000 shy of the $4 million needed to fully fund the Vision for Student Success program, it was announced this week.

But the program may still be funded in full: Santa-Monica Malibu Unified School District Superintendent Sandra Lyon is recommending that the Board of Education allocate the funds to cover the difference at this week's meeting.

In 2011, the board made the Ed Foundation the sole fundraising organization for the district and tasked them with raising the $4 million.

That money will be used to cover instructional coaches and assistants at every elementary school, smaller elementary school class sizes, professional development for every school, and discretionary funds for school-specific initiatives next school year.

The change to centralized funding went over poorly in some parts of the district, with parents complaining that the money they donated would not go directly to their children's education. Some planned to stop donating cash and instead donate materials, which would not be redistributed throughout the district.

Others lauded the decision, saying that the change will even the playing field for

SEE FUNDS PAGE 10



Paul Alvarez Jr. *editor@smdp.com*

MAKING ROUNDS: Stephen Bradford checks in on one of the street performers he oversees on the Third Street Promenade.

Man on the street performers

Stephen Bradford keeps the peace on the promenade

BY DAVID MARK SIMPSON
Daily Press Staff Writer

DOWNTOWN It's Friday afternoon and there's a man screaming on the corner of Arizona Avenue and the Third Street Promenade.

Most passersby would assume he's just someone having a panic attack but not Promenade Venue Manager Stephen Bradford.

"He's a performer in an area that doesn't require a permit," he says.

Bradford knows him by name, Francis, and that he is a veteran.

Bradford knows the names of nearly every performer on the promenade and they all know him. He stops to pet a passing puppy and asks its owner if

SEE PERFORMERS PAGE 9

Gov. Brown calls congressional drought bill a 'divisive' one

JULIET WILLIAMS
Associated Press

SACRAMENTO, Calif. Gov. Jerry Brown said Monday that a Republican effort in Congress to address California's unprecedented drought is an "unwelcome and divisive intrusion" in the state's efforts to address the crisis by pitting water users against one another.

Brown, a Democrat, sent a letter Monday to leadership of the House Committee on Natural Resources and California's entire congressional delegation asking them to oppose HR3964, which is scheduled to be taken up this week.

The legislation, which is sponsored by California's Republican congressional delegation, would allow farmers to increase pumping from the Sacramento-San Joaquin River Delta and create a House-Senate committee to tackle water problems.

"It would override state laws and protections, and mandate that certain water interests come out ahead of others," Brown wrote in his letter. "It falsely suggests the promise of water relief when that is simply not possible given the scarcity of water supplies."

California officials announced last week they will not send any water from the state's vast reservoir system to local agencies this spring, the first time that has happened in the 54-year history of the State Water

SEE DROUGHT PAGE 8

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What's Up Westside

OUT AND ABOUT IN SANTA MONICA

Tuesday, Feb. 4, 2014

Story time
Fairview Library
2101 Ocean Park Blvd.,
11 a.m. — 11:20 a.m.
Story series for babies ages 0-17 months accompanied by an adult. Call (310) 458-8681 for more information.

Rally at City Hall
City Hall
1685 Main St., 6 p.m.
A group of community activists have organized a rally asking the City Council to vote down the proposed Bergamot Transit Village project at the corner of Olympic Boulevard and 26th Street. For more information, visit www.smclc.net.

Council talks development
City Hall
1685 Main St., 6:30 p.m.
The City Council will hold a special meeting to discuss — and likely vote on — a development agreement for the proposed Bergamot Transit Village. There will be no public comment. For more information, visit smgov.net.

What happened to Prudencia?
The Broad Stage, The Edye
1310 11th St., 7:30 p.m.
The National Theatre of Scotland unleashes its company of five actors and musicians to tilt your kilt in "The Strange Undoing of Prudencia Hart." It's an entertaining evening of supernatural storytelling, music and theatre inspired by the Border Ballads, Robert Burns and the poems of Robert Service. For more information, visit thebroadstage.com.

Under the big top
Santa Monica Pier
Times vary
Cirque du Soleil returns to Santa Monica. This time around, the world famous troupe presents "Totem," an artistic look at mankind's evolution. For more information, visit cirquedusoleil.com.

Not popular, but funny
Westside Comedy Theater
1323-A Third Street Promenade,
8:30 p.m.
Presented in part by Adam Tod Brown, an editor and columnist at Cracked.com, Unpopular Opinion's eclectic mix of up-and-comers, established comics and the Internet's funniest writers and performers make for one of the most entertaining comedy shows around. For more information, call (310) 451-0850.

Wednesday, Feb. 5, 2014

Peace of mind — and body
Montana Library
1704 Montana Ave., 6 p.m.
The library invites you to enjoy a pause in the day to refresh yourself by simply sitting and paying attention to your senses, feelings, and thoughts during a mindful meditation session. Students are welcome to stay for five minutes or for the entire 30 minutes. Natalie Bell will guide the session. For more information, visit smpl.org.

Sweet tasting
Ocean Park Library
2601 Main St., 7 p.m.
Patricia Tsai, owner of Choco Vivo in Culver City, discusses the art and history of chocolate making, from bean to bar. Learn about chocolate and discover the way the Mayans made it over 2,000 years ago. For more information, call (310) 458-8683.

Book it
Santa Monica Museum of Art
2525 Michigan Ave., 7:30 p.m.
Contemporary artist and avid skier Ephraim Puusemp leads a discussion about Whymper's mountaineering classic, originally published in 1871. In "Scrambles Amongst the Alps" a young Englishman realizes his dreams of arctic exploration and eventually makes history after a series of failed and disastrous attempts to summit the Matterhorn. For more information, call (310) 586-6488.

To create your own listing, log on to smdp.com/submitevent

For help, contact Daniel Archuleta at **310-458-7737** or submit to editor@smdp.com

For more information on any of the events listed, log on to **smdp.com/communitylistings**

COMMUNITY BRIEFS

CITY HALL

Residents rally against development

A group of community activists is organizing a rally against a proposed development at the corner of Olympic Boulevard and 26th Street, asking the City Council to vote down the controversial project that would include office space, housing and retail.

Groups, including Santa Monicans for Renters' Rights and Santa Monica Coalition for a Livable City, are asking residents to gather in front of City Hall today at 6 p.m. to let their voices be heard.

They say the Bergamot Transit Village is too large at 767,000 square feet and would generate too much traffic if it is constructed.

"The cumulative effect of the Bergamot project and 35 other large projects winding their way through the planning process would add 24,000 new car trips every day to this already severely congested area" said architect Dan Jansenson, member of Santa Monica Architects for a Responsible Tomorrow.

– DANIEL ARCHULETA

CITYWIDE

Health center offers flu shots

The Westside Family Health Center is offering flu shots for $20, Monday through Friday.

The center, located at 1711 Ocean Park Blvd., offers the shots daily from 9 a.m. through 5 p.m. Call (310) 450-2191 to make an appointment or walk in during operating hours.

The best way to prevent becoming ill with the flu is to get a yearly flu vaccine. According to Flu.gov, if you get the flu vaccine, you are 60 percent less likely to need treatment from a healthcare provider. Getting the vaccine has also been shown to offer other significant benefits including reducing illness, time lost from work, hospitalizations and deaths.

Although some people experience side-effects to vaccination, the Centers for Disease Control and Prevention and the Food and Drug Administration supervise the safety of seasonal flu vaccines closely and seasonal flu vaccines are usually safe, said Debra A. Farmer, president/chief executive officer of the health center.

– DAILY PRESS

SM BEACH

Stay away from storm runoff

A recent rain storm has prompted county health officials to warn the public to stay away from the ocean near storm drains, creeks and rivers, it was announced on Monday.

Areas of the beach apart from discharging storm drains, creeks, and rivers are exempted from this advisory. This advisory will be in effect until at least Thursday, Feb. 6, at 7 a.m. This advisory may be extended depending on further rainfall.

Recorded information on beach conditions is available 24 hours a day on the county's beach closure hotline: (800) 525-5662. Information is also available online at publichealth.lacounty.gov/beach.

– DP

CITY HALL

Landlord forced to pay up

A Santa Monica landlord has agreed to pay tenants more than $18,000 and lower their rent by more than half after he was accused of illegally charging market-rate rent, officials with the City Attorney's Office said Monday.

The Rent Control Board sued the landlord after he evicted a long-term tenant so that his disabled mother could move into the unit. Rather than move her in, the landlord instead made improvements to the unit and then rented it out for more than double the controlled rent, according to the board's complaint.

The settlement orders the landlord to reduce the rent from $2,950 per month to $1,254. The new tenants are a couple with a small child. The old tenant who was displaced chose not to participate in the settlement, officials said.

The suit was settled this week. The landlord did not have to admit to any wrongdoing.

– KEVIN HERRERA



STANDING UNITED

Daniel Archuleta *daniela@smdp.com*

Environmentalists gathered in Palisades Park Monday evening to protest the Keystone XL Pipeline, which would deliver oil from Canada to the United States. The Natural Resources Defense Council and the Sierra Club were just two of the groups organizing the protest.

'Ride Along' No. 1 for third week

JESSICA HERNDON
AP Film Writer

LOS ANGELES With Super Bowl XLVIII weekend in full swing, "Ride Along" remained strong, steering Universal Pictures into the No. 1 slot in a surprising three-week takeover at the box office.

Topping multiplex sales since setting a January debut record when opening over the Martin Luther King holiday weekend with $48.6 million, the buddy cop comedy, starring Kevin Hart and Ice Cube, made $12.3 million, as it nears a $100 million domestic total, according to studio estimates Sunday.

"I don't think anyone would have seen that coming," Paul Dergarabedian, senior media analyst for box-office tracker Rentrak, said of "Ride Along."

Despite the looming viewpoint that films with a primarily African-American cast don't do well overseas, the domestic success of "Ride Along" could fuel its popularity internationally. (It is currently only showing domestically.)

"Kevin Hart and Ice Cube are great stars and they are international stars at this point. The movie doing so well here is going to give it that extra push. If the worldwide audience is hearing that 'Ride Along' is the No. 1 movie for the third week, they are going to want to see what the fuss is about."

Disney's "Frozen," now the fourth highest-grossing domestic animated release ever, is in second place with $9.3 million. The studio rereleased a singalong version of the film, as the movie's soundtrack remains No. 1 on the Billboard 200 chart. The film's signature track "Let It Go," sung by Idina Menzel, is among the top 30 on Billboard's Hot 100. "Frozen" singalong shows, featured in 2,057 theaters out of 2,754, added $2.2 million, as the film crossed the $360 million mark domestically.

"'Frozen' is a movie that will not quit," says Dergarabedian. "It's been out for 11 weeks and it's still relevant. By adding this sing-along component, they basically assured themselves a No. 2 spot this weekend."

Another family film, Open Road Films' squirrel comedy "The Nut Job," took the fourth-place slot with $7.6 million, bringing its domestic total to $50 million over a three-week span.

Focus Features' chick flick from a male point of view, "That Awkward Moment," starring Zac Efron, Michael B. Jordan and Miles Teller, has taken third place in its opening weekend with $9 million.

"The critics were not kind to this movie and it's sort of a pre-Valentine's Day film that's an

SEE **BOX OFFICE** PAGE 8

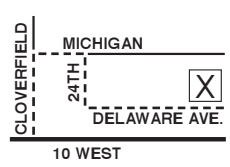


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LETTERS TO THE EDITOR

Send comments to editor@smdp.com

Won't you be my neighbor?

Editor:

Last week, Hines brought their plans for Bergamot Transit Village before the City Council. At the hearing, community feedback ran the gamut with those opposed to the project making it clear that their primary fear was increased traffic. As the chair of the non-profit railLA we support transit-oriented developments such as the one before us. We believe that Bergamot Transit Village will reduce traffic and boost rail ridership.

A recent USC study found that residents living within a 1/2 mile of the Expo Line reduced daily vehicle miles driven by 40 percent and tripled their rail ridership after Phase 1 opened in 2012. Housing near stations is proven to boost rail ridership in Los Angeles and will have the same effect in Santa Monica when Phase 2 opens in 2016. The same is true of jobs and retail.

RailLA supports Bergamot Transit Village as an example of the right way to boost rail ridership: by adding jobs, housing, and retail directly across the street from the Bergamot Station Expo Line stop. The project has the most aggressive transportation demand management program ever proposed in Santa Monica, which will help foster behavioral change through transit pass subsidies and economic incentives that reduce vehicle trips.

I serve on the board of railLA, but I'm also a resident of the Pico Neighborhood near the proposed development. I'm a local and I want this in my neighborhood.

I'm part of a new generation of residents, and I want to abandon notions that I need a car to get around the city. I want to be able to ride my bike to the Transit Village, park it securely, and enjoy a restaurant or stop by the Farmers' Market in the plaza, then hop aboard the Expo Line and head to either Downtown Santa Monica where I work, or to Downtown L.A.

Later in the evening, I could return to Santa Monica and meet up for dinner at the Transit Village, or attend a gallery opening at Bergamot Art Center and then ride my bike a short distance home: a full day's activities all without a car. This is a lifestyle that I want to live, a "transit-lifestyle," and I want to see the Transit Village in my neighborhood.

Jeremy Stutes
Santa Monica
Board chairman, railLA

Too big

Editor:

Water and traffic are major issues. We're already requested to reduce water consumption. How can we supply water for the massive proposed developments?

It is unconscionable to add to gridlocked Olympic Boulevard peak traffic. My wife walked from Barrington Avenue to Sawtelle Boulevard faster than I could drive during peak evening traffic. Building along mass transit routes ... can reduce the increase in peak traffic, but it will still result in increased peak traffic. Even maintaining the status quo in the vicinity of the proposed Hines project is unacceptable.

At a time when the Big Blue Bus is decreasing service on a number of routes and disallowing transfers, we are expected to utilize public transportation more. Not everyone is capable to walk or bike to a destination, and bike safety is a major concern for both bicyclists and pedestrians. Potential light rail users are being discouraged by lack of parking, for those who cannot use alternative travel or choose not to in inclement weather or winter darkness.

Our planners only seem to look at travel within Santa Monica. But our traffic issues won't be solved without a greater Los Angeles mass transit solution. There are too many destinations in Los Angeles that are impractical to reach by mass transit. In the meantime, any additional construction will increase traffic and further overload our streets. That includes all the major east-west streets that funnel traffic under the I-405.

The Hines project is too big based on traffic generation, and should not be approved in its present form. The benefits proposed for a very few people aren't worth it to the greater majority. And gridlock won't attract visitors, who can spend their money elsewhere.

Jim Gerstley
Santa Monica

EDITORIAL

Planning for the future

The decision tonight by the City Council to either dismiss or approve Hines' proposal to redevelop the old Paper Mate factory at the east end of town means a great deal to not only those who have invested millions, but to residents as well since they are the ones who will have to live with it long after the last nail has been driven.

It means more than office chairs, parking garages, cafes and apartments. This decision is about the future of Santa Monica, setting the tone for how we want to see the city by the sea transformed for future generations and how our offspring will get from point A to point B. News flash: it most likely won't be by car. It can't be. Traffic is already at capacity. It's time to find a new paradigm.

With that in mind, the Santa Monica Daily Press is in favor of the Hines proposal, but with modifications we feel will make this a project most residents can embrace and enjoy.

Before you crumple this newspaper or throw your laptop across the room, please hear us out. We know there is a lot of anger and disappointment circulating within the community. Development in Santa Monica has, unfortunately, become a divisive issue instead of one that unites around good fortune. When a community is desired by businesses, that typically is a good thing. But in Santa Monica, a town that is struggling to cope with the increase in interest, it is a source of much heated debate and harsh feelings.

That is unfortunate because we feel the Hines development can be good for Santa Monica, and here's why.

Growth is inevitable. Santa Monica and the rest of the region will continue to attract more people. Whether it's the 22-year-old graduate from MIT looking to strike it big with her next smartphone application, the New Jersey native stepping off the bus with dreams of Hollywood stardom or the young couple about to start a family, population growth cannot be stopped. Therefore, we must find ways to accept it and manage it as best we can. Without building more housing or more office space, Santa Monica will be unprepared to deal with the increase in demand. Rents will skyrocket, young families will be pushed out and this city will be further strangled by gridlock and falter from a lack of diversity.

The Hines project, with its combination of office space, retail and housing, helps create the community of the future, one in which people can live, work and shop all within their own neighborhood, and without getting into their cars. It's what innovative, visionary urban planners are calling smart growth, and we agree. We can no longer afford to be car-centric. Change must come and it will be painful for some, but you cannot have progress without some discomfort.

Hines is offering to provide affordable and market rate housing that is sorely needed, plus the creative office space to keep us competitive and attracting the high-wage jobs that make our local economy strong. There is a dedication to preservation, child care and green space. The project, if approved, would be built adjacent to public transit in the form of the Exposition Light Rail line. This is what is envisioned in the Land Use & Circulation Element, a planning document that was debated for years by the community, one that protects traditional residential neighborhoods but allows for growth along transit corridors to meet future demand.

That said, the Daily Press would like to see some tweaks. For one, we want more green space. Forget new streets and walkways. We want grass for kids to play and families to picnic on, we want trees to shade them. In exchange, trim the very-affordable apartments and instead allow Hines to increase its market rate and moderately-priced offerings, which will actually cater to the class of employees who will be working in these new offices. By doing that, the developer can cut down on some of the office space, increase the retail portion slightly and come out ahead.

What the community cannot afford is to reject this plan in hopes of getting something better. There can be some changes, but dramatic reductions in square footage or changes in use could push Hines over the edge. The alternative would be no buffet of community benefits, but instead a rehabbed Paper Mate facility that becomes the traffic-generating office space opponents abhor without the aggressive traffic-demand-management programs. Same traffic or even more, but without the benefits, including hundreds of thousands of dollars in tax revenue to maintain libraries, keep streets clean, pay employee pensions and fund schools.

Now that most likely won't happen. In any negotiation, people will reach for the moon in hopes of getting more than the bare minimum. The City Council should play hardball and demand a better design with more open space and more housing for all income levels, including deed-restricted condos that could open the door for home ownership.

It is true that the outcomes are not certain. There are no guarantees that future Bergamot Transit Village employees will actually live within the development or even a few blocks away given the high rents Santa Monica is known for; that the owners will be able to meet the aggressive car-trip-reduction goals from incentivizing bike riding, public transit use or carpooling; or that light rail will be a draw for those currently commuting to Santa Monica.

But in life there are very few guarantees. If we fail to push forward with this new paradigm, the only certainty is stagnation and the chance that we will be unprepared for the inevitable growth that will come. To increase the chances for success, the City Council must institute stiffer penalties for failing to make sure future employees ditch their cars and embrace alternative forms of transportation. And then actually enforce those penalties, which should not just be slaps on the wrist, but painful financial blows since, in business, the best way to ensure compliance is to hit the pocketbook.

We know that there is a feeling amongst some in the community that City Hall cannot be trusted to handle the task of oversight. But in Santa Monica, the residents and the press are always watching and have shown the tenacity and the strength to hold our elected officials accountable — even if the voters don't. If City Hall falls short, rest assured the fourth estate and the neighborhood groups will be there to smack them.

The Bergamot Transit Village, with the modifications we propose, will be a benefit to the community in the long run and will serve as a model for future development in Santa Monica. Let's continue the negotiations so we can create a beautiful project that also meets the needs of future generations.

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Room for a View

By Urban Sense

Send comments to editor@smdp.com

Bergamot Village embodies LUCE

SUSTAINABILITY IS OFTEN CONCEIVED OF as preserving the current lifestyle or status quo, which is viewed as favorable, at least for those for whom it works. Like apple pie, Norman Rockwell and mom, the Santa Monica version is the "Sleepy Beachtown."

But this is a vision through rose-tinted glasses.

While Santa Monica is a beach town it is also one that is surrounded by a mega-city. We cannot live in a vacuum and, even if we wanted to, could only be sleepy if nothing was happening: no jobs, no entertainment, no politics except the good ol' boys in the back room.

Our sleepy retirement berg was awakened years ago by Santa Monicans for Renters' Rights. They recognized the worth and value of everyone supporting a "complete community" by ensuring affordable housing and social equity as well as environmental awareness. Santa Monica became a hot bed of politics and art. It suddenly became a creative center, morphing from art to film to tech because of its variety, beauty, policies and location. Santa Monica has not been sleepy for a long time, cannot be, and would not want to return to the time when it was a backwater.

What has this to do with where we are now and the development occurring around us? The paradox is that it is the continuation of our progressive politics and the fear and resistance to the ongoing change is akin to the fear of change when SMRR changed the face of Santa Monica. How can this be? It has to do with the concept of sustainability and its focus on social equity, economic opportunity and the environment. It is not just about those who are well positioned and self satisfied, but providing for the next generation the opportunity to live and work in Santa Monica.

California has mandated that we reduce our carbon footprint, a key sustainability element. SB 375 requires we reduce our vehicle miles traveled. This has big implications for our land use and transportation systems. We are required to densify our community, reduce our dependency on cars, and create a complete community. For the last three decades, Santa Monica has been at the forefront of the progressive sustainability movement and the Land Use & Circulation Element (LUCE) makes it part of the city's DNA. LUCE meets and beats the state-mandated carbon footprint while addressing and sustaining the social equity and economic justice of our citizens. It preserves our traditional neighborhoods by ensuring that housing for all is created, addressing transportation and circulation and mandating that peak hour auto traffic cannot increase, and by making sure that any major new development accrues benefits that bolster the progressive ideals of our community. These benefits include childcare, support of the arts, public and open space, and elevated environmental standards.

The Bergamot Transit Village meet these requirements by providing housing for low through extremely low-income residents; the most aggressive traffic demand management program ever, with penalties if it doesn't succeed; jobs; retail and entertainment; open space and childcare; and sustainable design.

In short it is a complete community.

What if the site is not developed? The existing building will most likely be transformed into creative office space. The projections are that the p.m. peak trips for the office use will be 255 trips, whereas the proposed office development, even while approximately doubling the floor area, will only generate 228 trips, a reduction! Without the Hines project, not only will the traffic be increased, no housing will be provided, further upsetting our city's jobs/housing balance. There would be no urban village, creating a dead zone adjacent to the station.

We agree that the architectural design leaves much to be desired. It is a project that looks as if it has been designed by committee. It's choppy and every architectural style in the playbook has been trotted out. It needs to be rethought. Fewer voices, better designs and a compelling overall vision is required. We understand that Hines will revisit the design, and expect the city to hold it to our high standards.

If we are to honor the process by which the LUCE was created and the goals it set, and if we want to continue to develop a thriving and creative community that caters to all, then we should support this project.

The authors, who call themselves Urban Sense, are architects and consultants who work in Santa Monica. They are **MICHAEL W. FOLONIS, GWYNNE PUGH, LINDA JASSIM, JOHN ZINNER AND HANK KONING.**

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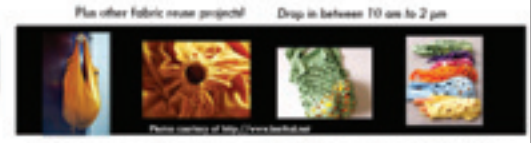




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The Q Line

Big shoes to fill

Rep. Henry Waxman announced last week that he was going to retire from Congress after serving 20 terms. Numerous potential candidates have already signaled interest in taking over the Westside seat including former Santa Monica Mayor Richard Bloom and State Sen. Ted Lieu.

So, this week's Q-Line question asks:
Who would you like to see replace Waxman and why?

Contact **qline@smdp.com** before **Friday at 5 p.m.** and we'll print your answers in the weekend edition of the Daily Press. You can also call **310-573-8354**.


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Funeral and casket outlets are heading to the mall

JOHN ROGERS
Associated Press

LOS ANGELES We eat there, buy our clothes there and some people suspect teenagers may actually live there. So perhaps it was just a matter of time until funeral homes began moving into the local shopping mall.

Over the past two years, Forest Lawn has been quietly putting movable kiosks in several of the malls that dot Southern California's suburbs.

The move, by one of the funeral industry's best known operators, expands on a marketing innovation that appears to have begun at the dawn of the decade when a company called Til We Meet Again began opening casket stores around the country.

"We try to reach our audience where they are at and the mall is a great way to do that," said Ben Sussman, spokesman for Forest Lawn, whose cemeteries count among their permanent residents such notables as Walt Disney, Elizabeth Taylor and Michael Jackson.

"And it's also, perhaps, a way to reach people who might be a little leery about coming directly into one of our parks," Sussman said.

As to why folks would be leery about that, industry officials acknowledge the answer is obvious: Who really wants to enter a funeral home even one day before they have to?

"Funeral planning is something everybody knows they must do, but at the same time it's something nobody wants to do," said Robert Fells, executive director of the International Cemetery, Cremation and Funeral Association.

"Nobody gets up on a Saturday morning and says, 'Gee, it's a nice day. I wonder if I can go out and get myself a burial plot,'" Fells said.

But if they're strolling past a funeral outlet at the mall, where they're surrounded by happy, lively people and maybe clutching a bag of Mrs. Field's cookies, the thought is that they'll feel differently.

"When they're going to the mall, people are not going out of need," said Nathan Smith, co-founder and CEO of Til We Meet Again, which has outlets in malls in Arizona, Louisiana, Kansas, Indiana and Texas.

So if they do happen to see a place peddling coffins or urns while they're pricing T-shirts and hoodies, Smith said, it will look far less intimidating.

Forest Lawn's effort began modestly, with just one kiosk (one of those movable things that usually sell stuff like calendars or ties) in a mall in the Los Angeles suburb of Eagle Rock.

When no one was creeped out, the program expanded to about a half-dozen malls. Now Forest Lawn periodically shuffles them from one mall to another to reach the largest audience.

Unlike the people at other such stations, who can seem like carnival barkers as they walk right up to you and hawk discount calling plans or free yogurt samples, Forest Lawn's operators are more discreet.

At the entrance to a Macy's department in the LA suburb of Arcadia last year, operators were quick to smile and hand out brochures when approached. But they kept their distance until people came to them.

It was the same at a mall in Glendale last week, where people stopped to examine cremation urns ranging from one with a subdued design of leaves to another that brightly featured the logo for the Los Angeles Dodgers baseball team.

Also on display was a recruiting poster for potential future Forest Lawn employees, complete with a picture of the great Dodgers pitcher Fernando Valenzuela, who urged them to consider "joining a winning team."

Still, not everyone is thrilled with the idea. "You're in a shopping mall and you're walking along and there's a funeral place?" retired high-school teacher Stan Slome said incredulously. "That sounds too deadly."

After thinking it over, however, he acknowledged it's something that could catch on.

At age 86, Slome said, he gets his share of mail from funeral operators inviting him to seminars at local restaurants, where he can have a meal on them while he hears a pitch on why he should use their services when he exits this mortal coil.

He doesn't care for that either, he said, but he figures somebody is attending those seminars.

If the mall effort catches on, said Jessica Koth of the National Funeral Directors Association, credit the aging Baby Boom generation at least in part. Historically, people have not wanted to talk, or even think, about their demise.

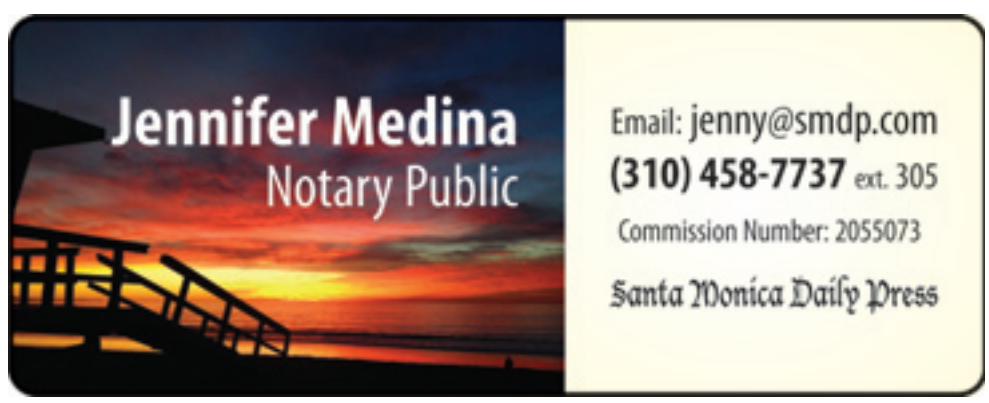
But Baby Boomers, the oldest of whom are pushing 70, are different. Many are beginning to press for so-called green funerals that don't require the use of coffins or burial vaults, Koth said. Others want custom-made coffins or urns that say something about who they were.

That often means something that represents a favorite car or sports team, said Smith of Til We Meet Again. He pointed out he even got a request once for a coffin built to resemble a portable toilet — from a guy whose company made portable toilets.

With that mindset, could going to the mall and planning the whole deal just steps away from the Merry-Go-Round really be that unusual?







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Philip Seymour Hoffman fans mourn, tout his talent

HILLEL ITALIE
AP National Writer

NEW YORK He was only 46, busy as ever and secure in his standing as one of the world's greatest actors.

There were no dissenters about the gifts and achievements of Philip Seymour Hoffman, whose death Sunday in New York brought a stunning halt to his extraordinary and unpredictable career.

An Oscar winner and multiple nominee, Hoffman could take on any character with almost unnerving authority, whether the religious leader in command of his every word in "The Master," a trembling mess in "Boogie Nights," or the witty, theatrical Truman Capote in "Capote."

Fearless in his choices, encyclopedic in his preparation, he was a Shakespearean performer in modern dress, bringing depth and variety to charlatans, slackers, curmudgeons and loners.

"Hearing that Philip Seymour Hoffman passed away came as much as a shock to me as to anyone else I'd imagine," says Anton Corbijn, director of "A Most Wanted Man," one of two films (the other being "In God's Pocket") starring Hoffman that premiered last month at the Sundance Film Festival.

He was not only the most gifted actor I ever worked with," Corbijn added, "...he had also become an incredibly inspiring and supportive friend."

Friends, peers, family members and his countless fans were in grief after Hoffman was found in his Greenwich Village apartment with what law enforcement officials said was a syringe in his arm.

The two officials told The Associated Press that glassine envelopes containing what was believed to be heroin were also found with Hoffman. Those items are being tested.

The law enforcement officials, who spoke to The Associated Press on condition of anonymity because they are not authorized to speak about evidence found at the scene, said the cause of death was believed to be a drug overdose.

Police will only say the investigation is continuing.

Besides his Oscar win for "Capote," the stage-trained Hoffman received four Academy Awards nominations and several nominations for theater awards, including three Tonys. He was equally acclaimed and productive, often appearing in at least two to three films a year, while managing an active life in the theater. He had been thriving for more than 20 years and no one doubted that a long, compelling run awaited him.

Like Laurence Olivier or Meryl Streep, his appeal was not bound by age or appearance or personality. He was not an actor whom audiences turned to for youth and romance. Heavy set with a lumpy build and limp, receding blond hair, he was a character actor with the power to play the lead, in movies that screened in both art houses and multiplexes.

"No words for this. He was too great and we're too shattered," said Mike Nichols, who directed Hoffman in "Charlie Wilson's War" and on stage in "Death of a Salesman."

Hoffman spoke candidly over the years about past struggles with drug addiction. After 23 years sober, he admitted in interviews last year to falling off the wagon and developing a heroin problem that led to a stint in rehab.

The law enforcement officials said Hoffman's body was discovered in a bathroom at his Greenwich Village apartment by a friend who made the 911 call and his assistant.

Late Sunday, crime-scene technicians carrying brown paper bags went in and out of Hoffman's building as officers held back a growing crowd of onlookers.

Hoffman's family called the news "tragic and sudden."

"We are devastated by the loss of our beloved Phil and appreciate the outpouring of love and support we have received from everyone," the family said in a statement.

With a range and discipline more common among British performers than Americans, Hoffman was convincing whether comic or dramatic, loathsome or sympathetic, powerless or diabolical.

In one of his earliest movie roles, he played a spoiled prep school student in "Scent of a Woman" in 1992. A breakthrough came for him as a gay member of a porno film crew in "Boogie Nights," one of several movies directed by Paul Thomas Anderson that Hoffman would eventually appear in. He played comic, off-kilter characters in "Along Came Polly" and "The Big Lebowski." He bantered unforgettably with Laura Linney as squabbling siblings in "The Savages." He was grumpy and idealistic as rock critic Lester Bangs in "Almost Famous." He was grumpy and cynical as baseball manager Art Howe in "Moneyball."

In "The Master," he was nominated for a 2013 Academy Award for best supporting actor for his role as the charismatic, controlling leader of a religious movement. The film, partly inspired by the life of Scientology founder L. Ron Hubbard, reunited the actor with Anderson.

He also received a 2009 supporting nomination for "Doubt," as a priest who comes under suspicion because of his relationship with a boy, and a best supporting actor nomination for "Charlie Wilson's War," as a CIA officer.

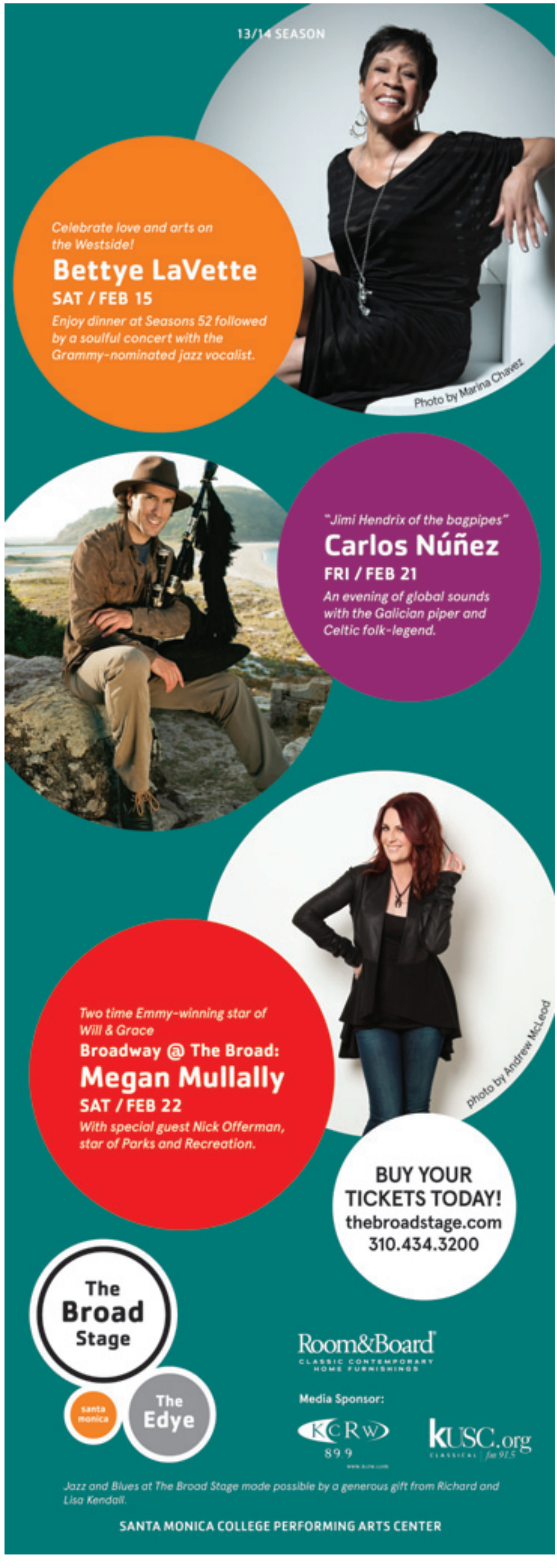
Many younger moviegoers know him as the scheming Plutarch Heavensbee in "The Hunger Games: Catching Fire" and he was reprising that role in the two-part sequel, "The Hunger Games: Mockingjay," for which his work was mostly completed. The films are scheduled for November 2014 and November 2015 releases.

Just weeks ago, Showtime announced Hoffman would star in "Happyish," a new comedy series about a middle-aged man's pursuit of happiness.

Born in 1967 in Fairport, N.Y., Hoffman was an athletic boy, but a neck injury sustained while wrestling ended any hopes for a career in sports. He soon became interested in acting, mesmerized at 12 by a local production of Arthur Miller's "All My Sons." He studied theater as a teenager with the New York State Summer School of the Arts and the Circle in the Square Theatre. He then majored in drama at New York University.

In his Oscar acceptance speech for "Capote," he thanked his mother for raising him and his three siblings alone, and for taking him to his first play. Hoffman's parents divorced when he was 9.

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DROUGHT
FROM PAGE 1

Project. State Department of Water Resources Director Mark Cowin said there simply is not enough water in the system to meet the needs of farmers, cities and the conservation efforts that are intended to save dwindling populations of salmon and other fish throughout Northern California.

The House Majority Whip, Rep. Kevin McCarthy, R-Bakersfield, said the Brown administration's decision puts unsustainable pressure on already dangerously low reservoirs and groundwater reserves. He urged the governor to relax state environmental regulations, such as those that protect fish, to allow more water to flow to the parched Central Valley.

"This bill ends the madness of putting fish before families and creates a solution to ensure consistent water deliveries for our communities when Mother Nature blesses us with precipitation," McCarthy said in an emailed statement Monday. "Any other proposed idea to ameliorate the effects of today's drought would not be felt for over a dozen years. Our communities cannot wait."

Brown said the federal legislation would interfere with the state's efforts and would "re-open old water wounds."

The prospects for any water bill that passes the Republican-controlled House are uncertain because Democrats control the Senate, and both of California's senators are Democrats.

BOX OFFICE
FROM PAGE 3

antidote to the Super Bowl," Dergarabedian said. "But over what is traditionally not a huge grossing weekend, it did in line with what people expected."

Universal's "Lone Survivor" stands strong in the fifth slot with $7.2 million, as it notably crosses the $100 million mark, making this Mark Wahlberg's 7th film to cross that milestone. Others have included "Planet of the Apes," "Ted," "The Departed," "The Other Guys" and "The Italian Job."

Paramount's resurgence of the film adaptations of Tom Clancy's Jack Ryan series, "Jack Ryan: Shadow Recruit," this time starring Chris Pine as the resourceful CIA analyst, came in at No. 6 with $5.4 million in its third week. Overseas it made $9.1 million.

The Kate Winslet and Josh Brolin-starring drama "Labor Day," also distributed by Paramount, opened in 7th place with $5.3 million.

Riding the Oscar nominations wave were the No. 8 and 9 films: "American Hustle," leading the Oscar pack with 10 bids, and "The Wolf of Wall Street," which has five nods. David O. Russell's con-artist comedy earned $4.3 million, while Martin Scorsese's movie gained $3.6 million.

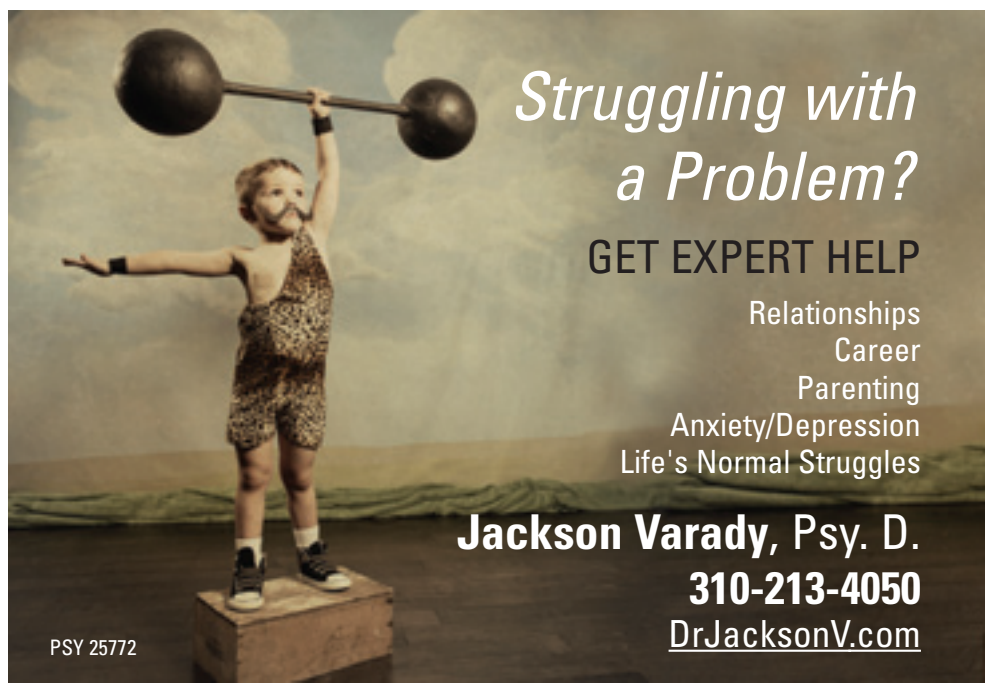
Rounding out the top 10, and dropping from last week's position six, was Lionsgate's big-budget "I, Frankenstein," with $3.5 million in its second weekend. With an estimated $65 million cost, "I Frankenstein," in 3-D and starring Aaron Eckhart, has a $14.5 million domestic total. But the film could gain a spike in sales overseas over the coming weeks, as it earned $13 million internationally when it hit theaters.

Overall, the estimated box office total for the weekend is $88.5 million, down slightly from this same Super Bowl weekend last year, which saw an $88.6 million total.

"This is a weekend where all eyes are on football, so the fact that industry held its own again on this weekend is pretty impressive," Dergarabedian said.

Next weekend's release of Warner Bros. 3-D animation "The Lego Movie," a family comedy, will most likely knock "Ride Along" from No. 1.







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PERFORMERS

FROM PAGE 1

she's performing today. He helps Alonzo, an older gentleman who plays the melodica, get his speaker up on the curb. He reminds a group of breakdancers to watch the volume on their amplifiers. They smile and nod.

An argument could be made that Bradford, who has worked for Downtown Santa Monica Inc. for the last 10 years, has the most interesting city job. He's the one who keeps the performers within the boundaries of City Hall's street performance ordinance. And — thanks to that wonderful First Amendment of the Constitution — the boundaries are pretty loose.

"The key is that there's no audition: You don't need talent," Bradford says, waving to a family that is powering an amplifier with a car battery. "All you have to have is a little bit of guts to come out and start doing it. For me, that's the highlight."

The promenade is the only venue for some of these people, he says.

"It's not like you would go to a jazz cafe to listen to some of the types of people because they're rolling around on the ground," he said. "The only venue that they would have is the street."

The lack of auditions, said Downtown Santa Monica Inc. President and CEO Kathleen Rawson, means that there's a variety of talent: "Some great, and some, well, not so great."

But the buskers make Downtown genuine, she said.

"One of the treasures of our downtown is that it is real — it is not a manufactured environment," Rawson said. "We simply help manage the environment to keep it safe — not too close together, not too loud, not too long, and so forth."

The most common violation on the promenade is that the musicians don't rotate on the even hours like they're supposed to. The most dangerous violations are rare, but much more impressive.

Bradford said he's had to stop people from using flames half a dozen times. Occasionally someone pulls out a sword. One guy would have the audience lock him in a bag and try to escape.

"He would turn absolutely purple in the middle of his act," he said. "After the police being called three or four times and the ambulance, I think we decided he probably shouldn't be doing it."

The problem, he said, is that sometimes the application is too vague.

"They write 'juggling' but what they really mean is standing on a two-by-four that's suspended between two ladders juggling flaming sticks," he said. "It is juggling but, you know … ."

Some performers are immensely talented, Bradford said. He owns all of the albums by the Etcheverry brothers, Ezequiel and Martin, who shred acoustic guitars in a mix of flamenco and rock styles on the street twice a week. He calls the brothers "an American success story" because they came from Argentina, where they aren't allowed to perform on the street, to California, where they support themselves with their music.

Bradford knows the most popular spot (in front of the food court), the most popular act (breakdancing), and the most notable person who was discovered on the promenade (Q'orianka Kilcher, who played Pocahontas in Terrence Malick's "The New World").

He also knows the economic value of the performers.

"I can walk from end to end in seven minutes or I can wait and watch Angela there for three or four minutes," he said gesturing at a bellydancer. "Let's say it's a family: The dad might get bored and go into Sketchers. Or the kids might get hungry. You've got a rushing river and they sort of slow it down."

That extra time turns into dollars, he said.

Bradford did freelance television and film work for 25 years before taking the promenade job so he's well-equipped to handle the shoots that occur nearly every week.

Bradford lauds the fact that for only $37 a year, performers can do close to whatever they want — from performing in public for the first time, to making a living selling CDs (without buying a business license), to trying something weird, or working on their chops.

The sun is setting on the Apple Store and the Forever 21. It's unseasonably warm, even for Santa Monica. Alonzo (who declined to give his last name but said, "Steve gets my vote!") is keying out "America the Beautiful" on the melodica. It swirls into a wonderful, cliché American wierdness.

"Any job that you've been at for 10 years you're going to have times where it's just an incredible grind, where you'd rather be anywhere else," Bradford says laughing. "But you know it came at a great time for me. And it beats the heck out of sitting in an office, absolutely, for sure."

dave@smdp.com



Paul Alvarez Jr. *editor@smdp.com*

THE DUDE: Stephen Bradford stands in the middle of the Third Street Promenade on Saturday.



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FUNDS
FROM PAGE 1

some of the less wealthy areas.

The most the Ed Foundation has aimed to raise in the past is $500,000 so the jump to $3.2 million is a success, said Executive Director Linda Gross.

The recommendation from Lyon is an important one for this year, she said.

"Even though we've had months and months of planning and deliberating, nobody has gone through it yet," she said. "Even though you say there's going to be a literacy coach, what does that even look like? Who is that person going to be? How does it feel? You need to go through that to know the value of it."

Half a million of the $3.2 million came from the Scott Family Charitable Fund last fall. Another $150,000 came from Dun & Bradstreet Credibility Corp. in December.

The Malibu schools lagged in total participation, Gross said. In terms of percentage of donors, the Malibu schools were in last place.

"With the exception of the Malibu schools, all of the other schools are in-line or above what they typically do with their fundraising every year," she said.

Seth Jacobson, a former school board candidate from Malibu whose child attends Juan Cabrillo Elementary School where 8.8 percent of the parents donated, told the Daily Press last week that he personally met with the Ed Foundation and committed to host a fundraiser.

"At my elementary school, we have not been able to meet our yearly budget yet, in fact we sent out an emergency letter to our parents last week notifying them that we might not be able to pay for certain aides in classrooms after March," he said. "How can we be expected to contribute to (Vision for Student Success), when we cannot even raise funds for our school?"

The Ed Foundation only measured how many parents donated at each school, Gross said, noting that the goal was participation rather than amount given. It's possible that Malibu parents donated a higher percentage of cash than the participation numbers show.

At both Will Rogers Elementary School and Olympic High School, every parent made a donation, according to information provided by the Ed Foundation.

At Point Dume Marine Science Elementary School in Malibu, only six of 183 parents donated. An e-mail sent last week by the Daily Press to the Parent Teacher Association president at Point Dume was not returned.

Next year, Gross said, they will likely keep the expectations just as high because she expects that parents will have seen the value in the programs and staff.

Parents made up 42 percent of the total dollars raised. Community members made up another 37 percent. Businesses covered 12 percent of the total and foundations made up the remaining 9 percent.

Lyon's recommendation makes clear that the board should only pick up the slack this time around but she praised the fundraising work by the Ed Foundation.

"It's exciting to see the great strides our Education Foundation has made this past year and the support that our communities are putting behind the Vision for Student Success," she said in a statement. "I'm confident that going forward, this community support will continue to grow."

If not, she said in the agenda item, school officials will recommend reducing the program so that only funds raised by the Ed Foundation will be used to support it.

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After tough January, stock markets extend slide

ALEX VEIGA
AP Business Writer

For investors, February is starting off even rougher than January.

U.S. stocks tumbled on Monday, pushing the Dow Jones industrial average down more than 320 points after reports of sluggish U.S growth added to investor worries about the global economy. It was the biggest one-day decline for the blue-chip index in more than seven months. And the drop followed the Dow's worst January performance since 2009.

The market stumbled from the get-go, with U.S. stocks opening lower after declines in European and Japanese indexes. Then it quickly turned into a slide as a spate of discouraging economic data on everything from manufacturing to auto sales to construction spending poured in.

By late afternoon, the sell-off accelerated further, bringing the Dow down more than 7 percent for the year. The S&P 500 index was down more than 5 percent for 2014.

Some stock watchers took the market's decline in stride. They considered it a necessary recalibration following the market's record highs at the end of last year.

"It's a bit painful for investors to see the equities markets drop as they have, but this is healthy for this market," said Chris Gaffney, a senior market strategist at EverBank. "We've been almost 2-1/2 years without a 10 percent correction."

All told, the Dow dropped 326.05 points, or 2.1 percent, to close at 15,372.80, its biggest decline since June 20, 2013. The Standard & Poor's 500 index lost 40.70 points, or 2.3 percent, to 1,741.89. The Nasdaq composite dropped 106.92 points, or 2.6 percent, to 3,996.96.

There were signs of worry throughout the market. The VIX index, a measure of stock market volatility, rose to its highest level since December 2012. Investors shifted into U.S. government bonds, pushing yields lower and extending their sharp decline since the start of the year.

Staffing company Robert Half International declined the most among stocks in the S&P 500 index. CarMax and Pfizer were among the few stocks to eke out gains on the day.

Cold U.S. weather emerged as common problem for the economy last month.

Investors were discouraged Monday by a private survey showing U.S. manufacturing barely expanded last month as frigid temperatures delayed shipments of raw materials and caused some factories to shut down. Construction spending rose modestly in December, slowing from healthy gains a month earlier.

Automakers also piled on the disappointing news, as an icy January slowed vehicle purchases.

Ford shares slipped 41 cents, or 2.7 percent, to $14.55 and General Motors shares fell 83 cents, or 2.3 percent, to $35.25 after the automakers reported a drop in U.S. January sales, hurt by harsh weather that kept customers away from dealerships.

GM sales fell 12 percent, while Ford said sales fell 7 percent. Chrysler bucked the trend with U.S. sales gains of 8 percent, and analysts still expect U.S. auto sales to reach more than 16 million this year — a return to pre-recession levels.

"Investors had expectations going into 2014 of a much stronger U.S. economic recovery than actually what we're seeing and we've had to reset our expectations," Gaffney said.

Fresh signs of weakness in China also weighed on the minds of investors.

An official Chinese manufacturing survey released over the weekend showed factory output grew at a slower rate in January compared with December. The report released on the weekend followed an HSBC survey that showed an outright contraction in manufacturing.

Any signs of slowdown in China's economy — the world's second-largest — can spell bad news because it drives exports and is a key trading partner for developing countries such as South Africa and Indonesia that supply Chinese factories with raw materials.

Investors have been looking for more pullbacks this year and possibly a correction, the technical term for when a stock market index like the S&P 500 falls 10 percent or more. Three months ago, analysts at Goldman Sachs said there was roughly a 60 percent chance that a correction would happen this year.

Monday's slide moved the market closer to that possibility.

Among other negative signs for the market: In 2013, the Dow had only one 300-point-plus down day. It's had two 300-plus drops in 2014, barely two months in.

"I think we are in correction phase and the bias will be to the downside for a while longer," said Frank Davis, director of trading at LEK Securities. "It would make sense to see a healthy pullback after last year. Air has to come out of the market."

All 10 sectors in the S&P 500 index fell, and telecommunications stocks posted the biggest declines, weighed down by AT&T and Verizon Communications.

Mattel fell $1.79, or 4.7 percent, to $36.05. The world's largest maker of toys reported on Friday that sales of Barbie and Fisher-Price preschool items dropped in its fourth quarter.

Also among the decliners: Jos. A Bank Clothiers, which fell $2.83, or 5 percent, to $53.39 on continued doubts that a takeover bid by rival clothier Men's Wearhouse will go through. The two retailers have been dueling since October when Jos. A. Bank offered $2.3 billion for Men's Wearhouse.

A few stocks posted gains.

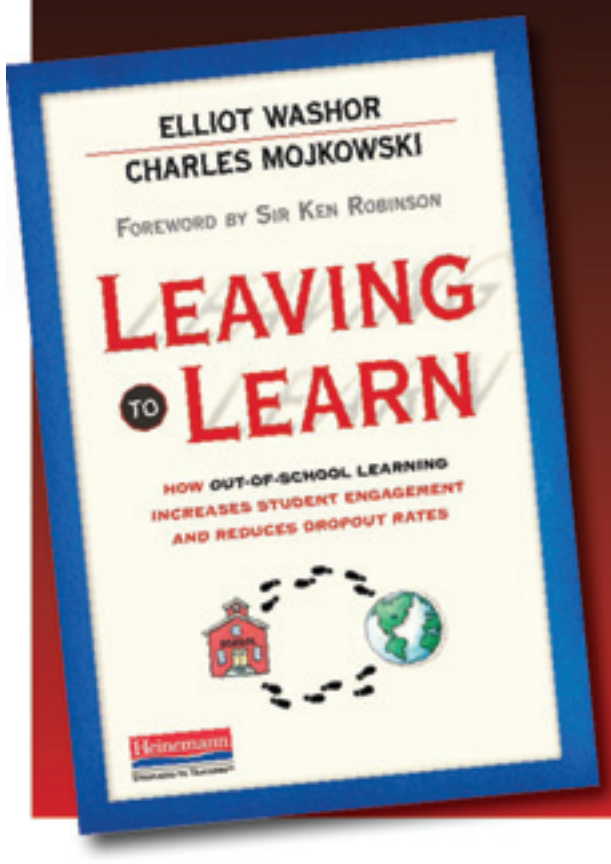
Pfizer rose 20 cents, or 0.7 percent, to $30.60, after the company reported that a mid-stage study of an experimental drug for advanced breast cancer met the main goals. The drug is seen as a potential huge seller. Pfizer was the only stock to rise among the 30 members of the Dow.

Facing lower stocks and global jitters, investors moved into the relative safety of U.S. government bonds. Bond prices rose, and the yield on the U.S. 10-year Treasury note fell to 2.58 percent from 2.65 percent on Friday. The 10-year has had a dramatic move in the last two weeks. In mid-January, the 10-year note was trading at a yield around 2.9 percent.

You are warmly invited to the . . .

LEAVING TO LEARN
Book Release Party
with co-author ELLIOT WASHOR





In our new book "Leaving to Learn" we outline a bold strategy for revitalizing schools and for graduating and preparing young people for success in their future learning and work. This strategy is driven by our image of that future. Our goal is not merely to graduate every student but to prepare graduates who are uncommonly ready for success in their workplaces and their communities.

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This reception is open to the public.
Please contact Lynda Armstrong at larmstrong@bigpicturelearning.org if you have any questions.

TUESDAY, FEBRUARY 18
6:30–8:00 PM
SMASH LIBRARY, 2525 5th Street, Santa Monica, CA

For more information on the authors and book visit www.leavingtolearn.org

SURF REPORT



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Surf Forecasts

Water Temp: **58.6°**

TUESDAY – **FAIR** – SURF: **2-3 ft** thigh to waist high
Short to mid period West-NW swell shows strongest early, easing through day; Cleanest early; Still pending full development, stay posted; Biggest for spots to far west/north

WEDNESDAY – **POOR** – SURF: **1-3 ft** ankle to waist high
Old/easing West-NW swell, with new but minimal WNW swell mixing in; Small NW windswell

THURSDAY – **FLAT** – SURF: **1-2 ft** ankle to knee high
Minimal WNW swell

FRIDAY – **POOR** – SURF: **1-2 ft** knee to thigh high
Possible rise of NW windswell, but possible breezy onshores as well; Very small WNW swell

BEACH REPORT CARD

NORTH LOS ANGELES COUNTY

Grades for this report are based on monitoring data from the previous 30 days up to the ending date of **January 29, 2014**

HEAL THE BAY - 1444 9th Street, Santa Monica, CA 90401 - beachreportcard.org - brc@healthebay.org - 800 HEAL BAY

QUICK STATS (for the last 30 days)
- Number of sewage spills -- 1
- Number of beach closures due to a sewage spill -- 0
- Number of wet days -- 0
- Number of A grades for dry/wet weather -- 31 / ns
- Number of (C,D,F) grades for dry/wet weather -- 8 / ns

The Beach Report Card is made possible by: simplehuman, LAcarGUY, SIMA and Swain Barber Foundation

Heal the Bay reminds you not to swim or surf within 100 yards of any flowing storm drain or for at least 3 days after a rainstorm. After a rain, indicator bacteria counts at beaches throughout California usually far exceed health criteria in the state's Beach Closure and Health Warning Protocol.

LOCATION	DRY	WET
Leo Carrillo Beach, at Arroyo Sequit Creek mouth.	A+	ns
Nicholas Beach at San Nicholas Canyon Creek mouth.	A+	ns
El Pescador State Beach, between Lechusa and Los Alisos creeks.		
Encinal Canyon at El Matador State Beach.	A+	ns
Broad Beach at Troncas Creek mouth.	D	ns
Zuma Beach at Zuma Creek mouth.	A+	ns
Walnut Creek, projection of Wildlife Rd. (private).	C	ns
Paradise Cove Pier at Ramirez Canyon Creek mouth.	B	ns
Escondido Creek, just east of Escondido State Beach.	A	ns
Latigo Canyon Creek mouth.	A	ns
Solstice Canyon at Dan Blocker County Beach.	A	ns
Puerco State Beach at creek mouth.	A+	ns
Marie Canyon storm drain at Puerco Beach, at 24572 Malibu Rd..	A	ns
Surfrider Beach at Malibu Colony fence.	A+	ns
Surfrider Beach (breach location)- daily.	F	ns
Malibu Pier - 50 yards east.	D	ns
Carbon Beach at Sweetwater Canyon.	C	ns
Las Flores State Beach at Las Flores Creek (point zero).	A+	ns
Big Rock Beach at 19948 PCH stairs.	B	ns
Pena Creek at Las Tunas County Beach.	A+	ns
Tuna Canyon.	A+	ns
Topanga State Beach at creek mouth.	B	ns
Castlerock Storm Drain at Castle Rock Beach.	ns	ns
Santa Ynez Storm Drain at Castle Rock Beach.	A	ns
Will Rogers State Beach at 17200 PCH (1/4 mile east of Sunset drain).	A+	ns

LOCATION	DRY	WET
Will Rogers State Beach at Bel Air Bay Club drain near fence.	A+	ns
Will Rogers State Beach at Pulga Canyon storm drain.	A+	ns
Will Rogers State Beach at Temescal Canyon drain.	A+	ns
Will Rogers State Beach at Santa Monica Canyon drain (Chautauqua).	A	ns
Santa Monica Beach at Montana Ave. drain.	A+	ns
Santa Monica Beach at Wilshire Blvd. drain.	A	ns
Santa Monica Municipal Pier.	F	ns
Santa Monica Beach at Pico/Kenter storm drain.	A	ns
Santa Monica Beach at Strand St. (in front of the restrooms).	A	ns
Ocean Park Beach at Ashland Ave. drain.	A	ns
Venice City Beach, at the Rose Ave. storm drain.	A	ns
Venice Beach at Brooks Ave. drain.	A+	ns
Venice Beach at Windward Ave. drain.	A+	ns
Venice Fishing Pier - 50 yards south.	A	ns
Venice Beach- projection of Topsail St..	B	ns
Marina del Rey, Mothers' Beach- lifeguard tower.	F	ns
Dockweiler State Beach at Ballona Creek mouth.	A	ns
Dockweiler State Beach at Culver Blvd. drain.	B	ns
North Westchester Storm Drain at Dockweiler State Beach.	B	ns
Dockweiler State Beach at World Way (south of DBW jetty).	A+	ns
Dockweiler State Beach at Imperial Hwy drain.	B	ns
Dockweiler Beach- opposite Hyperion Treatment Plant.	C	ns
Dockweiler State Beach at Grand Ave. drain.	A	ns

LEGEND
DRY -- each location is graded on an A – F scale based on bacterial pollution levels present in the surf zone
WET -- grades for days of recorded rainfall and the following 3 days
ns -- no sample taken

Heal the Bay is a nonprofit environmental organization making Southern California coastal waters and watersheds, including Santa Monica Bay, safe, healthy and clean. We use science, education, community action and advocacy to pursue our mission.

Heal the Bay's Beach Report Card™ is based on weekly water quality monitoring data provided by the City of Los Angeles' Environmental Monitoring Division and the Los Angeles County Department of Health Services. Data is analyzed as soon as it is made available to us by the public agencies. Beaches are graded on an A-F scale based on the risk of ocean users becoming ill. Samples are analyzed for bacteria—enterococcus, total and fecal coliforms—that indicate biological pollution. A fact sheet detailing the exact methodology used in determining grades for each location is available from the office or on our web site. The report is not designed to measure the amount of trash or toxins found at local beaches.

The Beach Report Card is an indication of past water quality and is not a warranty of the current safety of those areas surveyed. Our lawyers are happy.

Super Bowl ads safer and staid

MAE ANDERSON
AP Business Writer

NEW YORK As Super Bowl ads go, so goes America.

The A-list advertisers who aired commercial spots during Sunday's big game steered clear of controversy while trying to appeal to weary consumers with iconic American images and family-centered topics. Those safe themes were evident in many of the ads, from Toyota's Highlander ad featuring singing Muppets to Chrysler's two-minute Bob Dylan spot focused on American engineering, and Bud Light's ad which showed Arnold Schwarzenegger playing "tiny tennis."

Super Bowl ads can be a bellwether for the economy because they show which companies are willing to spend $4 million on a 30-second spot. In 2000, for instance, at the height of the dot com boom, 13 technology startups advertised in the Super Bowl. By 2001, after the bubble had burst, there were just three.

This year, fewer websites and software companies aired ads compared to the past four years and more ads appeared from packaged food and luxury auto makers, according to research firm Ace Metrix, which measures the effectiveness of ads. Absent were edgier companies willing to take risks, such as E(asterisk)Trade and Groupon, while more staid brands like Cheerios and Heinz joined the mix.

Super Bowl ads are also an indicator of consumer attitudes. Advertisers used nostalgia and family-heavy themes on Sunday to play to viewers who are fatigued from a depressed economy and tepid job market.

"We've had an extended recession and psychologically we're not back into a mode where people are comfortable with heavy consumption," says Ray Taylor, marketing professor at the Villanova School of Business, Villanova, Penn. "A lot of consumers have been hit financially for an extended period of time. As a result, returning to things people are familiar with or appealing to their emotions will tend to work. It's a particularly good time to be nostalgic with consumers."

The timing helps explain why Budweiser's reassuring "Puppy Love" ad won the USA Today Ad Meter, which gauges the popularity of Super Bowl Ads. The spot depicts a budding friendship between a yellow Labrador puppy and a Clydesdale.

Microsoft's "Empowering" tear-jerker ad was dubbed most effective by Ace Metrix. The spot, narrated by former professional football player Steve Gleason, shows how technology can help change people's lives. Gleason, who is living with ALS —a disease of the nerve cells in the brain and spinal cord that control voluntary muscle movement, uses a Microsoft Surface Pro tablet running eye-tracking technology to speak.

Advertisers across the spectrum toned down their messages. Godaddy.com, a 10-year-old Web hosting company made its name producing racy Super Bowl ads that made a splash — positive and negative. But this year they went relatively tame, depicting a woman who quit her job during the ad so she could start up a small business.

"A lot of years, the ads reflect the national mood, and now we're in this ambivalent state," says David Berkowitz, chief marketing officer at digital ad agency MRY. "There's still a lot of that American pride and self-confidence, but we're realizing that we aren't in that dominant position. The whole 'We're No. 1' attitude feels less assured than it has in the past. So I think that's led to a lot of these safe choices."

Even so, this year's game wasn't without its luxury advertisers. Chrysler's high end Ghibili Maserati, which goes for $67,000, made a splash with a darkly lyrical 90-second spot featuring narration about defeating "giants" by "Beasts of the Southern Wild" actress Quvenzhane Wallis. And Jaguar advertised its $70,000 F-Type car with a big-budget ad featuring a car chase.

Amid the muted tones of other ads, the emphasis on the "one percent" in those spots struck some viewers as slightly off key.

"They wanted to reinforce that these are ultimate dream automobiles that anyone would want to own, but I still think there's better venues to do that," says Villanova's Taylor. "I thought those ads were misplaced in the Super Bowl, but especially this Super Bowl."

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(310) 260-1528

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AMC Loews Broadway 4
1441 Third Street Promenade
(310) 458-3924

Frozen (PG) 1hr 25min
4:00pm, 6:45pm, 9:30pm

I, Frankenstein (PG-13)
2:00pm, 10:00pm

I, Frankenstein 3D (PG-13)
4:45pm, 7:30pm

August: Osage County (R) 2hrs 10min
1:25pm, 4:15pm, 7:00pm, 10:00pm

Nut Job (PG)
1:45pm, 4:30pm, 7:15pm, 9:45pm

AMC 7 Santa Monica
1310 Third St.
(310) 451-9440

Labor Day (PG-13) 1hr 51min
11:15am, 1:55pm, 4:35pm, 7:15pm, 10:00pm

Jack Ryan: Shadow Recruit (NR) 1hr 40min
11:00am, 1:35pm, 4:15pm, 7:15pm, 10:30pm

Ride Along (PG-13)
11:30am, 2:00pm, 4:45pm, 7:30pm, 10:15pm

Wolf of Wall Street (R) 2hrs 45min
11:00am, 2:45pm, 6:45pm, 9:50pm

American Hustle (R) 2hrs 09min
12:15pm, 3:45pm, 7:00pm, 10:15pm

Lone Survivor (R) 2hrs 01min
11:05am, 1:55pm, 4:50pm, 7:40pm, 10:30pm

That Awkward Moment (R)
11:45am, 2:25pm, 5:05pm, 7:50pm, 10:30pm

Laemmle's Monica Fourplex
1332 Second St.
(310) 478-3836

Nebraska (R) 1hr 50min
4:10pm

Stranger By The Lake (L'inconnu du lac) (NR) 1hr 32min
1:40pm, 4:20pm, 7:10pm, 9:40pm

Philomena (R) 1hr 34min
1:50pm, 4:40pm, 7:30pm, 9:55pm

Her (R)
1:00pm, 4:00pm, 7:00pm, 10:00pm

12 Years a Slave (R) 2hrs 13min
1:10pm

For more information, e-mail **editor@smdp.com**

ORDER IN TONIGHT, CAPRICORN

ARIES (March 21-April 19)
★★★★ A situation involving money might add to an existing feeling of vulnerability. A hostile remark could trigger words and events that you will wish had never happened. Try to relax. You are in control of your feelings. Tonight: Whatever makes you happy.

TAURUS (April 20-May 20)
★★★★ Remain sure of yourself, and honor what is going on within you. You could be more irritable than you think, as you are maintaining a hectic pace. Your demeanor might change later in the day, when you sense someone's implied demands. Tonight: Make it easy.

GEMINI (May 21-June 20)
★★★★ You could find it difficult to hold back, as you'll want to run with an idea or a solution. Friends might encourage you to slow down. This suggestion will seem off to you. Refuse to get into a fight, or you could cause your own delay. Tonight: Allow your energy to flow.

CANCER (June 21-July 22)
★★★★ You might feel frustrated when dealing with a parent or supervisor. Your creativity seems off at this point, and you might find that you need to take a different approach in order to get your point heard. Tonight: A must show.

LEO (July 23-Aug. 22)
★★★★ If you can detach, you will see a situation in a new light. You might feel torn, as you see and understand the different sides of an argument. Be smart, and say little around a hot-headed person in your life. Your words easily could be misconstrued. Tonight: Hang in there.

VIRGO (Aug. 23-Sept. 22)
★★★★ Focus on getting the best results. The key is to maintain one-on-one contact with those who are instrumental. You could feel as if you need to pull back and evaluate what is happening. You can do this quickly while still keeping your present pace. Tonight: Dinner for two.

LIBRA (Sept. 23-Oct. 22)
★★★★ You have been very active lately, which seems to have caused you a problem. Many might wish that you would return to your charming, diplomatic self. Tonight: Go along with someone else's wishes, if you can.

SCORPIO (Oct. 23-Nov. 21)
★★★ Get plenty of exercise, and know full well that you need it on many levels. Tension and stress will lessen as a result. You could feel uncomfortable in your day-to-day life. Make a point of moving a situation forward. Tonight: Get some extra R and R.

SAGITTARIUS (Nov. 22-Dec. 21)
★★★★ Allow your creativity to make a stronger project or plan if you feel that the present one is weak. Rather than loll around with a sense of dissatisfaction, take action; it will prove to be the best way to handle a budding problem. Tonight: Something spontaneous works.

CAPRICORN (Dec. 22-Jan. 19)
★★★★ A friend might not intend to give you bad advice, but that appears to be what you receive. Clear out quickly, rather than becoming more enmeshed in the present situation. Try to establish stronger foundations and a better sense of direction. Tonight: Order in.

AQUARIUS (Jan. 20-Feb. 18)
★★★★★ Keep conversations moving. You might hit a snafu with a boss who cares a lot about you. Nevertheless, a situation could become problematic. Tonight: Make a point of catching up on a neighbor's news.

PISCES (Feb. 19-March 20)
★★★ Your intuition comes through for you, especially regarding your finances. As a result, you will be heading down an interesting path. Not all financial situations are logical; sometimes they are more complicated than you think. Emotions could come into play. Tonight: Your treat.

Tuesday, February 4, 2014

This year you have the opportunity to clear up a problem that affects your community and your professional image. You will feel like a different person. Your efforts seem to draw excellent results at work. If you are single, you could be overwhelmed by your many choices of suitors. More than one person seems suitable, but only you can decide what kind of relationship you want. If you are attached, the two of you act like newlyweds from mid-July on. Consider going on a special vacation that you often have discussed. ARIES can be testy and irritable.

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

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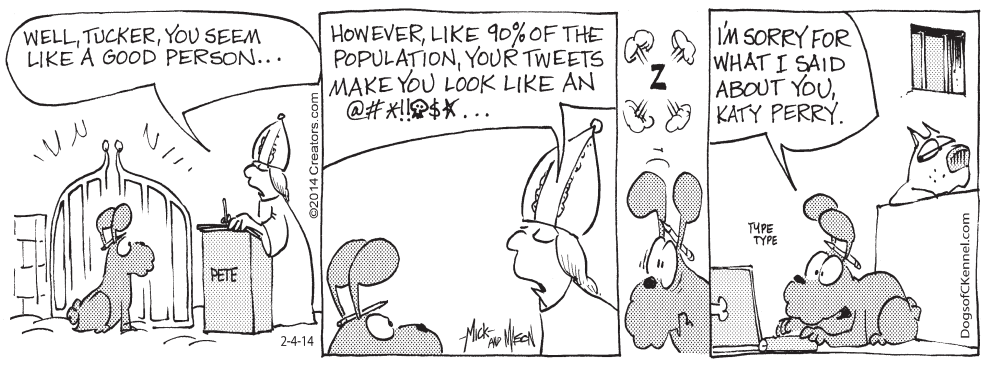
Speed Bump
By Dave Coverly



Strange Brew
By John Deering



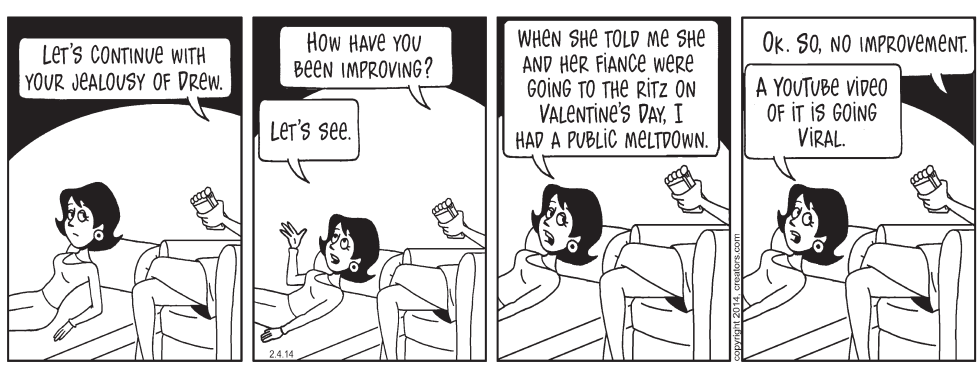
Dogs of C-Kennel
By Mick and Mason Mastroianni



Garfield
By Jim Davis



The Meaning of Lila
By John Forgetta & L.A. Rose



Sudoku

Fill in the blank cells using numbers 1 to 9. Each number can appear only once in each row, column, and 3x3 block. Use logic and process of elimination to solve the puzzle. The difficulty level ranges from ★ (easiest) to ★★★★★ (hardest).

Difficulty Level ★★

1	6			3			8	
						4		2
	2		5	4			7	3
					5		6	
				1				
	7		9					
8	5			6	2		4	
2		1						
	9			8			2	7

King Features Syndicate

GETTING STARTED

There are many strategies to solving Sudoku. One way to begin is to examine each 3x3 grid and figure out which numbers are missing. Then, based on the other numbers in the row and column of each blank cell, find which of the missing numbers will work. Eliminating numbers will eventually lead you to the answer.

SOLUTIONS TO YESTERDAY'S PUZZLE

1	5	9	7	2	6	8	4	3
4	3	2	5	9	8	6	7	1
8	6	7	4	1	3	2	9	5
5	7	1	8	4	2	9	3	6
2	9	3	6	7	5	4	1	8
6	8	4	1	3	9	7	5	2
7	4	5	2	6	1	3	8	9
9	2	8	3	5	7	1	6	4
3	1	6	9	8	4	5	2	7

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MYSTERY PHOTO

Daniel Archuleta *daniela@smdp.com*

The first person who can correctly identify where this image was captured wins a prize from the Santa Monica Daily Press. Send answers to *editor@smdp.com*. Send your mystery photos to *editor@smdp.com* to be used in future issues.

CROSSWORD

By THOMAS JOSEPH

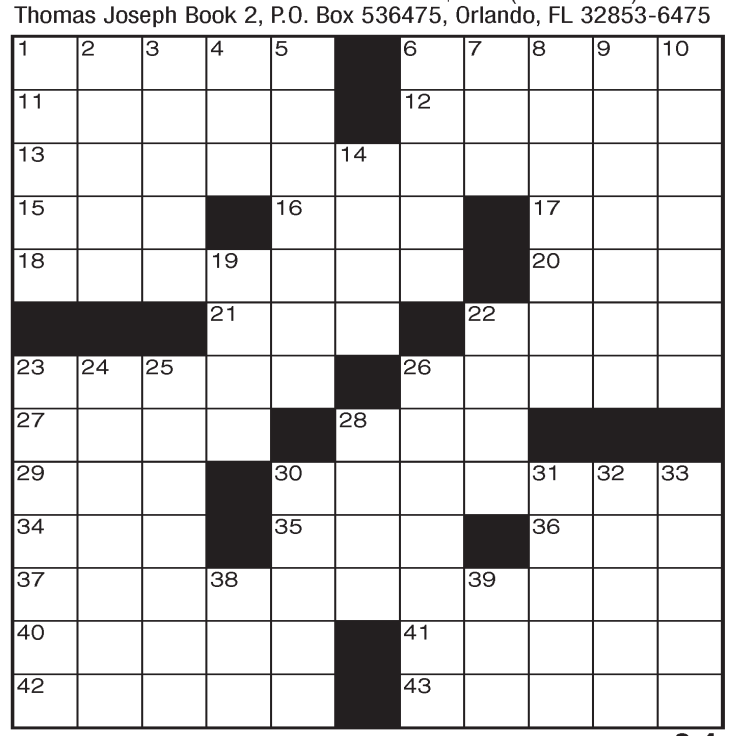
ACROSS
1 Angry with
6 Cavalry weapon
11 Discon-cert
12 Pleasant smell
13 "Listen up!"
15 Poem of praise
16 Hefty
17 Print units
18 Make good as new
20 Singer Tormé
21 Braying animal
22 Freshener scent
23 Leaves at the altar
26 Marina sights
27 Neighbor-hood
28 Farm father
29 Cow call
30 Whodunit character
34 Tiny worker
35 Humor
36 In addition
37 "Well, what do you know!"
40 Gives a hoot
41 "Person of Interest" character
42 Peruvian peaks
43 Sea dogs

DOWN
1 Stately home
2 Home
3 Coolidge's veep
4 Tough wood
5 Spring-steen nickname
6 Squad leader
7 Museum stuff
8 Czech region
9 Renowned
10 Grapples, in the sticks
14 Haughti-ness
19 "See ya!"
22 Pageantry
23 Caribbean nation
24 Tony Stark's alter ego
25 Dancer's attire
26 Turkey cooking gadgets
28 Destroy
30 Cheese choice
31 Lucy's pal
32 Port setting
33 Carries
38 "My word!"
39 Pot brew

S	A	T	I	N	■	C	A	R	P	■
P	R	I	C	E	■	A	V	O	I	D
R	I	D	E	R	■	P	A	S	T	E
A	S	A	■	V	E	E	■	S	I	T
Y	E	L	L	O	W	K	N	I	F	E
■	■	■	C	U	E	■	O	N	U	S
W	A	R	D	S	■	S	T	I	L	T
A	B	E	T	■	B	Y	U	■	■	■
S	I	L	V	E	R	S	P	O	O	N
A	L	I	■	V	A	T	■	H	U	E
B	E	A	M	E	■	E	L	A	T	E
I	N	N	E	R	■	M	I	R	E	D
■	E	T	A	T	■	S	T	A	R	S

Yesterday's answer

NEW CROSSWORD BOOK! Send $4.75 (check/m.o.) to Thomas Joseph Book 2, P.O. Box 536475, Orlando, FL 32853-6475



2-4

DAILY LOTTERY

POWERBALL
Draw Date: 2/1
5 12 15 27 38
Power#: 7
Jackpot: $215M

MEGA MILLIONS
Draw Date: 1/31
3 9 13 47 52
Mega#: 8
Jackpot: $94M

SUPER LOTTO PLUS
Draw Date: 2/1
9 14 15 16 44
Mega#: 24
Jackpot: $16M

Fantasy 5
Draw Date: 2/3
2 6 20 23 38

DAILY 3
Draw Date: 2/3
MIDDAY: 1 6 1
EVENING: 8 9 8

DAILY DERBY
Draw Date: 2/3
1st: 05 California Classic
2nd: 07 Eureka
3rd: 03 Hot Shot
RACE TIME: 1:40.18

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 at **http://www.calottery.com**

NEWS OF THE WEIRD
BY CHUCK SHEPARD

■ Unclear on the Concept: In December, after Carmen Reategui, 34, was arrested for DUI in Readington Township, N.J., and was too impaired to drive home, she called Nina Petracca, 23, who arrived at the police station impaired herself (and was arrested for DUI), and both women called Ryan Hogan, 33, to take them home, but he also arrived impaired and was arrested.

■ Classics: (1) Jamal Garrett, 29, was arrested in Antioch, Calif., in January after, police said, he tried to rob a Wells Fargo bank, but had fled empty-handed after a teller struggled to read a poorly written holdup note. (She and her manager said they did not even know immediately if it was a holdup or just a note requesting assistance.) (2) Daniel Severn, 27, pleaded guilty to burglary in England's Hull Crown Court in December, for trying to enter a home through the roof but getting trapped, upside down, in the bathroom. He dug his phone out of his pocket, but it fell into the toilet, and he remained hanging for an hour and a half until a resident arrived and found him.

TODAY IN HISTORY

1992 - A coup d'état is led by Hugo Chávez against Venezuelan President Carlos Andrés Pérez.

1996 - Major snowstorm paralyzes Midwestern United States, Milwaukee, Wisconsin and ties all-time record low temperature at -26 °F (-32.2 °C)

1997 - En route to Lebanon, two Israeli Sikorsky CH-53 troop-transport helicopters collide in mid-air over northern Galilee, Israel killing 73.

WORD UP!

posy
\ POH-zee \ , noun;
1. a flower, nosegay, or bouquet.
2. Archaic . a brief motto or the like, as one inscribed within a ring.

Santa Monica Daily Press

Classifieds

$7.50 per day. Up to 15 words, 30 cents each additional word.

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*Please call our Classified Sales Manager to reserve your ad space. Specific ad placement not gauranteed on classified ads. Ad must meet deadline requirements. See complete conditions below.

CLASSIFICATIONS:
Announcements, Creative, Employment, For Sale, Furniture, Pets, Boats, Jewelry, Wanted, Travel, Vacation Rentals, Apartments/Condos, Rent, Houses for Rent, Roomates, Commerical Lease, Real Estate, Real Estate Loans, Storage Space, Vehicles for Sale, Massage, Services, Computer Services, Attorney Services, Business Opportunities, Yard Sales, Health and Beauty, Fitness, Wealth and Success, Lost and Found, Personals, Psychic, Obituaries, Tutoring

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Handyman

Handyman

Handyman Services All types of home repairs and improvements, call Bill (310) 487-8201

Km construction Residential remodel, kitchen specialist. CA License Number: 738152. (310) 980-3500.

Real Estate

Commercial

Attractive meeting rooms for rent West LA. Holds 45 people classroom style, whiteboards, projectors, climate control. (310) 820-6322

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Business Services

Local Credit Repair professional can help you get your credit score in the 700's fast, guaranteed. No long term subscriptions. Free consultations and estimates. Samohi alum! Call 310-447-8274. Fixyourcreditconsulting.com

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Santa Monica Daily Press





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CLASSIFIED ADVERTISING CONDITIONS: REGULAR RATE: $7.50 a day. Ads over 15 words add 30¢ per word per day. Ad must run a minimum of twelve consecutive days. PREMIUMS: First two words caps no charge. Bold words, italics, centered lines, etc. cost extra. Please call for rates. TYPOS: Check your ad the first day of publication. Sorry, we do not issue credit after an ad has run more than once. DEADLINES: 3:00 p.m. prior the day of publication except for Monday's paper when the deadline is Friday at 2:30 p.m. PAYMENT: All private party ads must be pre-paid. We accept checks, credit cards, and of course cash. CORRESPONDENCE: To place your ad call our offices 9 a.m. to 5 p.m., Monday through Friday, (310) 458-7737; send a check or money order with ad copy to The Santa Monica Daily Press, P.O. Box 1380, Santa Monica, CA 90406. OTHER RATES: For information about the professional services directory or classified display ads, please call our office at (310) 458-7737.

Santa Monica Daily Press **HOURS** MONDAY - FRIDAY 9:00am - 5:00pm **LOCATION** 1640 5th Street, Suite 218, Santa Monica, CA 90401

Average Price of **ALL** Santa Monica
Single Family Homes
From **ALL** agents in **ALL** companies
Listed for Sale as of Late January 2014

Santa Monica Canyon	=	$	5,537,800
North of Montana	=	$	4,899,333
Between Wilshire & Montana	=	$	2,675,516
South of Wilshire	=	$	949,000
Sunset Park	=	$	1,436,667
Ocean Park	=	$	3,047,000

Statistics updated every Friday

Buyers' Needs

I am currently working with fully qualified buyers who are looking for the following:

~ ~

Condo (Single Level, Top Floor Only)
Santa Monica -
Minimum 2 + 1.75 - Wood Floors, Laundry in Unit,
Elevator Building, 2-Car Parking
$700,000 - $1,000,000

~ ~

Single Family Home
SM, Brentwood, Palisades, Bel Air, Malibu, Westwood
Minimum 3 + 1.75 - Pool or Room for Pool
$1,200,000 - $3,000,000

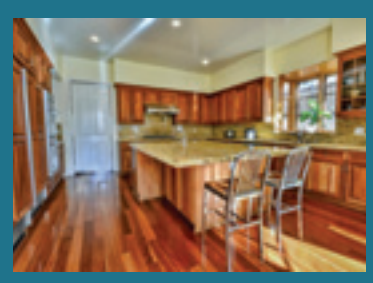
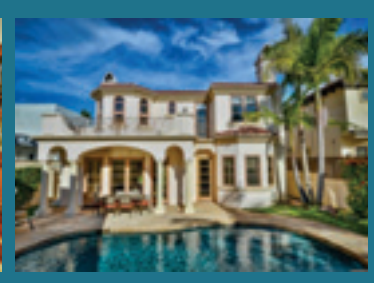
North of Montana Mediterranean Home!

632 16th Street

$3,999,000

- Built in 2000
- 4 Bedrooms
- 4.5 Bathrooms
- Approx. 4,000 Sq Ft
- Detached Guest House
- All Bedrooms En-Suite
- Xtra-Large Kitchen
- Xtra-Large Family Rm
- Oasis Pool & Spa



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Estates Director
Previews Properties Specialist
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