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WEDNESDAY, FEBRUARY 11, 2015 Volume 14 Issue 79

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Santa Monica Daily Press

WHALE OF A WEEKEND SEE PAGE 3



Jeffrey Goodman jeff@smdp.com

PROTOTYPE: Paul Berman's company helps bring inventions to life.

Where ideas get their reality checks

BY JEFFREY I. GOODMAN
Daily Press Staff Writer

CITYWIDE A couple weeks ago, just hours after giving a lecture about injury prevention, local fitness trainer Kappel LeRoy Clarke saw the footage: Professional basketball player Brandon Jennings had suffered an excruciatingly painful Achilles' tendon injury on a routine play with minimal contact, placing undue burden on his heel as he stepped backward on defense.

It only strengthened Clarke's conviction that his idea for an exercise product could have immense value.

Clarke believed his so-called Stumps, a series of tiered platforms meant to enhance the muscles required for base support in sports and daily activities, could transform performance training and reduce career-altering injuries like the one sustained by Jennings.

But the concept didn't carry much weight as a figment of his imagination, and Clarke was determined to bridge the gap between idea and reality.

It's how he came across T2 Design, a local firm specializing in invention design and prototyping. And after meeting with Paul Berman, who runs the 7th Street company, Clarke decided to move forward in the arduous process of

putting his product on the market.

"Not only are they in Santa Monica, but they're within walking distance of where I live," Clarke said. "I took it as a sign that it was meant to be. I found (Berman) to be very thoughtful, detail-oriented and eccentric like me. Most creative people, they see things that other people don't see. The chemistry was noticeable immediately."

When Berman started in the business, inventing wasn't the popular phenomenon that it is today. In fact, he was advertising his company's services at trade shows and in telephone directories.

But the rise of the Internet, the growth of crowdfunding and changes in global manufacturing have democratized the inventing field.

T2 Design's work with Clarke reflects a trend in the industry as more and more individual inventors eschew the pursuit of traditional licensing agreements, instead using Kickstarter and Indiegogo campaigns to start businesses, reach target audiences and harness more control of profits.

Since the economic recession, several TV shows have also fueled public interest in the invention process.

Berman was personally involved in the launch of the Drop

SEE INVENT PAGE 8

Sweeping changes coming

BY DAVID MARK SIMPSON
Daily Press Staff Writer

CITYWIDE In an effort to reduce water usage, City Hall is considering some changes to its street sweeping practices and parking may open up as a side effect.

Street sweeping trucks are being made more water efficient. And down the road, City Hall may reduce street sweeping on some

major thoroughfares from six days a week for both sides of the street to three days a week for each side. This would have the added effect of opening up some overnight parking options.

Currently, City Hall uses 1,500 gallons of water every day to sweep the streets. Multiplied by 365, that's more than half a million gallons.

In the midst of the current drought, city officials are requiring

that residents and businesses cut back on water usage or face penalties. Some residents have complained that City Hall should be doing more to reduce its usage.

"Street sweeping equipment is being retrofitted to utilize water from the Santa Monica Urban Runoff Reclamation Facility (SMURRF), thus freeing up

SEE WATER PAGE 5

City could consider wild animal ban



Matthew Hall matt@smdp.com

APPROPRIATE?: The Pier Corp and Recreation and Parks Commission would like to outlaw exotic animal acts.

BY DAVID MARK SIMPSON
Daily Press Staff Writer

PALISADES PARK It's a Monday evening on the southern end of Palisades Park. Tourists are flocking to the Santa Monica Pier. The sunset looks like a layered Mexican Sangria: a layer of pink, then blue. A

120-pound yellow snake is draped over the shoulders of a little girl.

Her family laughs and snaps pictures, handing over a \$5 "donation" to Al, the snake's owner who's been coming out to the area for almost five years.

Al, who declined to give a last name, may soon be facing an ordi-

nance banning his snakes from a slew of popular public spaces in Santa Monica.

City Council could consider passing the ordinance, which may ban exotic and wild animals from the Santa Monica Pier,

SEE ANIMAL PAGE 6

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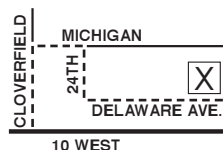
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Calendar

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What's Up Westside

February 11

Virtual Colonoscopy

Colon cancer is the second most common cancer in America, yet less than half of all Americans who should be screened follow through. Learn about how virtual colonography might be an alternative to colonoscopy for colon cancer screening that avoids sedation. Sponsored by the UCLA Health 50 Plus Program. Santa Monica Bay Woman's Club, 1210 4th St., 7 to 8:30 p.m.

SCBWI Westside Writers Schmooze

The Society of Children's Book Writers and Illustrators welcomes all writers willing to share and learn with others who are focused on writing for children. Fairview Branch Library, 2101 Ocean Park Blvd., 7 p.m.

College Scholarships 101

Join organizers to get information from C2 Education about finding and applying for scholarships. Pico Branch Library, 2201 Pico Blvd., 6:30 p.m.

Rumble in the Rock'em City

Bring kids "kapow," "zoom," and "whoosh" and search a superhero metropolis for a gang of bad guys. Ages 3 and up. Main Library, 601 Santa Monica Blvd., 11 a.m. to noon

February 12

Community Book Swap

Join us for a fun and friendly community exchange. Bring a book, take a book, and enjoy some treats. Books must be in new or gently used condition. Age(s): Adults, 50 and over, seniors. Fairview Branch Library, 2101 Ocean Park Blvd., 6:30 p.m.

Rent Control Board

Regular Rent Control Board meeting. Visit www.smgov.net/Current_Board_Meetings.aspx for more information. City Hall, 1685 Main St, 7 p.m.

Movie screening: I Am Ali

This documentary delves into the life of the celebrated champion boxer and galvanizing social figure who famously refused to enter the military when drafted for service during the Vietnam War, a decision that cost him the title.

(Film run time: 111 min.) 1704 Montana Ave., 6:30 to 8:30 p.m.

Valentine's Day Craft

Join us to make a Valentine's Day craft, ages 10 and up, all materials provided. Pico Branch Library, 2201 Pico Blvd., 4:45 p.m.

Classic Movie: Carmen Jones (1954)

Dorothy Dandridge and Harry Belafonte star in Otto Preminger's musical update of Bizet's opera Carmen, set on an Army base during the Korean War (105 min.), Main Library, 601 Santa Monica Blvd., 3 p.m.

February 13

Friday Fun: Animal Valentines

Create heart-themed animal crafts. Ages 6-10. Montana Avenue Branch Library, 1704 Montana Ave., 3:30 p.m.

Toddler Dance Party

A fun and energetic dance for toddlers and preschoolers. Main Library, 601 Santa Monica Blvd., 3:45 p.m.

Fireside at the Miles

Every Fireside concert features a different mix of contemporary music, opera, jazz, storytelling, dance, poetry, beat boxing, a capella singing and more. Performances take place beside the large period fireplace with an eco-log fire. Comfy couches, cozy candles, organic beverages and snacks all await you inside the historic playhouse. The Miles Playhouse, 1130 Lincoln Blvd. Doors 7:30 p.m., show 8 p.m. Admission: \$10 for adults; \$5 for students, seniors and youth 17 and under.

Thenardiers Inn - A Les Miserables Cabaret

A re-telling of the Victor Hugo Les Miserables tale put on by the man himself. Submerge yourself in the dancing, drinks, and girls of the Inn, while singing along with the classic characters and songs, in this 360-degree immersive theatrical cabaret. No admittance under 21; this show features adult content. Creating Arts Studios, 3110 Pennsylvania Ave., 8 to 10 p.m., doors open at 7 p.m. Admission: \$15-30.

For help submitting an event, contact us at **310-458-7737** or submit to editor@smdp.com

COMMUNITY BRIEFS



WHALE OF A WEEKEND AT THE SANTA MONICA PIER AQUARIUM

Santa Monica Aquarium Whale Weekend

Sightings of whales along the Southern California coast are already exceeding last year's record-breaking numbers and Heal the Bay's Santa Monica Pier Aquarium is inviting residents to show some love for the whales Feb. 14-15 during "Whale of a Weekend."

Whale-themed activities will be ongoing both days from 12:30 to 5 p.m. at the marine science center, 1600 Ocean Front Walk, located beach level at the Pier.

The Pacific gray whale completes one of the longest migrations of any species, traveling as many as 14,000 miles round trip between the arctic seas and the warm lagoons of Baja California, Mexico. This migration takes the whales past the Santa Monica Pier -- sometimes within viewing distance from the west end observation deck.

Aquarium visitors can feel the heft of a whale rib, check out bristly baleen and try on a layer of (simulated) whale blubber for warmth. Kids of all ages can have their faces painted and make a whale visitor to take home. Learn more interesting facts about these gentle giants -- and other marine mammals -- at the Aquarium through story time and film screenings. "Whale You Be My Valentine?" scheduled for 1:30 p.m. both days in the Aquarium's Green Room, is a staff-led presentation chock full of facts about California cetaceans.

Aquarium naturalists, along with representatives of the American Cetacean Society, will staff a wildlife observation station at the west end of the Santa Monica Pier. Those who stop by are welcome to spy for whales through binoculars and field guides will be available to identify local birds and other marine life.

Learn more at www.healthebay.org/event/whale-weekend-day-one or call (310) 393-6149.

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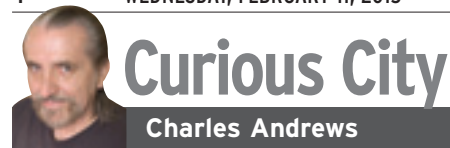
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Send comments to editor@smdp.com

Vidiots wins, Wishart needs support, Kanye needs to disappear

DID YOU THANK THE ANGELS? LONGTIME Vidiots customer Dr. Leonard Lipman and film producer Megan Ellison (“The Master,” “Zero Dark Thirty,” “Her,” “American Hustle,” “Foxcatcher” — pretty impressive list!) stepped forward with big checks to save our local cinema treasure trove, after we learned a couple weeks ago that the lights would very soon go dark, and we all breathed a sigh of relief. But come on, didn’t your parents teach you to say thank you?

A postcard — no, two postcards, with a short personal note would do, sent to Leonard Lipman and Megan Ellison in care of Vidiots, 302 Pico Blvd., Santa Monica, CA 90405.

I dropped mine by personally on Monday and happened to run into owner-founders Cathy Tauber and Patty Polinger, taking measurements by the front desk like, well, like there was a tomorrow. They have been true BFFs, since age 3, and of course they were thrilled with the great news.

They told me they had already received a few thank you cards, and would collect and pass them on soon.

So send thank you notes but don’t send your scripts or treatments for Ellison. Of course, no one would do that, try to take advantage of this situation, would they? That would be just too crass.

Oh yes they would. Tauber told me they already had one inquiry about sending a script. Sheesh. Writers. So desperate, pushy, and lacking common sense and social graces.

Ellison has expressed a desire to help Vidiots explore new territory, and that sounds exciting for Santa Monica. Many here still think of Vidiots as “that video store” where you can rent a DVD for a couple of nights, but since they turned it into a non-profit years ago, with a mission to “preserve, protect and educate” (“we believe in the act of browsing, and carrying,” said Polinger, “touching physical media”), their foundation has been putting on remarkable events in their small Annex room, equipped with a 120” screen, surround sound, HD DVD and computer projection. Free screenings, with background info from the very knowledgeable staff. Spoken word events. And interviews with remarkable directors, by remarkable interviewers.

I remember the one a year ago with Davis Guggenheim (“An Inconvenient Truth,” “Waiting for ‘Superman,’” and “It Might Get Loud” — the best rock doc ever, I feel). The first words out of his mouth that night: “You come into Vidiots and there’s something sacred about this place.”

“We hope to be the last ones standing,” said Polinger. “We’ve been saying that for a while.” And now it looks possible, because of two real life cinema angels who may be earning their George Bailey wings for this.

When I left I noticed the raw food restaurant next door to Vidiots that went bust has been replaced by... a raw food, organic restaurant.

MORE FILM

You may have heard of the recent kerfuffle over continuing the film program at Samohi, run by Bill Wishart. Without going into the details now, there is a possibility that funding for his classes and other work will disappear, and with it most of what he brings to our high school students.

That would be a crying shame, because Wishart is one of those rare teachers no one who’s had him forgets. His classroom is an enticing disarray of scattered chairs and equipment in which so much learning takes place. You can feel it when you walk in the room. Students are engaged, talking with and helping each other, and Wishart hovers and guides a lot.

He also runs RWS, Running With Speakers, which has given so many students, most of whom don’t go into film as a career, a facility with audio/video that serves them well throughout their lives. He puts in ungodly hours. He nurtures award-winning filmmakers. He makes sure every public event at Samohi is well-heard and recorded for posterity.

As final proof of ... something, how many teachers have a coffee named for them? Go into the nearby Coffee Bean on Lincoln and Michigan and order the Bill. It will keep you going.

The school board meeting at the district offices on Feb. 19 is the one you’ll want to attend, to help plead his case, especially if you’re a former student of his. Catch up on the facts on the Facebook page put up about a week ago, “Alums for Mr Wishart.”

SOME MUSIC

Anyone thought the Grammys were great? Didn’t think so. I loved Usher and John Legend’s numbers, getting even a small piece of Stevie Wonder is a joy, and Prince takes over just by showing up. He totally rocked it in a Dreamsicle-hued suit and silver cane and his few words preceding the Album of the Year award he presented: “Albums — remember those?” he cracked, adding poignantly, “Like books, and black lives — albums matter.”

Tom Jones disappointed, Beyonce’s gospel number seemed somehow lacking inspiration. AC/DC rocked the opening, Sia tried but co-founded, the President’s recorded speech to artists to address violence towards women was so needed, newcomer Sam Smith ruled the night with four trophies, but the real electricity came from a Scotswoman in her sixties singing a 60-year-old blues screamer, “I Put a Spell on You.” Maybe the best moment of the whole show was when Annie Lennox capped it with that look of fire in her eyes. Screamin’ Jay Hawkins would have grinned big and cackled.

Is there a bigger jerk in show biz than Kanye West? Not in my book. Some thought his “fake” at charging the stage when Beck received his Album of the Year Grammy was funny, poking fun at his own previous ill-mannered, childish escapades at awards shows. But he showed in classless remarks after the show that he was serious in his disdain of Beck and his conviction, again, that Beyonce should have gotten the award. He pontificated about “real artists” then showed us his integrity by saying the only reason he didn’t barge in on Beck was because he couldn’t put his wife, daughter, and especially his clothing line “at risk.”

I’ll bet he and Barry Bonds are good buddies. And they ride bikes with Lance Armstrong.

QUOTE OF THE WEEK: “My mission in life is not merely to survive, but to thrive; and to do so with some passion, some compassion, some humor, and some style.” — Maya Angelou

CHARLES ANDREWS has lived in Santa Monica for almost 30 years and wouldn’t live anywhere else in the world. Really. You can reach him at therealrmusic@gmail.com

LETTERS TO THE EDITOR

Send comments to editor@smdp.com

Under attack

Editor:

I am a property owner. I was born and raised in Santa Monica long before Community Corp, SMRR and other like minded organizations dominated city policies. In addition to the aforementioned special interests city management and unions dutifully support the city council’s agenda in return for enriching themselves with compensation that defies market rates, the private sector and any semblance of logic.

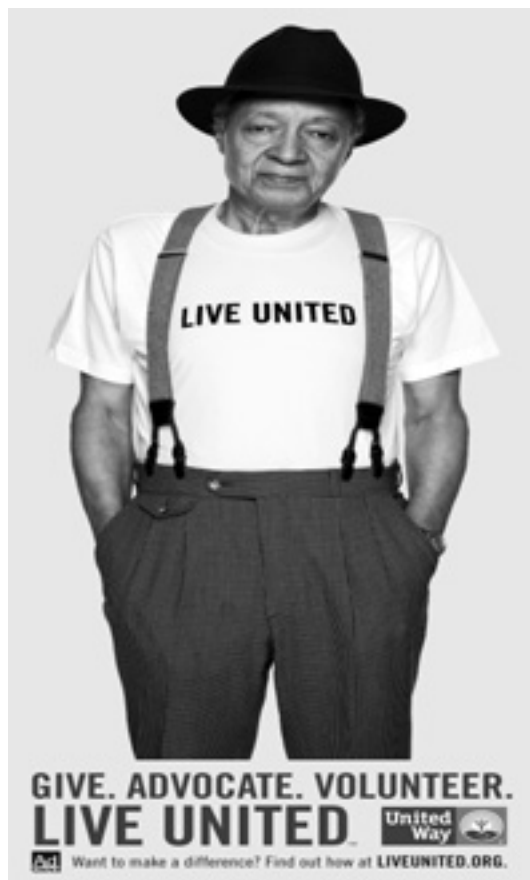
When was the last time the city council did anything to ease the financial burden of property owners? Instead the city increases taxes, fees, expands the requirement for business

licenses and generally pursues financially onerous measures. The climate the city council has created towards property owners is nothing short of institutional hostility.

The proposal to raise water rates should not be viewed in isolation but instead in the context of a consistent pattern of behavior on the part of the city to pursue misguided social programs and pay ridiculous city salaries at the expense of property owners. Tax paying property owners are usually lauded and appreciated by politicians and government entities. In Santa Monica we are under attack!

Dominic Gomez

Santa Monica



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COMMUNITY BRIEFS

Santa Monica Airport

Royal letters sell for \$4,320 in local auction

A trove of 10 personal letters written from 1948-1950, mostly from Queen Elizabeth II to Sharman Douglas (Princess Margaret's close personal friend in the 1940s and '50s) and her mother, Mrs. Lewis Douglas, sold as a single lot for \$4,320 at an auction held Jan. 15 by Los Angeles Auction House, at the Santa Monica Airport.

One of the letters was written to Ms. Douglas by Prince Philip, Duke of Edinburgh. It stated, "Dear Sharman, I take back everything I said and I am delighted that it is now certain that you can remain here indefinitely, I hope! Yours ever, Philip." Another was from "Bobbety" Robert Gascoyne, 5th Marques of Salisbury. All but one of the letters came with its original envelope.

The sales were part of Los Angeles Auction House's Winter Fine & Decorative Arts Sale, that included more than 300 lots of European paintings, sterling flatware and hollow ware (and silver smalls), fine estate jewelry, icons and religious artworks, prints and posters, pottery, ephemera, art glass and more. Online bidding was facilitated by Invaluable.com.

"We were fortunate to have been contacted by several consignors with serious collections, and that helped make the auction the success that it was," said Bryan Abbott, owner of Los Angeles Auction House and a former founding director of the Decorative Arts Department at Heritage Auctions in Dallas, Tex. "The quality of items was strong across the board, as were final prices."

Additional sales included a portrait for \$14,400, a ceramic owl vase by Pablo Picasso for \$16,800, an oil on canvas beach scene by Nicola Simbari for \$3,950, a color lithograph by Henri de Toulouse-Lautrec for \$10,200; and a color lithograph by Marc Chagall fetched \$7,200. A 204-piece silver flatware silver dinner service, depicting Dionysus (or Bacchus) on top of the handle, garnered \$9,600. Also, a group of twelve Tiffany solid sterling dessert (or tea) knives in the multi-motif Japanese pattern (circa 1880), with bird and flower design and Tiffany mark, made \$2,520.

A Southern antebellum coin silver pitcher rose to \$3,840; and an American Federal period hand-made coin silver three-piece tea set by Fletcher & Gardiner (teapot, covered sugar and creamer), went for \$3,600.

A 19th century Imperial Russian silver icon with silver oklad (protective metal cover), depicting Mary and Christ and rendered in oil on a multi-layered panel, circa 1844, realized \$13,200; while an Imperial Russian sterling silver and shaded enamel cigarette case, with the mark of Dimitry Nikolayev (Moscow), circa 1900, made \$2,040.

A sterling necklace, with original blue silk string, four silver beads and floral tulip design with hanging labradorite pedant in the center, achieved \$3,720. Also, a sterling necklace composed of hand-engraved "X" form and ball links, with original finish, commanded \$2,400.

A gold bracelet coasted to \$8,400; and a yellow gold rhinoceros brooch with ruby-set eye, changed hands for \$2,400.

A vase earned \$3,480. Also, a gold pen achieved \$2,150.

For more information about the upcoming sales or the company, visit www.losangeles-auctionhouse.com, call (310) 391-4422; or, email info@laauctionhouse.com.

- SUBMITTED BY KEN HALL

WATER

FROM PAGE 1

potable water supplies," Cline's report said.

Additionally, the Resource Recovery & Recycling Division (RRR) is consider a proposal to reduce six-day-a-week cleanings to three-day-a-week cleanings on Ocean Park Boulevard, Pico Boulevard, Olympic Boulevard, Santa Monica Boulevard, Wilshire Boulevard, Montana Avenue, Main Street and Lincoln Boulevard south from Wilshire Boulevard.

Currently, the streets are scheduled for sweeping between 3 and 5 a.m. Monday through Saturday, with no parking allowed on either side of the street during that time.

If the three-day-a-week proposal moves forward, street sweepers would rotate sides, cleaning from 3 to 6 a.m. Overnight parking would be allowed on the side that isn't slated for sweeping that night.

RRR is auditing those streets to see how often cleaning is needed. Goals of the audit include reducing water usage, remaining in compliance with federal pollution runoff laws, and maintaining existing cleanliness levels.

Some lesser changes to street sweeping dates will go into effect on March 1, according to a report from Interim Director of Public Works Susan Cline.

Those will include a shift in street sweeping on Wellesley Drive, Bryn Mawr Avenue, and Sunset Avenue from Wednesdays to Mondays between 11 a.m. and 1 p.m. impacting 160 residences.

"Residents of these areas contacted RRR to request that the scheduled service be changed to sweep up debris remaining on the street from trash, recycling and organics collection operations which occur on Friday in this neighborhood," Cline's report said.

Additionally, the south sides of Pearl and Pine streets as well the north sides of Maple and Cedar streets between 11th and Euclid street will switch from Wednesday to Monday between 2 and 4 p.m. impacting 96 residences.

Currently, sweeping overlaps with trash day. "Containers remained on the street for collection during the scheduled hours of street sweeping services," Cline's report said, "impacting the effectiveness of street sweeping operations."

dave@smdp.com



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CITY OF SANTA MONICA

Ordinance Number 2479 (CCS) (City Council Series)

The following is a summary of Ordinance Number 2479, which was adopted by the Santa Monica City Council at its meeting of January 27, 2015.

Ordinance Number 2479 modifies the Municipal Code provisions that embody and reflect the City's Water Shortage Response Plan. The ordinance clarifies the scope and purpose of the plan. Additionally, it establishes enforcement mechanisms for violations of the water consumption limitations imposed as part of the plan. The mechanisms include fines and civil penalties for violations. The ordinance also authorizes the installation of flow restriction devices in the case of repeat offenses.

Ordinance Number 2479 will become effective 30 days after its adoption. The full text of the ordinance is available from the Office of the City Clerk at 1685 Main Street, Santa Monica, California 90401; phone (310) 458-8211.

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ANIMAL

FROM PAGE 1

Third Street Promenade, and public parks, on Feb. 24, Pier Manager Rod Merle said at a Pier Corporation meeting last week.

The Pier Corporation signed off - unanimously among those who were present - to the proposed ban, which originated in the Recreation and Parks Commission. The Pier Corporation and Recreation and Parks Commission approvals are simply recommendations to council, which will have the final word.

"We've seen a confluence of bird acts, animal acts, and a lot of carnival sort of barking at the corner of Colorado and Palisades Park," Recreation and Parks Commission Chair Phil Brock said. "It seems to have gotten worse because there is now only one walkway down to the pier. Strategically, if you're the snake man or the bird man, you can station yourself so that every single person that goes up or down the pier has to see you. We feel it's gotten excessive."

Brock said that the animals are becoming a safety hazard.

"I was walking down to the pier and someone stuck a snake in my face with their right hand," he said, "and I sort of ducked from that and a bird was coming at me from the other side."

Howard, who brings his birds to the park two to four times a week, says this is not a legitimate concern.

"They think someone is going to get hurt but no one has ever really gotten hurt out here," he said.

Matthew O'Brien, who said he's been helping Al with his snakes five days a week

for about a month, also downplayed potential for injury.

"Sure sometimes the birds bite a little bit but that's all birds," he said. "It doesn't kill anybody. It doesn't give anybody stitches. Just a little scrape."

O'Brien made a bold comparison when talking about the potential exotic animal ban.

"It's just like Hitler did before he took over Germany," he said. "He took away people's rights little by little so they didn't realize they were getting taken away. That's what the American government's doing to people. I have a huge problem with it."

Al was visibly flustered when asked about the proposed ban, which he does not believe will ever go into effect.

"I've heard this eight times since the last five years I've been coming out here and guess what: It's not even a scare tactic to me," he said. "I'm not even worried about it. This is the key. When they come with the paper and they say 'OK, guys. The party's over.' We've all had permits to the pier and promenade but the bottom line is this: Everything is talk until I see a piece of paper in my face. I've heard this over and over. It's just a bunch of hot air."

Last year, after a push from local animal rights activists, council voted to effectively oust a long-time pony ride operator from the Main Street Farmers' Market. When the operator's current contract expires later this year, another, non-animal vendor will likely replace it.

Brock referenced this council decision when talking about the potential exotic animal ban.

"We have citizens who are upset about

SEE BAN PAGE 7

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BAN

FROM PAGE 6

ponies at Main Street Farmers' Market and other areas of the city," he said. "It would seem that this falls quite a bit into the same category."

When the proposal was put forth by the Recreation and Parks Commission in August, it included only the parks, the beaches and "other public spaces as the council deems appropriate."

The commission passed the recommendation by a vote of 5 to 1 with Commissioner Deborah Cohen voting against it, according to meeting minutes.

The ordinance that Merle brought forward at the Pier Corporation Board meeting included the pier and the promenade as well. City attorneys, he said, are still drafting the ordinance for council.

"The concern was that this would just migrate down the hill," Merle said.

As previously mentioned, the item is scheduled for council's Feb. 24 meeting but could get pushed back for a number of reasons.

"It'd be great if it could happen before spring break," said Pier Boardmember Misti Kerns, who is also president and CEO of the Santa Monica Convention and Visitors Bureau, at the meeting.

Out at the corner of Palisades Park, a woman's eyes bulge as the giant snake is draped over her. She's afraid it will bite her, but it doesn't. A colorful bird is placed on her head and another is cradled, like a baby, in the snake's coils.

"They're not bothering anybody," O'Brien says, looking on. "And they're actually making tourists in Santa Monica



Matthew Hall matt@smdp.com

PHOTOS: Tourists stop to take photos with the snakes and birds near the entrance to the pier.

come out a lot happier because it's exciting for somebody to see a snake or a bird that they've never gotten to touch before in their life. That's cool. I think it's ridiculous that they want to shut this down. Why can't they let these guys be so they can make money and pay their rent?"

dave@smdp.com

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SURF FORECASTS

WATER TEMP: 61.3°

WEDNESDAY – FAIR TO GOOD – SURF: 3-4 ft waist to shoulder high occ. 5ft
BIGGEST EARLY; Fading West-WSW swell; Moderate to breezy offshore Santa Anas develop

THURSDAY – FAIR – SURF: 2-3 ft Knee to chest high
Old W-WSW energy continues to fade; New long period WNW swell to creep in late; Possible breezy off-shore Santa Anas - stay posted

FRIDAY – FAIR TO GOOD – SURF: 3-4 ft waist to shoulder high
WNW swell to peak; Wind/weather looking favorable at this time

SATURDAY – FAIR TO GOOD – SURF: 3-4 ft waist to shoulder high
WNW swell due to hold, wind/weather looking favorable at this time

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 12, 2015**

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 -- 0
Number of beach closures due to a sewage spill -- 0
Number of wet days -- 14
Number of A grades for dry/wet weather -- 33/20
Number of (C,D,F) grades for dry/wet weather -- 5/19

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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 Canillo Beach, at Arroyo Sequit Creek mouth.	A+	A+
Nicholas Beach at San Nicholas Canyon Creek mouth.	A+	A+
El Pescador State Beach, between Lathesa and Las Allos creeks.		
Escalante Canyon at El Matador State Beach.	A+	A+
Broad Beach at Trancas Creek mouth.	B	A+
Zuma Beach at Zuma Creek mouth.	A+	A+
Walnut Creek, projection of Wildfire Rd. (private).	A+	F
Paradise Cove Pier at Ramirez Canyon Creek mouth.	F	A+
Escandido Creek, just east of Escandido State Beach.	A+	F
Lariga Canyon Creek mouth.	F	A+
Soldado Canyon at San Becker County Beach.	A+	D
Puerto State Beach at creek mouth.	A+	A+
Marie Canyon storm drain at Puerto Beach, at 24572 Malibu Rd.	A+	F
Surfside Beach at Malibu Colony Ince.	A+	F
Surfside Beach (beach location) - daily.	A	F
Malibu Pier - 50 yards east.	ns	F
Carbon Beach at Sweetwater Canyon.	A+	F
Las Flores State Beach at Las Flores Creek (point rem).	A+	A+
Big Rock Beach at 10948 PCH stairs.	A+	A+
Pena Creek at Las Tunas County Beach.	A+	F
Tuna Canyon.	ns	ns
Tayanga State Beach at creek mouth.	A	B
Castlerock Storm Drain at Castle Rock Beach.	ns	ns
Santa Ynez Storm Drain at Castle Rock Beach.	B	F
Wil Rogers State Beach at 17200 PCH (1/4 mile east of Sunset drain).	B	A+

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

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 sleepers are happy.

INVENT

FROM PAGE 1

Stop, an invention for cars that keeps cell-phones and other personal items from falling through the narrow gap between the driver’s seat and the center console. After working with T2 Design, the inventors earned a deal through “Shark Tank” that put their product in hundreds of retail stores across the country.

“When China opened up and began to do business with small start-up companies, it allowed people to tool up and get into production at a much lower cost,” Berman said. “Now, one person with a niche product can put that product on the Internet and people can buy it all over the country, all over the world. Something that wouldn’t survive in retail stores can easily survive on the Internet.”

Berman, who studied mechanical engineering at the University of Michigan, has more than a quarter-century of engineering and mechanical design experience, including about 15 years specializing in consumer product design.

Berman previously worked on the computer-aided design of the B-2 stealth bomber and other aircraft and space vehicles. He found his way into the world of invention as he developed a few products of his own, including a sipper cup for babies and a sponge rack.

Through T2 Design, he assists inventors by evaluating products, pursuing patents and constructing prototypes. He has developed more than 125 inventions.

Even so, Berman said he doesn’t always know whether a potential client’s invention is going to catch on with the general public.

“You can’t really tell,” he said. “You can get a hunch one way or the other ... but there’s still a large element of unknown.”

T2 Design tries to improve success rates with initial evaluations, professional patent searches and consultations, and many people back out well before the modeling and prototyping stages.

The company, which fields calls from

Santa Monica to Saudi Arabia and South America, typically develops just 15 or 20 products out of the roughly 250 or 300 it sees each year, Berman said.

“That ‘wow’ factor definitely helps move things along because it brings in investor money and brings in orders,” he said. “But even when everything looks great, you still don’t know your product will be successful.”

At least in some ways, Clarke isn’t the average T2 Design client. The New York transplant studied civil engineering before switching to a career in sports fitness, and some of the design concepts he once learned were reflected in the rough schematics and renderings he showed Berman.

“It had been years since I lifted up a T-square,” Clarke said, “but some habits don’t go away. Some people have (ideas) scratched on napkins. I was able to create sketches of what I needed.”

What he needed was a durable piece of equipment that could withstand up to 1,000 pounds of pressure while facilitating agility and strength exercises that rely on the toes and the balls of the feet.

But for Clarke, a father of two girls, just developing a prototype was going to require substantial help from investors. It was a variable that proved to be a major obstacle, leading him to turn to Indiegogo.

Because he couldn’t reveal his design on the crowdfunding site — he didn’t want to share the details of his idea with potential competitors before securing a patent — he raised money through a video in which he tossed a 106-pound weight on the 2.7-mile stretch of beach from Venice to the Santa Monica Pier. The feat took him 5 hours 37 minutes.

Soon, Clarke will start another Indiegogo campaign to amass funds for production. He envisions the Stumps to be used not only by elite-level athletes but also by senior citizens who want to remain active and children who need entertaining ways to overcome obesity.

“It’s OK to have a dream, but you’ve got to be willing to make sacrifices,” Clarke said. “I had to figure out a way to get it done.”

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CROSSWORD

By THOMAS JOSEPH

ACROSS

1 Office worker

5 Penn, for one

11 Lotion additive

12 Different

13 Move smoothly

14 On cloud nine

15 Sea dog

16 Hive group

17 Singer Faith

19 Tourist's aid

22 Plant pest

24 Crumpet's cousin

26 Competes

27 Protracted

28 Stern with a bow

30 Bomb parts

31 June honoree

32 Pueblo material

34 Trojan War hero

35 Bowler, for one

38 "A Perfect Peace" author

41 Flying: Prefix

42 Twosome

43 Aspirin target

44 Stable group

45 Vortex

DOWN

1 Wilson's predecessor

2 Singer Fitzgerald

3 Agnes of "Bewitched"

4 Congregants' seat

5 Chess piece

6 Except if

7 Sighed cry

8 Model buy

9 — out a living

10 Spectrum end

16 Misbehaving

18 Traveler's need

19 Lake in Maine

20 Poet Sexton

21 Cribbage markers

22 Gung-ho

23 Tuscany city

25 Iron, for one

29 Sweet-talk

30 Hounds' quarry

33 Stuns serpents

34 Nile

36 Like the Sahara

37 Theater award

38 German cry

39 Cow call

40 Wilder's "— Town"

41 Zoo resident

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

Yesterday's answer

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1	2	3	4		5	6	7	8	9	10
11					12					
13					14					
15				16						
		17	18					19	20	21
22	23					24	25			
26							27			
28				29		30				
31				32	33					
			34					35	36	37
38	39	40					41			
42							43			
44							45			

2-11

MYSTERY PHOTO

Matthew Hall matt@smdp.com



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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 ★★ ★

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

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

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

King Features Syndicate

DAILY LOTTERY

Draw Date: 2/7
5 10 21 34 58
Power#: 33
Jackpot: 485M

Draw Date: 2/6
5 6 17 33 68
Mega#: 13
Jackpot: 61M

Draw Date: 2/7
6 20 23 24 29
Mega#: 25
Jackpot: 7M

Draw Date: 2/9
3 17 26 33 38

Draw Date: 2/9
MIDDAY: 7 0 1
Draw Date: 2/9
EVENING: 4 8 9

Draw Date: 2/9
1st: 01 Gold Rush
2nd: 03 Hot Shot
3rd: 04 Big Ben
RACE TIME: 1:43.39

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>

WORD UP!

commensal

1. eating together at the same table. 2. Ecology. (of an animal, plant, fungus, etc.) living with, on, or in another, without injury to either.

TODAY IN HISTORY

1861

- American Civil War: United States House of Representatives unanimously passes a resolution guaranteeing noninterference with slavery in any state.

1873

- King Amadeo I of Spain abdicates.

1889

- Meiji Constitution of Japan is adopted; the first National Diet convenes in 1890.

1903

- Anton Bruckner's 9th Symphony receives its first performance in Vienna, Austria.

1906

- Pope Pius X publishes the encyclical Vehementer Nos.

1916

- Emma Goldman is arrested for lecturing on birth control.

1919

- Friedrich Ebert (SPD), is elected President of Germany.

1929

- Kingdom of Italy and the Vatican sign the Lateran Treaty.

1937

- A sit-down strike ends when General Motors recognizes the United Auto Workers.

1938

- BBC Television produces the world's first ever science fiction television program, an adaptation of a section of the Karel Åapek play R.U.R., that coined the term "robot".

NEWS OF THE WEIRD BY CHUCK SHEPARD

■ Luis Moreno Jr., 26, was pursued by police in Fort Lee, New Jersey, after he entered the car-pool lane approaching the George Washington Bridge in January because he appeared to be alone in his SUV. After ignoring several signals to pull over, he finally stopped and, when informed of his offense, told the officer, "I have two passengers in the back" and rolled down a window to show them (in the vehicle's third row), apparently satisfying the officer. However, as Moreno pulled away, one passenger began screaming and banging on the back door. Moreno sped off with his hostages, but was subsequently stopped again and charged with kidnapping and criminal restraint (but no H0V violation!).

■ Mike Montemayor, until recently a county commissioner in Laredo, Texas, pleaded guilty to bribery charges in June and had argued in January 2015 that he should get a light sentence because, after all, he had subsequently helped FBI agents in a sting against three other officials accused of bribery. However, the prosecutor immediately countered that Montemayor had in fact tried to steal the recording devices and Apple computer the FBI had furnished him to do the undercover work. (He got six years in prison and a \$109,000 fine.)

THINK “VACATION PLANS”, PISCES

ARIES (March 21-April 19)
★★★★ You'll have an opportunity to tap into your creativity. A problem surrounding communication and a day-to-day matter could emerge and cause pressure to build. Focus your energy on a partnership, and that will ease your anxiety. Tonight: Chat over dinner.

TAURUS (April 20-May 20)
★★★★ Defer to a partner or friend. You might not think that this person understands what you want, but you do know that he or she will find the best path to reaching a goal. You could be pushing others more than you realize. Go for a walk, if need be. Tonight: Just don't be alone.

GEMINI (May 21-June 20)
★★★ You might want to throw an offer right back in the other person's face. Your fuse is short, and you know when you've had enough. Before you take action, make sure that it really will serve you. An authority figure could push you hard. Tonight: Say “yes” to an older friend.

CANCER (June 21-July 22)
★★★★ You could see a situation differently from how others see it. Tap into your intuition, and you'll see an opportunity emerge. You'll be fortunate to have the help of a partner when you hit an obstacle. Let this person know how much he or she is appreciated. Tonight: Hang out.

LEO (July 23-Aug. 22)
★★★ Anchor in, and know what you want or expect from a domestic matter. You could be quite tired and drained from recent events. A change in your schedule will be most beneficial in allowing you more flexibility. Tonight: Opt for some quiet time at home.

VIRGO (Aug. 23-Sept. 22)
★★★★ Express what is on your mind. Your ingenuity will emerge when dealing with a child or loved one. You seem to revitalize yourself through this interaction. Tune in to your sixth sense and discover its power. A partner could be touchy. Tonight: Accept an offer.

LIBRA (Sept. 23-Oct. 22)
★★★★ You might want to restrain yourself from going overboard. You could be processing a personal matter that is near and dear to you. An emotional connection between you and a supportive friend will grab your attention. Use your energy well. Tonight: All smiles.

SCORPIO (Oct. 23-Nov. 21)
★★★★ You might feel as if you're unstoppable, on a certain level. Others will be observing your responses to different situations. Examine what is happening with a key project. You might think you know, but verify just to be sure. Tonight: Use your imagination well!

SAGITTARIUS (Nov. 22-Dec. 21)
★★★ Maintain a low profile, and be more of an observer and listener in various situations. You might be somewhat combative or difficult toward someone with whom you work closely. Understand how much frustration you seem to be swallowing. Tonight: At home.

CAPRICORN (Dec. 22-Jan. 19)
★★★★ Maintain your focus, and you will succeed in accomplishing exactly what you want. You could feel as if someone is stepping on your turf. There are many ways to handle this issue, so consider what you want from this bond before taking action. Tonight: Zero in on what you want.

AQUARIUS (Jan. 20-Feb. 18)
★★★★ Many people feel that you are driven, and in many ways you are. Be careful with spending, as you could be eying an expensive purchase for a loved one. You might decide to go ahead with it anyway, but take note of how this will affect your budget. Tonight: In the moment.

PISCES (Feb. 19-March 20)
★★★★ You are emotional in general, but you also have a strong intuitive side that encourages your creativity. This combination will emerge today, and it will allow you to move through a situation with ease. Tonight: Think “vacation plans.”

Wednesday, February 11, 2015

This year you will be more aware of your professional status and community role than in past years. You also will be willing to spend more money on your personal image. Others are drawn to you, sometimes for superficial reasons, which has more to do with them than with you. If you are single, a romantic tie is likely to enter your path this year. Don't worry -- you'll know when you have met this person; there will be no question in your mind. If you are attached, remember that a relationship is a two-way street. You could opt to make a major purchase together, or make a change in your lifestyle. This period will be exciting. SCORPIO can be far too pushy for your taste.

JACQUELINE BIGAR'S STARS

The stars show the kind of day you'll have:

★★★★★ Dynamic	★★ So-So
★★★★ Positive	★ Difficult
★★★ Average	

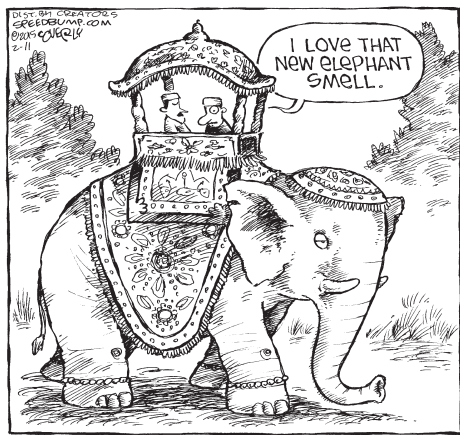
CRIME WATCH

Crime Watch is culled from reports provided by the Santa Monica Police Department. These are arrests only. All parties are innocent until proven guilty in a court of law.

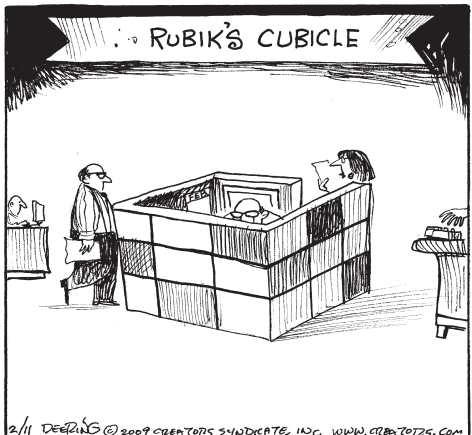
ON JANUARY 27, Officers contacted a woman in the SMPD lobby who wanted to report on going domestic violence. The woman said the night prior her boyfriend drove her home from the hospital and began yelling and cursing at her for unknown reasons. He additionally hit her in the leg with his fist and broke the side view mirror off of her car. The woman also told officers about a prior incident on Jan. 20 where her boyfriend put his hands around her throat and slapped her in the face multiple times. Offices documented the woman's injuries and obtained a temporary restraining order on her behalf. The following morning, officers located her boyfriend, served him with the protective order, and placed him under arrest for domestic violence. Logan Kelly, of Santa Monica, had bail set at \$50,000.

SEE NEWS HAPPENING OR HAVE SOMETHING TO REPORT?

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



DAILY POLICE LOG

The Santa Monica Police Department responded to 344 calls for service on Feb. 9.

HERE IS A SAMPLING OF THOSE CALLS CHOSEN BY THE SANTA MONICA DAILY PRESS STAFF.

Vandalism, 1000 block 2nd, 12:06 a.m.
Fight, 1400 block 4th, 12:41 a.m.
Drunk driving, 16th/Pico, 3:52 a.m.
Threats, 300 block Olympic, 4:44 a.m.
Public intoxication, 500 block Olympic, 6:19 a.m.
Trespassing, 1700 block 19th, 7:01 a.m.
Vandalism, 1800 block Stewart, 7:28 a.m.
Theft of recyclables, 2500 block 32nd, 7:54 a.m.
Vandalism, 2300 block 5th, 8:20 a.m.
Trespassing, 1600 block Appian, 8:28 a.m.
Trespassing, 100 block Adelaide, 9:14 a.m.
Bike theft, 300 block Idaho, 9:21 a.m.

Domestic violence, 800 block 6th, 9:42 a.m.
Grand theft, 1200 block Santa Monica, 9:43 a.m.
Petty theft, 300 block Olympic, 10:09 a.m.
Fraud, 1100 block 21st, 10:24 a.m.
Burglary, 1900 block Arizona, 10:36 a.m.
Car crash, 17th/Pico, 12:47 p.m.
Disturbance, 600 block Wilshire, 1:16 p.m.
Bike theft, 1400 block Broadway, 2:20 p.m.
Burglary, 1100 block 21st, 2:48 p.m.
Petty theft, 700 block California, 2:50 p.m.
Car crash, 26th/Santa Monica, 3:09 p.m.
Fight, 1400 block Wilshire, 3:25 p.m.
Vandalism, 100 block Broadway, 3:40 p.m.
Auto burglary, 1200 block 4th, 3:54 p.m.
Drinking in public, 200 block Santa Monica, 5:18 p.m.
Hit and run, 1100 block 2nd, 6:32 p.m.
Car crash, 1600 block 21st, 6:37 p.m.
Vandalism, 1100 block 21st, 9:10 p.m.
Car crash, Centinela/Ocean Park, 9:21 p.m.
Trespassing, 1500 block 10th, 9:24 p.m.

Santa Monica Daily Press

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Creative	Boats	Rent	Storage Space	Business Opportunities	Personals
Employment	Jewelry	Houses for Rent	Vehicles for Sale	Yard Sales	Psychic
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Announcements

Announcements

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Employment

Help Wanted

Business and Legal Affairs Specialist. LLM reqd. Send resume to Digi-techx, 2808 Oregon Court, Buildings L1 & L2, Torrance, CA 90503.

RUSH Legal Notices

Legal Notices

Statement of Abandonment of Use of Fictitious Business Name Document Record #2015 001937 Current File No. 2012 242355 State of California, County of Los Angeles The following person(s) has/ have abandoned the use of the fictitious Business name: Poppy & Plum Events, Poppy & Plum, Poppy & Plum Design, Poppy & Plum Florals, Poppy & Plum Weddings Registered owners: POPPY & PLUM EVENTS, LLC, This business is conducted by: A LLC / s/ Ashley Drummy This statement was filed with the County Clerk of Los Angeles County on 01/05/2015. SANTA MONICA DAILY PRESS to publish 02/04/2015, 02/11/2015, 02/18/2015, 02/25/2015.

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Our Water Rates will Increase by 78%! Unless We Act!!!

TO STOP THIS INCREASE

Cut out & complete the form below & send via
US Mail or take it directly to:

City Clerk
1685 Main Street
Room 102
Santa Monica, CA 90401

MUST ARRIVE BEFORE FEB. 24th
(emails will **NOT** count)

Send a separate the form in for each property you own

City Council will vote on the matter on Feb. 24th

Please inform EVERY Santa Monican you know!!

WE'RE ALL IN THIS TOGETHER

I own the property indicated below and I am **opposed** to the proposed increase in water rates.

Date: _____

Property Address: _____

Santa Monica, CA Zip: _____

Print Your Name: _____

Your Signature: _____

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