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# Santa Monica Daily Press

MONDAY, FEBRUARY 16, 2015 Volume 14 Issue 83 smdp.com Santa Monica Daily Press

KNOW BEFORE YOU GO SEE PAGE 5

## Designing the future: SMC building a roadmap for bachelor's degree

BY JEFFREY I. GOODMAN
Daily Press Staff Writer

SMC Santa Monica College officials had the same question that students and other members of the campus community had about the school receiving initial approval for a bachelor's degree in interaction design.

Now what?

The provisional selection of SMC to take part in the statewide pilot program set in motion a months-long process as educators collaborate with administrators and industry professionals to have the entire four-year degree mapped out by the start of the 2015-16 school year.

Although the local community college's proposal will undergo further review by the California Community Colleges Chancellor's

SEE SMC PAGE 6




NEW DEGREE
Matthew Hall matt@smdp.com
**Officials at Santa Monica College are working on the details for their new 4-year degree.**

## Ambassadors, upgrades could come to Colorado and Lincoln

BY DAVID MARK SIMPSON
Daily Press Staff Writer

**DOWNTOWN** Downtown property owners on Lincoln Boulevard and Colorado Avenue will get a chance to decide whether or not they want to pool money for improvements and extra service.

City Council agreed unanimously last week to allow a petition gathering process for the inclusion of portions of Colorado and Lincoln as Property Based Assessment Districts (PBAD).

Council members also agreed to chip in some taxpayer dollars to cover a small percentage of the overall costs because, city officials said, some of the upgrades will constitute a benefit to the public at large.

Lincoln Boulevard is not currently a part of the Downtown PBAD. Property owners will decide whether to create a PBAD on Lincoln from the Interstate 10 freeway to Wilshire Boulevard.

SEE PBAD PAGE 7

## Faces of Silicon Beach

BY ERIC HUBERMAN
Special to the Daily Press

Santa Monica local Ramin Ghaneeian started Lot Plans with his brother to offer affordable blueprints to future homeowners while lifting the audience of architects and contractors. Erik Huberman, CEO of Hawke Media, talks to Ghaneeian about the Silicon Beach scene, growing up with an entrepreneur

SEE FACES PAGE 9



RAMIN GHANEEIAN

## Affordable housing production hits all-time high

### Shortfall looming

BY DAVID MARK SIMPSON
Daily Press Staff Writer

**CITY HALL** For the third fiscal year in a row, City Hall met the affordable housing goals set out by Proposition R.

Affordable housing projects were finished in large numbers during fiscal year 2013-14 despite the loss of the redevelopment agency (RDA) - a major source for

SEE HOUSING PAGE 6







MARKET FEEDBACK
Matthew Hall matt@smdp.com
**The organizers of the Sunday Farmers Market solicited ideas from the public about the future of the market on Feb. 15. In addition to answering specific questions, market customers could write an open comment with many writers asking for the preservation of the existing pony rides and petting zoo. Customers who missed the event can email ideas to the market at farmersmarket@smgov.net.**

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# What's Up Westside

## OUT AND ABOUT IN SANTA MONICA

## February 16

### Classical Ballet for Beginners

Students will learn across the floor, barre, and center floor technique. All levels are welcome. Recommended attire: leotard, tights and ballet shoes for women; plain t-shirt, jazz pants, and ballet shoes for men. View and register for classes at http://ow.ly/oZGSg or call (310) 458-2239 for more information. 1450 Ocean, Cost: $89, Non-resident: $102, 6:30-7:30 p.m.

### Yoga at the Beach House

All levels welcome. Drop in for a $15 class or sign up for the 5-week session for $62 with parking included. 9 a.m. Annenberg Community Beach House, 415 Pacific Coast Hwy.

### Toddler Time

Stories, songs, and rhymes for toddlers ages 18 to 35 months, accompanied by an adult. 10 a.m., Pico Branch Library, 2201 Pico Blvd.,

### Guest House Docent tour

Free, docent-led tours begin at 11 a.m., 12 p.m. and 1 p.m. No reservations needed. Annenberg Community Beach House, 415 Pacific Coast Hwy.

### Writer in residence

Visit Laurie Horowitz during her public office hours. Ask about her work and Beach House residency, receive literary advice, and more. 11 a.m., Annenberg Community Beach House, 415 Pacific Coast Hwy.

## February 17

### Architectural review board

Special meeting of the Architectural Review Board. Visit www.smgov.net/Departments/PCD/Boards-Commissions/Architectural-Review-Board for more information. 7 p.m., City Hall, 1685 Main St.

### Ocean Park mystery book group

Join us as we discuss the latest authors in the mystery genre. Meets the 3rd Tuesday of the month. Emphasis on international authors and locations. All are welcome. No registration required. Discussion Title: "The English Assassin" by Daniel Silva. Ocean Park Branch Library, 2601 Main St., 7 p.m.

### Online photo editing

Learn to edit digital images using free Web-based applications. Advanced level. Seating is first come, first served. For more information, please visit the Reference Desk or call Telephone Reference at (310) 434-2608. Main Library, 601 Santa Monica Blvd., 6-7 p.m.

### Movie screening: 'Get On Up'

A chronicle of James Brown's rise from extreme poverty to become one of the most influential musicians in history. Pico Branch Library, 2201 Pico Blvd., 6 p.m.

### Sustainable landscape design for professionals

For landscape professionals only. Learn sustainable landscape design techniques from City of Santa Monica specialist Russell Ackerman. Santa Monica College Bundy Campus, Room 123, 3171 South Bundy Drive, 4 p.m.

### Homework help

Get help with your homework. This drop-in program offers a separate study area, basic supplies, and friendly volunteers to assist with homework questions. For students in grades 1-5 only. Pico Branch Library, 2201 Pico Blvd., 3:30 p.m.

### Paws 4 Reading

Practice reading to some furry friends. Ocean Park Branch Library, 2601 Main St. 3:30 p.m.

### Study zone

SEE **LISTINGS** PAGE 3

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

# LISTINGS
FROM PAGE 2

Space for quiet study. Grades K-12. Children under 8 years must be accompanied by an adult. Fairview Branch Library, 2101 Ocean Park Blvd., 3:30 p.m.

## February 18

### Santa Monica READS book discussion: 'Longbourn' by Jo Baker
A reimagining of Jane Austen's "Pride and Prejudice" from the perspectives of its below-stairs servants captures the romance, intrigue and drama of the Bennet household from the sideline perspective of Sara, an orphaned housemaid. Montana Avenue Branch Library, 1704 Montana Ave., 7-8:30 p.m.

### Chinese New Year celebration
Learn about Chinese New Year through song, dance and craft. Make a sheep hat to celebrate. Ages 3 and up. Fairview Branch Library, 2101 Ocean Park Blvd., 7 p.m.

### Planning Commission meeting
Regular Meeting of the Planning Commission. Visit www.smgov.net/Departments/PCD/Boards-Commissions/Planning-Commission for more information. City Hall, 1685 Main St., 7 p.m.

### Screening: 'Free Angela and All Political Prisoners'
"Free Angela" chronicles the life of political activist, scholar and author Angela Davis, whose social activism implicated her in a botched kidnapping that ended with a shootout, four dead, and her name on the FBI's 10 most wanted list. 102 minutes. Main Library, 601 Santa Monica Blvd., 7-8:30 p.m.

### Job Hunting 101
Explore resources to help you research careers, develop skills and find a job. Intermediate level. Seating is first come, first served. For more information, please visit the Reference Desk or call Telephone Reference at (310) 434-2608. Main Library, 601 Santa Monica Blvd., 6-7 p.m.

### Chinese New Year at Main
Celebrate the Year of the Sheep with stories, activities and a craft. Grades K and up. 45 minutes. Main Library, 601 Santa Monica Blvd., 3:45 p.m.

### Chinese New Year at Pico
Come make a Chinese New Year craft. Pico Branch Library, 2201 Pico Blvd., 3:30 p.m.

# COMMUNITY BRIEFS

SMMUSDHQ
## Webinar on school services
The third in a series of webinars hosted by the Santa Monica-Malibu Unified School District on the Local Control Accountability Plan (LCAP) is scheduled for Tuesday, Feb. 17, at 6 p.m. The topics that will be discussed for this webinar are school site conditions for learning and student achievement.

The district encourages parents, students, staff and community members to join in this webinar from the comfort of home or office to provide input to the district regarding future plans of various aspects of educational services and programs for students throughout the district.

To join in the webinar visit: https://smmusd.adobeconnect.com/lcap14-15 and sign in as a guest.

In 2013, the state of California adopted a new formula for funding public education called the Local Control Funding Formula (LCFF). When fully implemented, the LCFF will allocate funds based on specific student needs and will allow maximum flexibility at a local level.

As part of the LCFF, school districts must develop, adopt and annually update a three-year plan called The Local Control Accountability Plan (LCAP).

The LCAP is to be written and developed with feedback and input from community stakeholder groups. Staff, parents and students will be asked to provide input on eight different components of the LCAP.

Stakeholders are invited to provide input into the LCAP revision by completing a post-webinar survey. The link to the survey can be found on the district's website at: http://bit.ly/1KQCIRJ

The past two webinars can be found online at http://bit.ly/1FDFNDz and http://bit.ly/1DKeKaI

"The input of our parents and community is extremely important to this process," Terry Deloria, Assistant Superintendent of Educational Services said.

- SUBMITTED BY GAIL PINSKER

Citywide
## Most Loved Santa Monica Businesses Contest 2015
Who do you love? The City of Santa Monica, in partnership with the Buy Local Santa Monica Committee, the Santa Monica Daily Press and local businesses, is pleased to announce the launch of the second annual Most Loved Santa Monica contest, which is currently in full swing. Residents, businesses and visitors, alike, are encouraged to vote for their Most Loved Santa Monica businesses, with categories ranging from Most Loved Farmers Market Vendor to Most Loved Bike/Surf/Skate Shop to Most Loved Main Street business.

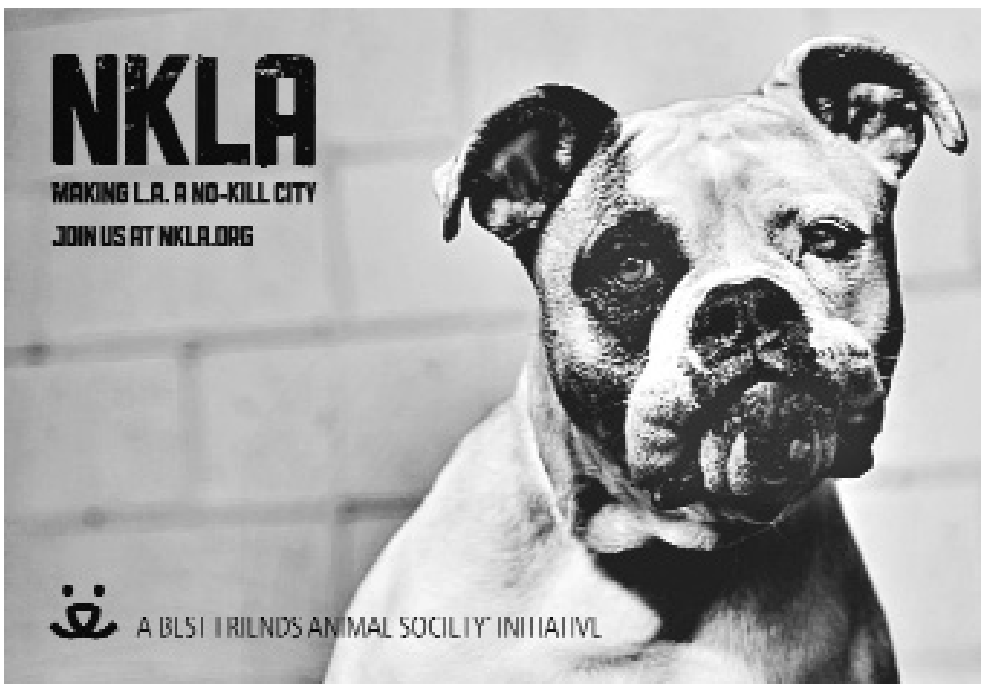
Just by voting you may get a bit of love in return. You will automatically be entered to win some fabulous prizes including gift certificates from local businesses, Buy Local SM T-shirts, Buy Local reusable bags and more! You are also encouraged to share the love on social media. Post pics of you at your favorite Santa Monica businesses using @BuyLocalSM and #MostLovedSM.

Last year over 1,000 people voted. (To date organizers have had over 1,200 vote so far and it's just one week into the voting). The online survey contest runs through Feb. 28 and can be accessed at www.buylocalsm.com. Winners will be announced in April at a Most Loved Santa Monica Awards Ceremony and Reception at Santa Monica City Hall.

Most Loved SM is part of the Buy Local Santa Monica campaign, dedicated to raising awareness of local businesses and the economic, environmental and community benefits of thinking local first. The contest is sponsored by Downtown SM Inc., Main Street Business Improvement Association, Montana Avenue Merchants Association, Pico Improvement Organization, SM Chamber of Commerce, SM Convention and Visitors Bureau, SM Pier Corporation in partnership with the Santa Monica Daily Press and the City of Santa Monica. To vote for your Most Loved SM businesses and for more information on the contest, last year's Most Loved Winners and the campaign, visit www.buylocalsm.com

- SUBMITTED BY JENNIFER TAYLOR

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## LETTERS TO THE EDITOR

**Send comments to editor@smdp.com**

### No water, no meat

**Editor:**

I was glad to read Dave Quick's letter about water rate increase. It is way past time to make a fair and concerted effort on water rates.

First and foremost is the gluttonous meat-eating water sucking practice meat eaters support. We vegetarians should not pay the same water rates as meat eaters. After all, we are using a fraction of the water meat eaters use, and we are preserving the land and environment, never mind our support of the ethical treatment of animals.

Just because the abominable animal killing water wastage is at the beginning of the water usage cycle does not mean that we who do not use meat water should pay the same as the meat eaters. No way. Our rates must reflect our all-over water conservation, just as vegetarian restaurants must not pay the same water rates as the establishments that serve meat.

Water rates must be geared to reflect our true water usage. I want my water to go to vegetables, plants, and people, not to feeding, raising, and killing animals.

Save Water = Stop eating meat.

**Kathryn Kosmeya-Dodge**
Santa Monica







## My Write

**Bill Bauer** — Send comments to editor@smdp.com

# Residents getting soaked, again.

**SANTA MONICA PROPERTY OWNERS ARE** up in arms and in a lather.

It seems that in addition to a mandatory 20 percent cutback in water usage triggered by the drought which has brought on water shortages, City Hall policy makers are proposing an inflationary increase in water rates over the next five years — and beyond.

City Council will decide a week from Tuesday whether to approve a dramatic water rate increase. 22,000 water customers will see the cost of water jump by nine percent the first year (2015) and 13 percent for each of the next four years through 2019 if it's approved. Keep in mind that the increase compounds each year – in other words there'll be percentage increases on top of the previous percentage increases.

According to the city's Water Resources Manager, Gil Borboa, it equates to a 78 percent increase over five years.

The reasons for jacking up water rates is to pay for a projected $33-million upgrade of the city's water supply system. According to an official notice sent to water customers, "The city is implementing a comprehensive long range water system improvement program with a goal of having a reliable infrastructure and sustainable water supply by eliminating dependence of imported water sources … by 2020." The notice also notes that the mandatory water conservation programs will result in "an immediate 20 percent reduction in water sales" and revenue losses.

A rate increase, "will provide funding for local and imported water operations and maintenance, capital infrastructure costs, appropriate reserve levels and water self-sufficiency goals." Revenues will not exceed funds required to provide water services" and "will not be used for any other purposes other than to finance the costs of providing water services."

In some communities, infrastructure needs are paid for by basic taxes collected on property, retail sales, utility user fees and other sources. But, in Santa Monica, where ideology rules, revenue goes to affordable housing projects, then traffic circles, bike lanes and other wretched excesses.

Our politicians will do anything to protect funding of their own agenda-driven pet projects even if they don't benefit the citizenry. Example: Special initiatives, such as 2006's "Clean Beaches and Oceans" ballot measure created a new add-on parcel tax. Although Redevelopment Agency funds at the time would have covered beach and ocean remediation efforts, our city council proposed the new tax so existing revenue sources (that was earmarked for uses such as oceanfront anti-pollution measures) could be diverted to more public housing. This is exactly what's happening with the proposed water increase.

Clearly, city priorities are totally screwed up. A front page news article in the Jan. 31/Feb. 1, 2015 Daily Press, "Council cobbles together affordable housing funds," details City Hall's efforts to "help build and support affordable housing." It's City Hall's Number One Priority — even over meeting critical citizen needs.

Two city owned properties were sold for about $13-million. Proceeds went toward the Housing Trust Fund. Another settlement agreement brought in $5-million more. There were residual monies left over from redevelopment funds. The total revenues being made available for more public housing is expected to be $20 to $30 million over the next two years. Hummm … Isn't that what's needed for water system upgrades?

Unfortunately, there's no indication that city leaders will cease pursuing their obsessive public housing policies and screwing us in the process. Affordable housing is fine but only after basic services are provided. Our politicians would rather we pay again and again while they take revenues that should go to vital infrastructure improvements and resident services and spend it for their own self-serving, ideologically-driven projects.

There may be a way to beat back the increase and that's if 51 percent or more of the property owners/water customers protest. The increase can't be implemented if 51 percent of property owners oppose it.

City Hall doesn't make it easy. Property owners must submit a written protest opposing the increases for each property they own. Include the property owner of record's name, street address, parcel number or water account number and state: "I am opposed to the proposed increase in water rates." The name of the property owner and signature are required. If a new owner is not yet registered as the current owner of record, include a copy of the water bill.

Apartment renters with a master water service are ineligible to file a protest however owners/landlords can. Encouraging them to protest would be in every renter's best interest. Keep in mind, that if the rate increase is granted, renters in rent-controlled apartment buildings with centralized water service could see costs passed on directly or added on to the annual rent adjustment.

Time is short! Your written protest must be at City Hall (City Clerk's office, 1685 Main Street, Room 102, Santa Monica, CA 90401) before Tuesday, Feb. 24. The public hearing on the increase is Feb. 24 at 5:45 p.m. in council chambers.

Do we need a water rate increase? No! Not if council members stop prioritizing frills, non-essential public housing and ego-gratifying projects over real needs benefiting their constituency.

Get those protests in. In addition to saving on your water bill, you'll be sending a message to our sanctimonious political leadership: "Resident come first!"

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**Santa Monica, CA 90401**
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The Santa Monica Daily Press is published six days a week, Monday through Saturday.

19,000 daily circulation, 46,450 daily readership. Circulation is audited and verified by Circulation Verification Council, 2015. Serving the City of Santa Monica, and the communities of Venice Beach, Brentwood, West LA. Members of CNPA, AFCP, CVC, Associated Press, IFPA, Santa Monica Chamber of Commerce.

PUBLISHED BY NEWLON ROUGE, LLC
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**OPINIONS EXPRESSED** are those of the writer and do not necessarily reflect those of the Santa Monica Daily Press staff. Guest editorials from residents are encouraged, as are letters to the editor. Letters will be published on a space-available basis. It is our intention to publish all letters we receive, except those that are libelous or are unsigned. Preference will be given to those that are e-mailed to editor@smdp.com. All letters must include the author's name and telephone number for purposes of verification. All letters and guest editorials are subject to editing for space and content.

# Your column here

Send comments to editor@smdp.com

## An unfortunate distinction

**THE SANTA MONICA DEMOCRATIC CLUB** executive board commends our new State Senator, Santa Monica's favorite son and former SMMUSD Board President Ben Allen, for co-authoring legislation with Dr. Richard Pan (D-Sacramento), who is a pediatrician, to repeal the personal-belief exemption that currently allows parents to decline on behalf of their children the immunizations schools require as a condition of attendance.

Santa Monica has the unfortunate distinction of having one of the highest rates of vaccination opt-out and is now facing the consequences in the form of an outbreak of measles, which so far has affected a walk-on baseball coach at Santa Monica High School and an infant at the infant/toddler childcare center located on the high school's campus.

"The high number of unvaccinated students is jeopardizing public health not only in schools but in the broader community. We need to take steps to keep our schools safe and our students healthy," said Senator Ben Allen.

"In areas where large numbers of vaccination-refusing parents cluster," Dr. Sion Roy, a physician and a member of the SM Democratic Club executive board explains, "immunization rates have fallen low enough to jeopardize 'herd immunity.' This is the protection provided when enough people are vaccinated to prevent the highly contagious virus from spreading among those who are not immunized. The unimmunized include those who medically cannot be vaccinated, such as infants under twelve months old, as well as individuals with immune systems compromised by certain medical conditions or suppressed by medical treatments such as chemotherapy. Unfortunately, these are the true victims in an outbreak such as this."

This legislation, if passed, will place California with thirty-two other states that don't allow parents to opt out of vaccination requirements using a personal-belief exemption. We salute Senator Allen for addressing this urgent matter of public health, and urge those in our community who are able to be vaccinated to do so if they are not already.

Submitted by the Santa Monica Democratic Club Executive Committee.

## KNOW BEFORE YOU GO

### Week of Feb. 16




### Expo Light Rail Line

For the week of Feb. 16, please note the following activities:

17th Street between Olympic Blvd. and Colorado Avenue - Street closure on Monday, Feb. 16.

5th Street between I-10 and Broadway - Southbound street closure and Northbound reduced to one lane until March 7.

Colorado Avenue between 5th & 19th Streets - Expect westbound and eastbound lane closures during daytime hours. Alleys on the north side of Colorado between 6th and 18th streets will have limited access at Colorado.

20th Street between Olympic Blvd. and Broadway Ave. - Construction scheduled during daytime hours. Lane closures planned and traffic will be maintained.

26th Street between Olympic Blvd. and Cloverfield Ave. - Construction scheduled during daytime hours. Lane closures planned and traffic will be maintained.

Stewart St. between Olympic Blvd. and Exposition Blvd. - Northbound and southbound lane closures during daytime hours, traffic will be maintained.

Olympic Blvd. between 20th St. and Stewart St. - Eastbound and westbound lane closures between 9 a.m. and 3 p.m. from Monday to Friday.

For more information about the Expo Line project, visit BuildExpo.org or call (213) 922-EXPO (3976).

### Citywide Bus Shelter Project

For the week of Feb. 16, citywide installation of new bus shelters will continue. Construction will involve stop closure, intermittent vehicle lane, bicycle lane, and sidewalk closures, in addition to the use of parking lanes. Construction will take place at the following stops:

Colorado
1610 Colorado between 16th and 17th (South side Colorado)
1701 Colorado between 17th and 18th (North side Colorado)

Lincoln
957 Lincoln between Washington and Idaho (East side Lincoln)
814 Lincoln between Montana and Idaho (West side Lincoln)

Main
1819 Main between Pico and Olympic Dr (West side Main)

Olympic
2600 Olympic between Stewart and 26th (South side Olympic)
2601 Olympic between Stewart and 26th (North side Olympic)

Pico
333 Pico Blvd btw 4th & Main (North side Pico)

Santa Monica
1330 Santa Monica between 13th and 14th (South side Santa Monica)

Wilshire
1025 Wilshire between 10th and 11th (North side Wilshire)

4th Street
1530 4th between Broadway and Colorado Midblock (West side 4th)

6th Street
1400 6th between Between Santa Monica and Broadway (West side 6th)

14th Street
1139 14th between Wilshire and California (East side 14th)
1601 14th between Colorado and Olympic (East side 14th)

17th Street
1602 17th between Colorado and Olympic (West side 17th)

Traffic control measures will be employed in all work zones. Use alternate routes

SEE KBUG PAGE 8

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## SMC

FROM PAGE 1

Office - the governing body is expected to weigh final approval at its March meeting - SMC officials are moving ahead briskly as they anticipate the nod.

"We want to have the program up and running as quickly as possible," said Jennifer Merlic, dean of instruction. "We're very excited, of course. I've certainly learned a lot about interaction design over the last few months."

And it seems her education in the field - which combines elements of graphic design, computer technology and digital user experience - is just beginning.

Led by professor Jamie Cavanaugh, who spearheaded the proposal, SMC officials are working to develop an upper-division curriculum to complement the lower-division courses that are already offered.

Merlic said the process includes reporting the changes to the Accrediting Commission for Community and Junior Colleges, which has released specific guidelines for the 15 schools selected out of 34 applicants to develop bachelor's programs.

The creation of the interaction design degree will involve input from SMC's curriculum committee and other campus leaders, Merlic said. She added that the college has experience updating classes in a technology sector that is constantly evolving.

"We know that the courses can't sit on the books for years," she said. "We're very nimble."

The program's advisory board will likely feature executives from the local tech industry, which stands to benefit from a future crop of graduates with applicable skills.

"We will be inviting them to participate, and we will be guided by their expertise," Merlic said of Silicon Beach professionals. "We'd love it if they would take the students as interns, and we hope they hire our students after they graduate."

Students who pursue interaction design degrees will pay $46 per unit in lower-division courses and $130 per upper-division unit, according to Merlic. The campus has created a website (www.smcdesigntech.org/ixd-updates) to keep students informed on their progress.

Meanwhile, officials will consider a rebranding of the design technology department to incorporate interaction design.

The selection of SMC followed intense review by CCC staff, University of California and state education department representatives, a business official, community college administrators and faculty from districts that did not apply to host a program, according to Paige Marlatt-Dorr, communications director for California Community Colleges.

SMC was chosen because of its perceived ability to establish an effective curriculum in its proposed field while meeting a workforce need and avoiding overlap with UC and California State University programs.

As for whether SMC could offer more bachelor's degree programs in the future, Merlic said she would need a crystal ball.

"The idea of the legislature is for this to be a pilot program, so they want to wait and see if it's successful," she said. "But the intent is to stick with career technical education, meaning more job preparation and not so much traditional academic degrees."

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## HOUSING

FROM PAGE 1

affordable housing in the city by the sea.

Last fiscal year, developers created more affordable housing units in Santa Monica than they had in any of the previous 20 fiscal years, according to a report from city officials. And that's just as far back as the readily available data goes.

The drought is coming, however. The feast of affordable housing last year was largely a result of projects that were approved before the dissolution of the RDA in 2012. City officials are projecting that the goal will be missed this fiscal year.

Prop R, passed in 1990, requires that 30 percent of all multifamily housing completed each fiscal year be affordable and that half of all affordable housing created be for low-income households.

Last year, 458 multi-family units were added to Santa Monica and 257 of them (56 percent) were affordable to low-income residents.

The second best year for overall affordable housing production was in 2008-09, when 248 units were created. In 2010-11, only eight affordable units were created.

The percentage of low and very low-income residences created was the highest since the turn of the millennium.

In 2012, in order to plug a budget shortfall, Gov. Jerry Brown agreed to dissolve every RDA in the state, including the Santa Monica Redevelopment Agency. Last fiscal year, 98 percent of all affordable housing was built by nonprofit, publicly subsidized developers, according to the report from city officials.

"Historically, the funding for subsidizing nonprofit developments, which have produced the majority of affordable housing, came from a Housing Trust Fund created by the Redevelopment Program," the report said. "The dissolution of the Redevelopment Agency in February 2012 has meant the subsequent loss of funding for affordable housing. Without a new source of funding dedicated to subsidize nonprofit affordable housing, staff anticipates significantly fewer affordable apartments being built in the future."

Only 19 percent of the 366 housing units in the pipeline are designated affordable and only 13 percent are designated for low-income residents.

Last fiscal year, only 13 units were approved for development and not one of them is designated affordable.

Developers looking to add housing can do a number of things to satisfy affordable housing requirements. They can build affordable housing on-site or off-site. They can also pay a fee, about $30 per square foot of development, that will go back into the production of affordable housing.

Last fiscal year, all developers opted to pay the fees rather than build the housing, resulting in close to $900,000 for future projects.

Since 1994, 40 percent of all new housing has been designated at least moderately affordable with a quarter of all new housing being affordable to low and very low-income residents.

In November, voters rejected a ballot initiative that would have raised taxes on the sale of million dollar homes in order to pay for affordable housing.

As a result, in January, council voted to cobble together a slew of different funds that will cover about what RDA would have provided over a two-year period.

City officials were quick to point out that this is not a long-term solution.

**DAVE**@smdp.com

## PBAD

FROM PAGE 1

"The management plan recommends providing services and assessments similar to that of the current Downtown PBAD," said Economic Development Manager Jason Harris, "including enhanced maintenance and ambassador services, additional marketing and beautification projects such as signage, seating, holiday decor, and planters."

Ambassadors help visitors navigate areas of Downtown and are currently prevalent on the Third Street Promenade.

On Colorado, where the incoming Expo Light Rail will run, a PBAD would add ambassadors and enhanced maintenance between Seventh Court and Ocean Avenue.

"The proposed enhanced maintenance would be in addition to the city's base-level of maintenance services dedicated to the Colorado Esplanade," Harris said.

The esplanade is meant to create a pedestrian-friendly thoroughfare that connects the terminus station of the Expo line to Downtown, the Third Street Promenade and the Santa Monica Pier.

Signatures will have to be gathered from 40 percent of property owners, weighted by property value, in order to kick the process off. Then a majority will have to vote for the creation of the PBADs.

Council's vote will allow Interim City Manager Elaine Polacheck to sign the petition on behalf of two City Hall-owned properties in the area.

Councilmember Sue Himmelrich said she's seen the benefits of the districts, referring to the Bayside District, now called Downtown Santa Monica Inc.

"I did have an office in the Bayside District over the Border Grill from 1997 to 2002 and the difference that these assessments have made in the Downtown area is really remarkable," she said.

Councilmember Gleam Davis said she was excited, calling the district "long overdue." Noting that she often waits for the Big Blue Bus on Lincoln, she likes the idea of having the street corners monitored by ambassadors and regularly cleaned.

"I think that's something that we're all in favor of: To create a more walkable city," Davis said, "and that includes Lincoln even though it remains a major automobile thoroughfare."

City officials estimate that if the districts are approved, City Hall will pay just under $110,000 into the districts during the first year. Some of that is for the general benefits associated with the area and some of that is to cover City Hall's share of the district: two properties on Colorado.

The budget for the Colorado overlay is estimated at $440,000 the first year. Lincoln's budget would be $456,500 the first year.

**DAVE**@smdp.com

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SURF REPORT




## SURF FORECASTS

WATER TEMP: **61.4°**

MONDAY – **POOR TO FAIR** – SURF: **2-3 ft** knee to waist high
Old WNW swell drops out; Minor SW swell; Deep AM high tide slows many breaks early

TUESDAY – **POOR** – SURF: **1-2 ft** knee to thigh high
WNW leftovers; Minor new SW swell; Deep AM high tide slows many breaks early

WEDNESDAY – **FAIR** – SURF: **2-4 ft** knee to shoulder high
Watching for possible W/WNW swell; Minor SW swell; Deep AM high tide slows many breaks

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

The Beach Report Card is made possible by: SMA 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+ | A+ |
| Nicholas Beach at San Nicholas Canyon Creek mouth. | A+ | A+ |
| El Pescador State Beach, between Lechusa and Las Alisos creeks. | | |
| Encinal 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 Wildlife Rd. (private). | A+ | F |
| Paradise Cove Pier at Ramirez Canyon Creek mouth. | F | A+ |
| Escondido Creek, just east of Escondido State Beach. | A+ | F |
| Latigo Canyon Creek mouth. | F | A+ |
| Solstice Canyon at Dan Blocker County Beach. | A+ | D |
| Puerco State Beach at creek mouth. | A+ | A+ |
| Marie Canyon storm drain at Puerco Beach, at 24572 Malibu Rd.. | A+ | F |
| Surfrider Beach at Malibu Colony fence. | A+ | F |
| Surfrider Beach (breach 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 zero). | A+ | A+ |
| Big Rock Beach at 19948 PCH stairs. | A+ | A+ |
| Pena Creek at Las Tunas County Beach. | A+ | F |
| Tuna Canyon. | ns | ns |
| Topanga 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 |
| Will Rogers State Beach at 17200 PCH (1/4 mile east of Sunset drain). | B | A+ |

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



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## KBUG

FROM PAGE 5

whenever possible. For all bus boarding information, please visit www.bigbluebus.com/bsip or call (310) 451-5444. For construction information, contact Project Manager Alex Parry at (310) 458-8981.

### Annual Tree Trimming

For the week of Feb. 16, the City's annual tree pruning program will occur on Palisades Avenue from Ocean Avenue to 7th Street. There will be partial lane closures on Wednesday, Thursday and Friday. For further information, please contact Urban Forester Matthew Wells at (310) 458-8974.

### Annual Paving & Sidewalk Repair Project

For the week of Feb. 16, the contractor will be performing dig-outs, which are localized asphalt repairs on 4th Street between Montana and San Vicente, 6th Street between Colorado and Montana, 10th Street between Santa Monica and Arizona and Euclid between Wilshire and Montana. Please expect some delays and use alternate routes when possible. Construction time is 8 a.m. to 6 p.m. Monday through Friday. City staff will work to minimize any inconvenience that this work may cause you and thank you for your cooperation. Should you have any questions, contact Field Inspector Chuck Stagner at (714) 925-4628, or Civil Engineer Hany Demitri at (310) 458-8721 ext. 5385.

### Water Main Replacement Project

For the week of Feb. 16, the contractor will be installing water main pipe on Ocean Avenue between California Avenue and Wilshire Boulevard from 8 a.m. to 6 p.m. Monday through Thursday; and on Ocean Avenue between Colorado and Moomat Ahiko Way and Olympic Boulevard between 17th and 19th streets from 8 p.m. to 6 a.m. Monday through Friday. For more information, contact Eric Schoenen at (424) 625-3445 or Carlos Rosales at (310) 458-8721, ext. 2620.

### Private Development

Southern California Edison (SCE) - Underground Structure replacements: at Broadway between 5th and 6th: lane closure due to vault removal; at Main & Pico: conduit installation, northbound lanes closed, detours; at Montana Avenue between 12th and 17th: laying AC paving, lane closures; at Main & Marine: paving operations; at Colorado between Ocean and 2nd: right lane closed on Colorado. Work is ongoing through Feb. 15. For electrical emergencies, please call (800) 611-1911.

Santa Monica-Malibu Unified School District - Santa Monica High School: Michigan Avenue sidewalk between 7th Court and 7th Street will be closed for ongoing construction work through 2015. Signs are posted to direct pedestrians to use the crosswalk and reach the campus from the southwest corner of Lincoln and Michigan. For more information, contact Gary Bolin at (310) 399-5865 ext. 79394.

Macerich Arclight Theatre - Construction of new Arclight Theatre at Colorado Ave and 4th Street. Possible southbound lane closures on 4th Street and westbound Colorado Ave lane closure.

For more information, visit KBUG, our Facebook page SMConstructs, and the construction notice at: www.facebook.com/SMConstructs, www.smgov.net/departments/publicworks/civeng_kbug.aspx

# Global Divestment Day

**Dear EarthTalk**

What is Global Divestment Day and how does it relate to protecting the environment?

**Michel LaPlante**
New Orleans, LA

**WITH CRUCIAL INTERNATIONAL CLIMATE** negotiations coming up in Paris in the Fall of 2015, the first ever Global Divestment Day took place on February 13-14, with activists and everyday people across six continents and 48 countries joining together in more than 300 events-including street theater, elaborate props, sit-ins, vigils, dancing, bicycle parades and social media blitzes-all in the name of calling on corporations, foundations, endowments and other institutions to divest from fossil-fuel industries in order to speed society's transition to renewable, non-polluting sources of energy.

The climate movement has embraced divestment-that is, ditching stocks, bonds or investment funds deemed unethical or morally ambiguous-given how effective the tactic was in helping topple Apartheid in South Africa by shaming the companies still willing to do business there. Other successful divestment campaigns have targeted tobacco as well as companies doing business in the embattled nation of Darfur.

"The fossil fuel industry has our political process in shackles with its financial might," says Fossil Free, the group that created and organizes Global Divestment Day. "But we are matching their financial might with a different kind of power... Through divestment, we are directly challenging the social license of these corporations who have become rogue entities seeking profits at the expense of people and planet."

Global Divestment Day, the group argues, highlights a conflict that most politicians are loath to address: "If the world is to avoid catastrophic global warming, most known fossil fuel resources need to stay in the ground. Yet fossil fuel companies not only plan to extract and sell their existing reserves but are exploring ever more sensitive territory to find new ones, thus ruining any chance of securing a safe planet."

Fossil Free and other groups and individuals participating in Global Divestment Day are asking portfolio managers to stop adding new investments in fossil fuel companies and to sell off their holdings in the top 200 fossil fuel companies within five years. To date more than 200 institutions with combined assets topping $50 billion have signed on committing to divest in fossil fuels.

Meanwhile, a growing chorus of voices from the financial and investment communities agrees that divestment might be the quickest route to mitigating climate change. A senior investment analyst with European investor Axa IM told the Guardian that "moral issues" are playing a role in recent low oil prices "with the divestment movement steadily gaining traction amongst investors across the globe."

Fossil Free points out that divestment isn't so much an economic strategy as a moral and political one.

"Just like in the struggle for Civil Rights here in America or the fight to end Apartheid in South Africa," the group reports, "the more we can make climate change a deeply moral issue, the more we will push society towards action."

SEE TALK PAGE 9

## FACES

FROM PAGE 1

dad and Lot Plans.

Erik Huberman: What made you want to become an entrepreneur?

Ramin Ghaneeian: Our dad was an entrepreneur, so we've always been in that environment. We've always been self-motivated. I've always worked in sales and I just left my company so I thought it was a good time. My brother had this idea and we wanted to run with it because we thought that between the two of us having such different talents we could make it work. I always wanted to work with my brother and combine our talents because we have very unique talents that complement each other. I think it was an obvious fit, and I work in construction anyways, so Lot Plans seemed like the perfect plan for us.

EH: Tell me about Lot Plans.

RG: It's a quicker, cost-effective and more efficient way to build a house. For anyone that's ever wanted to build a house - typically the conventional route is that you hire an architect and architectural fees are really expensive. They typically run around 10 percent of the construction cost. So if you're building a million-dollar home, you're looking at roughly $100,000 in fees, and it could take 6 to 8 months to develop your perfect plan. The idea behind Lot Plans is that it lets the consumer pick a range of about 5,000-plus unique plans on our site from small cottages to big estates, beach houses, Mediterranean houses, colonial, southern - anything you're essentially looking to build, we want to say we have it on our site. If we don't have exactly what you're looking for, all of our plans are modifiable. Modification can be anything from small, minor changes to dramatic changes that change the footprint, or entire style of a house. So you can still end up with that exactly perfectly tailored custom home, but at a fraction of the cost and fraction of the time. Once you get the delivery of the plans, everything is ready to build with instructions to your builder - it's extremely efficient.

EH: How are you changing the world?

RG: We're changing the world because we're able to help architects, contractors and people who are looking to build houses. We're making the process more efficient. We're helping architects because, in my opinion, architects are artists. They're not necessarily in the business of selling plans, they're in it for the artistry or the craft of building and designing beautiful homes. We help more people look at their plans and let them do what they do best, which is design beautiful homes and help them monetize on plans they drew up years ago or are working on now. A lot of architects I talk to don't know how to market their plans or how to sell them. We help people looking to build houses by making the process more friendly, easier, more cost effective, and give them the ability to see the finished product on the website. If you start the process with an architect, you may end up with something you didn't necessarily want or anticipate. We're also looking to reach out to builders and general contractors to build more relationships there so we can also help the clients by referring them to a network of quality builders and saying, "Hey you've bought a plan in this area, we have a relationship with so-and-so that we're confident can help you build your house." That's how we're helping change all sides of the architectural world and community.

EH: Why Santa Monica?

RG: I live in Santa Monica. I love Santa Monica. I think that Santa Monica is a really progressive community. People in Santa Monica have open minds and they're excited to find new, efficient ways to do thing - whether it's building a house or anything in between. I thought that this was the perfect environment to foster this business, build this business and in my opinion there's no better place in the world than Santa Monica.

EH: What do you think of the Silicon Beach scene?

RG: I think it's really cool. For my brother and I being two younger guys who are ambitious, this is really an environment that fosters our growth, helps support what we're looking to do. There's a huge network here and I think the energy here is really exciting. Over the last five years, we've seen all this new development, an influx of talented, young professionals moving into the scene. I think it feeds itself. It really encourages more tech companies, more entrepreneurs to come here, which on an aggregate level helps everybody.

EH: Do you have one piece of advice for an entrepreneur starting their own business?

RG: Don't give up. Get past the dip and once you do that it's a little bit greener. It stays just as hard, but emotionally speaking it gets easier. I always give the analogy that it's easier to drive the train that's running than build the train from scratch. The process is really, really tough. It tests you a lot of the time. But if you believe in what you're doing it helps you move through some of the difficulties to get the business off the ground.

EH: Is there anything you'd like to share with the Santa Monica community?

RG: I'm excited that Cheesecake Factory is coming in.

## TALK

FROM PAGE 8

The group adds that divestment also forces prominent institutions and individuals to choose sides, sparking public debate on the topics at stake and raising awareness for doing the right thing. "We need to make it clear that if it's wrong to wreck the planet," Fossil Free concludes, "it's also wrong to profit from that wreckage."

EarthTalk® is written and edited by **RODDY SCHEER** and **DOUG MOSS** and is a registered trademark of E - The Environmental Magazine.



**You and Your Self-Esteem**

*Sunday, Feb 22, 1:00-3:00pm*

- Have you had a series of unsuccessful relationships?
- Feel lonely, left out, or nothing really matters?
- Feel insecure, lack confidence? or maybe
- Over confident, hiding behind facade?
- Find yourself angry for no reason?

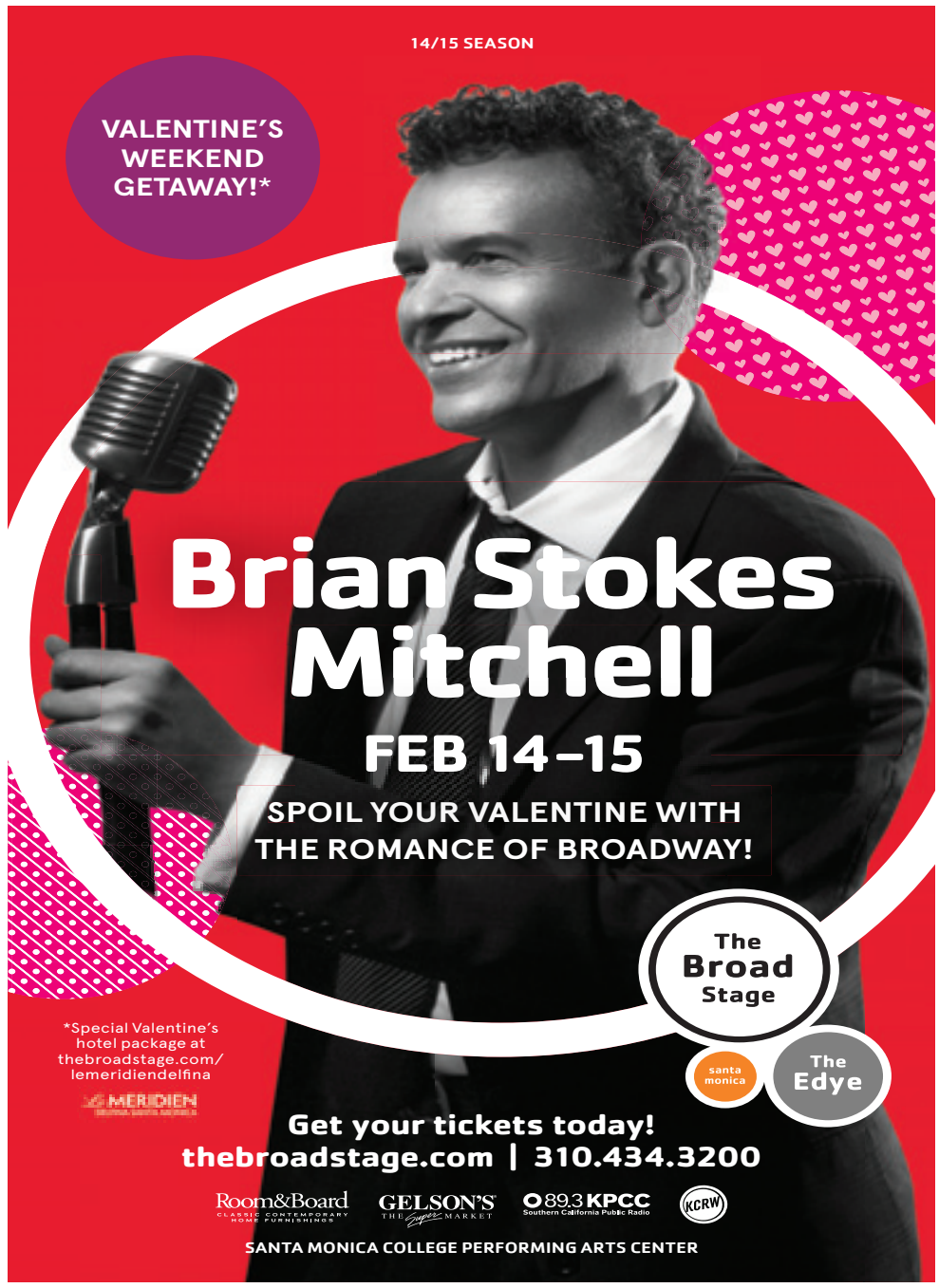
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# CROSSWORD

**By THOMAS JOSEPH**

**ACROSS**

1 Gem side
6 Tex-Mex treats
11 Have — to grind
12 44th commander in chief
13 10th commander in chief
14 Nation on the Red Sea
15 Beach crawler
17 Finish
18 Internal affairs target
22 Heaps
23 39th commander in chief
27 Become prevalent
29 I love you: Sp.
30 31st commander in chief
32 Whirl
33 Snobs
35 Wager
38 Tater
39 State that produces taters
41 Simon and Diamond
45 37th commander in chief
46 Comic strip worker
47 Farm pens
48 Hearty dishes

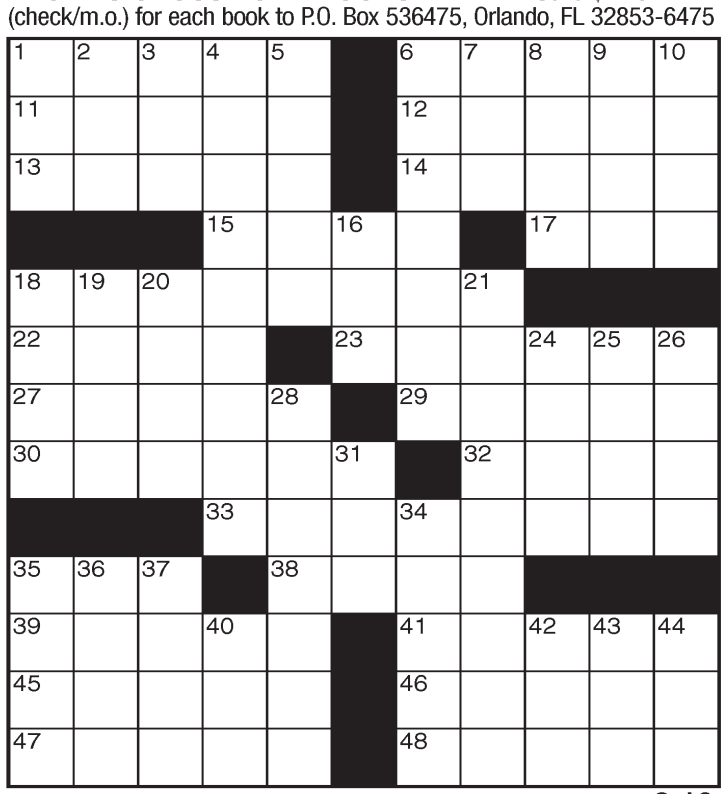
**DOWN**

1 Diet no-no
2 One or more
3 Coolidge nickname
4 Commander in chief's branch
5 — Haute
6 Tongue-twisting plaything
7 Lincoln nickname
8 Arrived
9 Portent
10 Dune makeup
16 U. of Md.'s league
18 Foolhardy
19 Bread spread
20 Attend
21 Commander in chief
24 Lights-out tune
25 Put out
26 Howard and Silver
28 Wrestling holds
31 Tear
34 North African capital
35 Storage spots
36 Fix text
37 City car
40 Garden tool
42 DDE nickname
43 Actor Ayres
44 Fourth-yr. students

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

**Saturday's answer**

THOMAS CROSSWORD BOOKS 1 AND 2! Send $4.75 (check/m.o.) for each book to P.O. Box 536475, Orlando, FL 32853-6475



2-16

# MYSTERY REVEALED

Matthew Hall *matt@smdp.com*



**Molly Brick correctly identified the mystery photo as the exercise equipment at Cloverfield Park.**

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

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

King Features Syndicate




## TODAY IN HISTORY

**1968** – In Haleyville, Alabama, the first 9-1-1 emergency telephone system goes into service.

**1978** – The first computer bulletin board system is created (CBBS in Chicago, Illinois).

**1983** – The Ash Wednesday bushfires in Victoria and South Australia kill 75.

**1985** – Hezbollah is founded.

**1986** – The Soviet liner MS Mikhail Lermontov runs aground in the Marlborough Sounds, New Zealand.

**1987** – The trial of John Demjanjuk, accused of being a Nazi guard dubbed "Ivan the Terrible" in Treblinka extermination camp, starts in Jerusalem.

**1991** – Nicaraguan Contras leader Enrique Bermúdez is assassinated in Managua.

**1998** – China Airlines Flight 676 crashes into a road and residential area near Chiang Kai-shek International Airport in Taiwan, killing all 196 aboard and seven more on the ground.

**1999** – In Uzbekistan, a bomb explodes and gunfire is heard at the government headquarters in an apparent assassination attempt against President Islam Karimov.

## NEWS OF THE WEIRD BY CHUCK SHEPARD

■ Last year in Middle East school markets, the worldwide publishing giant HarperCollins was selling a popular atlas whose maps pretended there was no such country as Israel. The space that is Israel was merged into Jordan, Syria and Gaza. The company said it was merely honoring "local preferences" of potential atlas purchasers, whom HarperCollins presumed were Arabs wishing that Israel did not exist. (In January 2015, the company finally changed course, publicly "regretted" its decision and recalled all existing stock.)

■ The Supreme Court of Canada turned down Joel Ifergan's appeal in January, leaving his winning-number lottery ticket from 2008 worthless. He had bought two tickets seconds before the 9 p.m. deadline on May 23 of that year, and the tickets had started to print on the store's machine, but only the first one carried that day's date. By the time the second one -- with winning numbers for the $27 million jackpot -- had gone through the lottery's central computer system and back to the store's printer, the program had already kicked over to the following day and to the next week's drawing.

# Make an important call tonight, Sag

### ARIES (March 21-April 19)
★★★★ You have get-up-and-go. You know what you need to accomplish, and despite a pleasant distraction or two, you will do just that. Take a hard look at your patterns and your direction. Tonight: Break out of the mold; choose to do what you want.

### TAURUS (April 20-May 20)
★★★★ Make the most of what appears to be a calm day. Catch up on calls and visit with different people. You might be surprised by what a male friend or associate decides to share. Hold off on agreeing to any offers for the moment. Tonight: Out till the wee hours.

### GEMINI (May 21-June 20)
★★★★ You have the ability to handle problems well, as you understand that you cannot charm your way out of all of them. You could get a brilliant idea later in the day. Pursue it, and see if it works out. You might need to make some adjustments. Tonight: A partner is overly serious.

### CANCER (June 21-July 22)
★★★★ Touch base with a key person on various important matters. You might feel as if you do not have the capacity to cover all the bases. Be willing to ask a partner or friend to pitch in; this person is likely to say "yes." Tonight: Relax and visit with a loved one.

### LEO (July 23-Aug. 22)
★★★ You have good intentions, and will dive right into tackling your to-do list. A loved one who has been withdrawn could go on the warpath. Be willing to listen to what this person has to say without making judgments. Tonight: Go along with the program.

### VIRGO (Aug. 23-Sept. 22)
★★★★ Your imagination will help you clear away some bumps on the road of life. Someone around you could be switching back and forth from one mood to another. Observe rather than trigger. A conversation will be needed. Tonight: Head home after you visit with a pal.

### LIBRA (Sept. 23-Oct. 22)
★★★★ You might discover that outside elements seem to be adding a new dimension of change to your personal life. If you're considering a home office, hold off for now. Be sure to establish boundaries if others are creating uproar. Tonight: Act as if there were no tomorrow.

### SCORPIO (Oct. 23-Nov. 21)
★★★★ Return calls, initiate talks and answer emails as you try to schedule your week. Others seem highly responsive at this moment. Make a point of having a long-overdue conversation; the other party finally seems ready to talk. Tonight: You need some time away from it all.

### SAGITTARIUS (Nov. 22-Dec. 21)
★★★★ A change in your perspective could make all the difference in your finances. You often have a devil-may-care attitude with money. Opt for more responsibility. Be aware of how much you have withdrawn from a relationship. Tonight: Make an important call.

### CAPRICORN (Dec. 22-Jan. 19)
★★★★ Listen to a loved one who seems to be demanding your attention. You might need to hold off on making any comments for now. Try to let this person do all the talking. Given some time to reflect, you could see a change in your response. Tonight: Make your budget.

### AQUARIUS (Jan. 20-Feb. 18)
★★★ You will be out of sorts as you attempt to address a problem around you. Listen to your instincts rather than your desires with a money-related manner. A friend might be overly serious, but the issue very well could have nothing to do with you. Tonight: Spontaneity works.

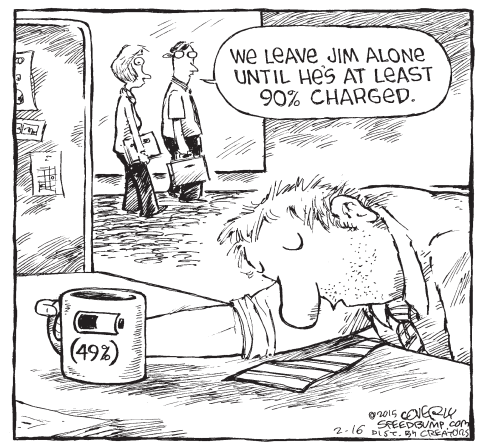
### PISCES (Feb. 19-March 20)
★★★★ The daylight hours could cause you to rethink a decision. You are likely to get more information from a friend, and might realize that you didn't have all the facts. Make time your ally and give yourself extra time to figure out the best path. Tonight: Get some R and R.

## Monday, February 16, 2015

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

This year you develop a strong drive to fulfill a long-term goal. If you remain focused and can endure some ups and downs, you are likely to get to that desired point. You enjoy downtime away from people, as your life tends to be somewhat hectic. If you are single, you could meet someone very special. Don't commit until you are sure you have met the right person. If you are attached, you could seem more distant to your sweetie than you have in past years. Be aware that he or she might feel left out. Any efforts you make will be received well. A fellow AQUARIUS can be unusually willful.

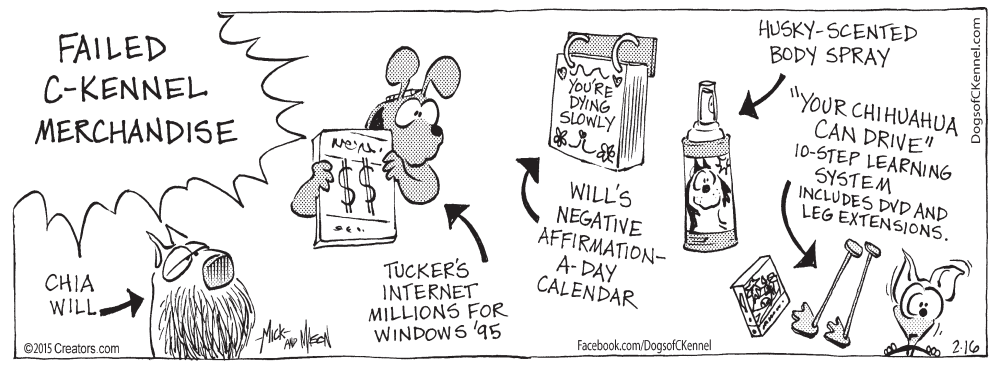
## Speed Bump
By Dave Coverly



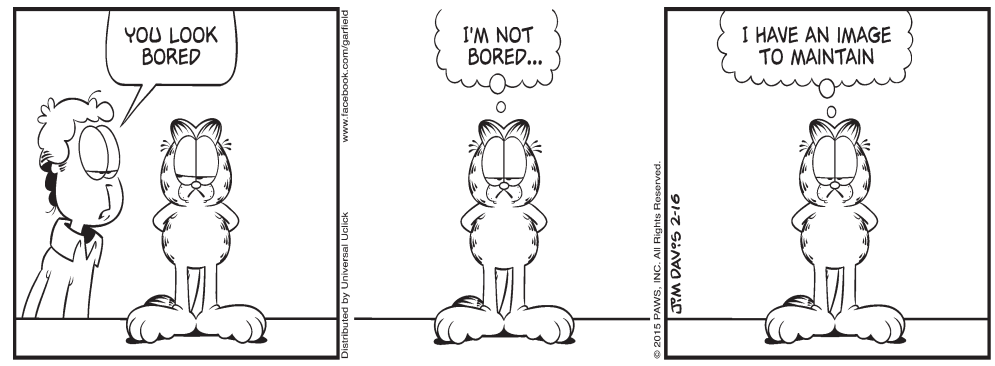

## Strange Brew
By John Deering




## Dogs of C-Kennel
By Mick and Mason Mastroianni




## Garfield
By Jim Davis




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




# CRIME WATCH
BY DAILY PRESS STAFF



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 FEB. 6 AT APPROXIMATELY 11:43 P.M.
An officer observed a male riding a bicycle with no light in the 2000 block of 3rd Street. Upon ignoring multiple commands given by the officer to stop, the officer blocked the bike lane in an attempt to stop the subject. The subject continued to ignore commands, stepped off of his bike, pushed the bicycle into the officer's legs and continued to walk away. As fellow officers arrived to assist, the subject continued to ignore commands and took on a stance and demeanor that led the officers to believe that they were going to be attacked. Officers attempted to restrain the subject, yet could not control him. A Taser was deployed in an effort to restrain the subject. Officers placed the male identified as 26 year old Julian Kirkpatrick, 26, transient, under arrest for assault on a peace officer, resisting/obstructing peace officer and no bicycle light. Bail was set at $20,000.

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# DAILY POLICE LOG

### The Santa Monica Police Department responded to 385 calls for service on Feb. 14.

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

Indecent exposure, Lincoln/Broadway, 12:04 a.m.
Domestic violence, 1800 block Ocean, 1:16 a.m.
Rape, 2100 block, Santa Monica, 1:37 a.m.
Trespassing, 300 block Civic Center, 3:58 a.m.
Trespassing, 1700 block Ocean, 7:01 a.m.
Trespassing, 1200 block Broadway, 7:26 a.m.
Battery, 300 block Santa Monica, 8:59 a.m.
Theft of recyclables, 900 block 3rd, 9:30 a.m.
Hit and run, 10th/Santa Monica, 9:43 a.m.
Child endangerment, 700 block PCH, 10:58 a.m.
Trash dumping, 1800 block 9th, 10:59 a.m.
Vandalism, 1500 block PCH, 11:22 a.m.
Grand theft, 1900 block 18th, 12:12 p.m.
Petty theft, 300 block Colorado, 12:52 p.m.
Vandalism, 800 block Bay St., 2:07 p.m.
Burglary, 1000 block 3rd, 2:41 p.m.
Hit and run, 400 block Broadway, 3:19 p.m.
Vandalism, 1900 block 17th, 3:29 p.m.
Battery, 2500 block Santa Monica, 4:22 p.m.
Car burglary, 1600 block Ocean, 4:35 p.m.
Theft, 1400 block Promenade, 5:05 p.m.
Battery, 300 block Pier, 6:56 p.m.
Vandalism, 5th/Marine, 7:21 p.m.
Grand theft, 14th/Olympic, 8:32 p.m.
Speeding, Lincoln/Wilshire, 8:42 p.m.
Party complaint, 2300 block Hill, 10 p.m.
Party complaint, 1400 block Maple, 11:11 p.m.
Burglary, 900 block 17th, 11:49 p.m.

Santa Monica Daily Press

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## DBAS

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015009430 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/13/2015 The following person(s) is (are) doing business as LIFE FORCE PERFORMANCE , LIFEFORCE PERFORMANCE . 1223 WILSHIRE BLVD. #574 , SANTA MONICA, CA 90403. The full name of registrant(s) is/are: CHRISTOPHER WYATT HICKS 1223 WILSHIRE BLVD. #574 SANTA MONICA, CA 90403. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)5/2010. /s/: C. WYATT HICKS, OWNER . CHRISTOPHER WYATT HICKS . This statement was filed with the County Clerk of LOS ANGELES County on 01/13/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 01/26/2015, 02/02/2015, 02/09/2015, 02/16/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015014048 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/16/2015 The following person(s) is (are) doing business as PVSB. 819 WILSON PL , SANTA MONICA, CA 90405. The full name of registrant(s) is/are: THE PALOS VERDES SYMPHONIC BAND 819 WILSON PL SANTA MONICA, CA 90405. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:KERRY RIDDLE, TREASURER . THE PALOS VERDES SYMPHONIC BAND . This statement was filed with the County Clerk of LOS ANGELES County on 01/16/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 01/26/2015, 02/02/2015, 02/09/2015, 02/16/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015029979 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/04/2015 The following person(s) is (are) doing business as RED LETTER KILL. 1512 PROSPECT AVE UNIT C , SAN GABRIEL, CA, 91776. The full name of registrant(s) is/are: RED LETTER KILL 1512 PROSPECT AVE UNIT C SAN GABRIEL, CA, 91776. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/2014. /s/: BRETT WESTPHAL. RED LETTER KILL. This statement was filed with the County Clerk of LOS ANGELES County on 02/04/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/16/2015, 02/23/2015, 03/02/2015, 03/09/2015.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015002616 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/05/2015 The following person(s) is (are) doing business as CASSIA . 1314 7TH STREET NORTH SUITE , SANTA MONICA, CA 90401. MAILING ADDRESS: 826 PICO BLVD, SANTA MONICA, CA 90405. FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015002616 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/05/2015 The following person(s) is (are) doing business as CASSIA . 1314 7TH STREET NORTH SUITE , SANTA MONICA, CA 90401. The full name of registrant(s) is/are: MGMT CO 7TH STREET BISTRO INC 826 PICO BLVD SANTA MONICA, CA 90405. This Business is being conducted by: a Limited Partnership. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:MICHAEL COLBURN GOFF . MGMT CO 7TH STREET BISTRO INC . This statement was filed with the County Clerk of LOS ANGELES County on 01/05/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 01/26/2015, 02/02/2015, 02/09/2015, 02/16/2015. The full name of registrant(s) is/are: MGMT CO 7TH STREET BISTRO INC 826 PICO BLVD SANTA MONICA, CA 90405. This Business is being conducted by: a Limited Partnership. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:MICHAEL COLBURN GOFF . MGMT CO 7TH STREET BISTRO INC . This statement was filed with the County Clerk of LOS ANGELES County on 01/05/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 01/26/2015, 02/02/2015, 02/09/2015, 02/16/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015002609 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/05/2015 The following person(s) is (are) doing business as ESTERS . 1314 7TH STREET SOUTH SUITE , SANTA MONICA, CA 90401. MAILING ADDRESS: 826 PICO BLVD SANTA MONICA, CA 90405.The full name of registrant(s) is/are: MGMT CO 7TH STREET WINE INC 826 PICO BLVD SANTA MONICA, CA 90405. This Business is being conducted by: a Limited Partnership. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:MICHAEL : GOFF. MGMT CO 7TH STREET WINE INC . This statement was filed with the County Clerk of LOS ANGELES County on 01/05/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 01/26/2015, 02/02/2015, 02/09/2015, 02/16/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015005598 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/08/2015 The following person(s) is (are) doing business as ATHLETIC INSURANCE AGENCY . 5829 NORTH FIGUEROA STREET , LOS ANGELES, CA 90042. The full name of registrant(s) is/are: G E MATRIX, INC 39802 GUITA CT PALMDALE, CA 93551. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:GIL POCKER, PRESIDENT . G E MATRIX, INC . This statement was filed with the County Clerk of LOS ANGELES County on 01/08/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 01/26/2015, 02/02/2015, 02/09/2015, 02/16/2015.

## DBAS

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015014679 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/20/2015 The following person(s) is (are) doing business as GE MATRIX FINANCIAL GROUP . 5829 NORTH FIGUEROA STREET , LOS ANGELES, CA 90042. The full name of registrant(s) is/are: G E MATRIX INC 5829 NORTH FIGUEROA STREET LOS ANGELES, CA 90042. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:GIL POCKER, PRESIDENT . G E MATRIX INC. This statement was filed with the County Clerk of LOS ANGELES County on 01/20/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 01/26/2015, 02/02/2015, 02/09/2015, 02/16/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015010677 NEW FILING This statement was filed with the County Clerk of LOS ANGELES on 01/13/2015 The following person(s) is (are) doing business as MASTERED SOFTWARE , MASTERED SOFTWARE . COM. 12303 MARSHALL ST , CULVER CITY, CA 90230. The full name of registrant(s) is/are: MATT PALMERLEE 12303 MARSHALL ST CULVER CITY, CA 90230. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)6/10/2010. /s/: MATT PALMERLEE. MATT PALMERLEE. This statement was filed with the County Clerk of LOS ANGELES County on 01/13/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 01/26/2015, 02/02/2015, 02/09/2015, 02/16/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015 020284 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/26/2015 The following person(s) is (are) doing business as SZALT. 6125 TOLTEC WAY , LOS ANGELES, CA 90042.Ä The full name of registrant(s) is/are: STEPHANIE ZALETEL 6125 TOLTEC WAY LOS ANGELES, CA 90042. This Business is being conducted by:Ä an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:STEPHANIE ZALETEL. STEPHANIE ZALETEL.Ä This statement was filed with the County Clerk of LOS ANGELES County on 01/26/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/16/2015, 02/23/2015, 03/02/2015, 03/09/2015.

## DBAS

.FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015013666 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/16/2015 The following person(s) is (are) doing business as RISING CHI YOGA . 4712 ADMIRALTY WAY #1152 ATTN: JENNIFER KUO , MARINA DEL REY, CA 90292. The full name of registrant(s) is/are: JENNIFER KUO 13151 FOUNTAIN PARK DRIVE APT C426 PLAYA VISTA, CA 90094. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JENNIFER KUO, FOUNDER . JENNIFER KUO. This statement was filed with the County Clerk of LOS ANGELES County on 01/16/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/02/2015, 02/09/2015, 02/16/2015, 02/23/2015.

.FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015022475 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/27/2015 The following person(s) is (are) doing business as KRYSTAL CHANG PROJECTS . 1448 STANFORD APT. A , SANTA MONICA, CA 90404. The full name of registrant(s) is/are: KRYSTAL CHANG 1448 STANFORD APT. A SANTA MONICA, CA 90404. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:KRYSTAL CHANG, OWNER . KRYSTAL CHANG. This statement was filed with the County Clerk of LOS ANGELES County on 01/27/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/02/2015, 02/09/2015, 02/16/2015, 02/23/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015003871 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/06/2015 The following person(s) is (are) doing business as PAPERLOVE BOUTIQUE. 2310 30TH STREET , SANTA MONICA, CA 90405. The full name of registrant(s) is/are: SUSANNA BECH YOUNG 2310 30TH STREET SANTA MONICA, CA 90405. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:SUSANNA BECH YOUNG, OWNER . SUSANNA BECH YOUNG . This statement was filed with the County Clerk of LOS ANGELES County on 01/06/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/02/2015, 02/09/2015, 02/16/2015, 02/23/2015.

SUMMONS
(Citacion Judicial)
CASE NUMBER 14A21551
DATE: 09/22/2014

NOTICE TO DEFENDANT: ROBERT FREEMAN, INDIVIDUALLY AND
(AVISO AL DEMANDADO): DBA FREEMAN & SEAR; TORY FREEMAN, INDIVIDUALLY AND DBA FREEMAM & SEAR AND DOES 1 - 10

YOU ARE BEING SUED BY PLAINTIFF: TYPECRAFT, INC.
(LO ESTA DEMANDANDO EL DEMANDANTE):

## DBAS

NOTICE! You have been sued. The court may decide against you without your being heard unless you respond within 30 days. Read the information below.

You have 30 CALENDAR DAYS after this summons and legal papers are served on you to file a written response at this court and have a copy served on the plaintiff. A letter or phone call will not protect you. Your written response must be in proper legal form if you want the court to hear your case. There may be a court form that you can use for your response. You can find these court forms and more information at the California Courts Online Self-Help Center (www.caurtinfo.ca.gov/selfhelp), your county law library, or the courthouse nearest you. If you cannot pay the filing fee, ask
the court clerk for a fee waiver form. If you do not file your response on time, you may lose the case by default, and your wages, money, and property may be taken without further warning from the court.

There are other legal requirements. You may want to call an attorney right away. If you do not know an attorney, you may want to call an attorney referral service. If you cannot afford an attorney, you may be eligible for free legal services from a nonprofit legal services program. You can locate these nonprofit groups at the California Legal Services Web site (www.lawhelpcalifomia.org), the California Courts Online Self-Help Center (www.courtinfo.ca.gov/selfhelp), or by contacting your local court or county bar association. NOTE: The court has a statutory lien for waived fees and costs on any settlement or arbitration award of $10,000 or more in a civil case. The court's lien must be paid before the court will dismiss the case.
AVISO! Lo han demandado. Si no responde dentro de 30 dias, la corte puede decidir en su contra sin escuchar su version. Lea la informacion a continuacion.

The name and address of the court is: (El nombre y direccion de la corte es):
SUPERIOUR COURT OF CALIFORNIA
CHATSWORTH COURTHOUSE
9425 PENFIELD AVENUE
CHATSWORTH, CA 91311
The name, address, and telephone number of plaintiff's attorney, or plaintiff without an attorney, is: (El nombre, la dirección y el número de teléfono del abogado del demandante, o del demandante que no tiene abogado, es):

ROBERT B. FOROUZANDEH (State Bar No. 247177)
TIMOTHY J. TRAGER (State Bar No. 145419)
Reicker, Pfau, Pyle & McRoy llp
1421 STATE STREET, SUITE B
SANTA BARBARA, CA 93101

NOTICE TO THE PERSON SERVED: You are served as an individual defendant
Published: SANTA MONICA DAILY PRESS
02/02/15, 02/09/15, 02/16/15, 02/23/15

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015024442 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/29/2015 The following person(s) is (are) doing business as AWAKEN NOW . 12301 WILSHIRE BLVD , LOS ANGELES, CA 90025. The full name of registrant(s) is/are: MARINA DABCEVIC 8153 ZITOLA TERRACE PLAYA DEL REY, CA 90293. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/29/2015. /s/: MARINA DABCEVIC. MARINA DABCEVIC. This statement was filed with the County Clerk of LOS ANGELES County on 01/29/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/02/2015, 02/09/2015, 02/16/2015, 02/23/2015.

Statement of Abandonment of Use of Fictitious Business Name
Document Record # 2014244680

## DBAS

Current File No.# 2015015509
State of California, County of Los Angeles
The following person(s) has/have abandoned the use of the fictitious Business name:
THEA DELPHINE 2507 N. BEACHWOOD DRIVE #2, LOS ANGELES, CA 90068.
The fictitious business name referred to above was filed on 08/28/2014 in the county of LOS ANGELES.
Registered owners: AMBER BECTON. 2507 N. BEACHWOOD DRIVE #2, LOS ANGELES, CA 90068.
This business is conducted by: An INDIVIDUAL /s/
This statement was filed with the County Clerk of Los Angeles County on 01/20/2015
Published: SANTA MONICA DAILY PRESS: 02/02/2015, 02/09/2015, 02/16/2015, 02/23/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015009151 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/12/2015 The following person(s) is (are) doing business as Design Adventures. 1515 7th St Ste 92, Santa Monica, CA 90401 , 1238 22nd St, #2, Santa Monica, CA 90404. The full name of registrant(s) is/are: Camille Henderson Davis 1238 22nd St, #2, Santa Monica, CA 90404. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)10/01/2014. /s/: Camille Henderson Davis. Camille Henderson Davis. This statement was filed with the County Clerk of LOS ANGELES County on 01/12/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/09/2015, 02/16/2015, 02/23/2015, 03/02/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015029567 REFILE This statement was filed with the County Clerk of LOS ANGELES on 02/03/2015 The following person(s) is (are) doing business as SANAT KITABEVI, OZTOPCU FATMA AYNUR. 701 BAY STREET , SANTA MONICA, CA 90405. The full name of registrant(s) is/are: OZTOPCU FATMA AYNUR 701 BAY STREET SANTA MONICA, CA 90405. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)12/30/08. /s/: OZTOPCU FATMA AYNUR. OZTOPCU FATMA AYNUR. This statement was filed with the County Clerk of LOS ANGELES County on 02/03/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/09/2015, 02/16/2015, 02/23/2015, 03/02/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015 009443 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/13/2015 The following person(s) is (are) doing business as JADE ELORA PHOTOGRAPHY. 1118 E. PALMER AVE. #204 , GLENDALE, CA 91205.Ä The full name of registrant(s) is/are: JADE COPPLE 1118 E. PALMER AVE. #204 GLENDALE, CA 91205. This Business is being conducted by:Ä an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JADE COPPLE. JADE COPPLE.Ä This statement was filed with the County Clerk of LOS ANGELES County on 01/13/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section

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Classifieds GET RID OF YOUR ROLLERBLADES. Sell your sports equipment to someone who will actually use it. Santa Monica Daily Press

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14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/09/2015, 02/16/2015, 02/23/2015, 03/02/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015 009438 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/13/2015 The following person(s) is (are) doing business as HALEY CREATIVE ADVERTISING. 3914 LENAWEE AVE. APT 31 , CULVER CITY, CA 90232.Ä The full name of registrant(s) is/are: SHERYL HALEY 3914 LENAWEE AVE. APT 31 CULVER CITY, CA 90232, KEVIN FOX HALEY 3914 LENAWEE AVE. APT 31 CULVER CITY, CA 90232. This Business is being conducted by: a Married Couple. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/06/2015. /s/: SHERYL HALEY. SHERYL HALEY, KEVIN FOX HALEY.Ä This statement was filed with the County Clerk of LOS ANGELES County on 01/13/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/09/2015, 02/16/2015, 02/23/2015, 03/02/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015029897 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/03/2015 The following person(s) is (are) doing business as URBANITY DESIGN STUDIO . 6042 COMSTOCK AVE , WHITTIER, CA 90601. The full name of registrant(s) is/are: ASHLEY GARCIA 6042 COMSTOCK AVE WHITTIER, CA 90601. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:ASHLEY GARCIA, OWNER . ASHLEY GARCIA . This statement was filed with the County Clerk of LOS ANGELES County on 02/03/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/09/2015, 02/16/2015, 02/23/2015, 03/02/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015028855 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/03/2015 The following person(s) is (are) doing business as PLAIN TRAVEL . 2525 BEVERLEY AVE. APT. 3 , SANTA MONICA, CA 90405.MAILING ADDRESS: PO BOX 5877, SANTA MONICA, CA 90409. The full name of registrant(s) is/are: ADRIAN BELLOMO 2525 BEVERLEY AVE. APT. 3 SANTA MONICA, CA 90405. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:ADRIAN DOWLIN BELLOMO, FOUNDER . ADRIAN BELLOMO. This statement was filed with the County Clerk of LOS ANGELES County on 02/03/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/09/2015, 02/16/2015, 02/23/2015, 03/02/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015 009445 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/13/2015 The following person(s) is (are) doing business as SUN VALLEY PACKAGING. 6622 LONGRIDGE AVE. , VAN NUYS, CA 91401.Ä The full name of registrant(s) is/are: ARMEN ALAVERDYAN 6622 LONGRIDGE AVE. VAN NUYS, CA 91401. This Business is being conducted by:Ä an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/02/2015. /s/: ARMEN ALAVERDYAN. ARMEN ALAVERDYAN.Ä This statement was filed with the County Clerk of LOS ANGELES County on 01/13/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/09/2015, 02/16/2015, 02/23/2015, 03/02/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015013782 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/16/2015 The following person(s) is (are) doing business as GALVEZ IMAGES . 12301 PACIFIC AVE. #2 , LOS ANGELES, CA 90066. The full name of registrant(s) is/are: KERRI LYNN GALVEZ 12301 PACIFIC AVE. #2 LOS ANGELES, CA 90066. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)12/01/2014. /s/: KERRI LYNN GALVEZ, OWNER . KERRI LYNN GALVEZ . This statement was filed with the County Clerk of LOS ANGELES County on 01/16/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/09/2015, 02/16/2015, 02/23/2015, 03/02/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015 009447 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/13/2015 The following person(s) is (are) doing business as CERTIFIED INTERNET PROVIDER SERVICE. 345 STEPNEY ST. APT #6 , INGLEWOOD, CA 90302.Ä The full name of registrant(s) is/are: PAULA WHITAKER 345 STEPNEY ST. APT #6 INGLEWOOD, CA 90302. This Business is being conducted by:Ä an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:PAULA WHITAKER. PAULA WHITAKER.Ä This statement was filed with the County Clerk of LOS ANGELES County on 01/13/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/09/2015, 02/16/2015, 02/23/2015, 03/02/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015 009436 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/13/2015 The following person(s) is (are) doing business as CHRIS ROBERTS PRODUCTIONS, PIRATE ART DEPARTMENT. 536 E. CYPRESS AVE. #104 , BURBANK, CA 91501.Ä The full name of registrant(s) is/are: CHRIS ROBERTS 536 E. CYPRESS AVE. #104 BURBANK, CA 91501. This Business is being conducted by:Ä an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/2015. /s/: CHRIS ROBERTS. CHRIS ROBERTS.Ä This statement was filed with the County Clerk of LOS ANGELES County on 01/13/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/09/2015, 02/16/2015, 02/23/2015, 03/02/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015 020288 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/26/2015 The following person(s) is (are) doing business as MCCOY PRODUCTIONS. 10707 MAGNOLIA BLVD. , NORTH HOLLYWOOD, CA 91601.Ä The full name of registrant(s) is/are: THE RONALD AND CYNTHIS MCCOY LIVING TRUST 28611 VISTA MADERA RANCHO PALOS VERDES, CA 90275. This Business is being conducted by:Ä a Trust. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/18/2015. /s/: RONALD D. MCCOY. THE RONALD AND CYNTHIS MCCOY LIVING TRUST.Ä This statement was filed with the County Clerk of LOS ANGELES County on 01/26/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/16/2015, 02/23/2015, 03/02/2015, 03/09/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015 020286 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/26/2015 The following person(s) is (are) doing business as TETRASCEND RESOURCES. 1209 MANHATTAN AVE. #303 , MANHATTAN BEACH, CA 90266.Ä The full name of registrant(s) is/are: LIGHTSOUT ASSOCIATES, INC. 1209 MANHATTAN AVE. #303 MANHATTAN BEACH, CA 90266. This Business is being conducted by:Ä a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)12/01/2014. /s/: DAVID M. SCHRAMM. LIGHTSOUT ASSOCIATES, INC..Ä This statement was filed with the County Clerk of LOS ANGELES County on 01/26/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/16/2015, 02/23/2015, 03/02/2015, 03/09/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015 020292 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/26/2015 The following person(s) is (are) doing business as PARK SLOPE DESIGN. 1158 26TH STREET #295 , SANTA MONICA, CA 90403.Ä The full name of registrant(s) is/are: JOAN GRABEL 1158 26TH STREET #295 SANTA MONICA, CA 90403. This Business is being conducted by:Ä an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JOAN GRABEL. JOAN GRABEL.Ä This statement was filed with the County Clerk of LOS ANGELES County on 01/26/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/16/2015, 02/23/2015, 03/02/2015, 03/09/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015 020290 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/26/2015 The following person(s) is (are) doing business as ORGANICARD PROCESSING. 20929 VENTURA BLVD. 47-159 , WOODLAND HILLS, CA 91364.Ä The full name of registrant(s) is/are: UNITED SOLUTIONS 20929 VENTURA BLVD. 47-159 WOODLAND HILLS, CA 91364. This Business is being conducted by:Ä a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/2015. /s/: ABIR NAWABI. UNITED SOLUTIONS.Ä This statement was filed with the County Clerk of LOS ANGELES County on 01/26/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/16/2015, 02/23/2015, 03/02/2015, 03/09/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015 020282 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/26/2015 The following person(s) is (are) doing business as LOVEPUPPY PICTURES, LOVEPUPPY , LOVEPUPPYPICTURESDOTCOM. 12607 RUBENS AVE. , LOS ANGELES, CA 90066.Ä The full name of registrant(s) is/are: TONYA MCCAHON 12607 RUBENS AVE. LOS ANGELES, CA 90066. This Business is being conducted by:Ä an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/2015. /s/: TONYA MCCAHON. TONYA MCCAHON.Ä This statement was filed with the County Clerk of LOS ANGELES County on 01/26/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/16/2015, 02/23/2015, 03/02/2015, 03/09/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015 017951 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/22/2015 The following person(s) is (are) doing business as RSS TRAVEL. 211 W. ALAMEDA AVE. #202 , BURBANK, CA 91502.Ä The full name of registrant(s) is/are: RSS MANAGEMENT, INC. 131 ENTRADA DR. #12 SANTA MONICA, CA 90402. This Business is being conducted by:Ä a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:RAMEY SOTO. RSS MANAGEMENT, INC..Ä This statement was filed with the County Clerk of LOS ANGELES County on 01/22/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/16/2015, 02/23/2015, 03/02/2015, 03/09/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015 017949 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/22/2015 The following person(s) is (are) doing business as HOWLING GOODS. 67 E. LAS FLORES , ALTADENA, CA 91001.Ä The full name of registrant(s) is/are: PAUL SCHOLZ, INC. 67 E. LAS FLORES ALTADENA, CA 91001. This Business is being conducted by:Ä a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/05/2015. /s/: PAUL SCHOLZ. PAUL SCHOLZ, INC..Ä This statement was filed with the County Clerk of LOS ANGELES County on 01/22/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/16/2015, 02/23/2015, 03/02/2015, 03/09/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015 017947 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/22/2015 The following person(s) is (are) doing business as RIVELO. 2260 GRANADA AVE. , LONG BEACH, CA 90815.Ä The full name of registrant(s) is/are: ALANAH SHUCK 2260 GRANADA AVE. LONG BEACH, CA 90815. This Business is being conducted by:Ä an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:ALANAH SHUCK. ALANAH SHUCK.Ä This statement was filed with the County Clerk of LOS ANGELES County on 01/22/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/16/2015, 02/23/2015, 03/02/2015, 03/09/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015013782 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/16/2015 The following person(s) is (are) doing business as GALVEZ IMAGES . 12301 PACIFIC AVE. #2 , LOS ANGELES, CA 90066.Ä The full name of registrant(s) is/are: KERRI LYNN GALVEZÄ 12301 PACIFIC AVE. #2 LOS ANGELES, CA 90066. This Business is being conducted by:Ä an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)12/01/2014. /s/: KERRI LYNN GALVEZ, OWNER . KERRI LYNN GALVEZ .Ä This statement was filed with the County Clerk of LOS ANGELES County on 01/16/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/09/2015, 02/16/2015, 02/23/2015, 03/02/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015 017506 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/22/2015 The following person(s) is (are) doing business as ZEBRAFLY. 740 N. ALFRED ST. #104 , LOS ANGELES 90069.Ä The full name of registrant(s) is/are: GEORGE PISCOPO 740 N. ALFRED ST. #104 LOS ANGELES 90069. This Business is being conducted by:Ä an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:GEORGE PISCOPO. GEORGE PISCOPO.Ä This statement was filed with the County Clerk of LOS ANGELES County on 01/22/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/16/2015, 02/23/2015, 03/02/2015, 03/09/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015 015992 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/20/2015 The following person(s) is (are) doing business as STYLE AND PALATE. 1551 N. LA BREA AVE. #110 , LOS ANGELES, CA 90028.Ä The full name of registrant(s) is/are: ALEXANDRU BECHERU 1551 N. LA BREA AVE. #110 LOS ANGELES, CA 90028. This Business is being conducted by:Ä an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)11/01/2014. /s/: ALEXANDRU BECHERU. ALEXANDRU BECHERU.Ä This statement was filed with the County Clerk of LOS ANGELES County on 01/20/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/16/2015, 02/23/2015, 03/02/2015, 03/09/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015 015994 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/20/2015 The following person(s) is (are) doing business as IDETA COMPANY. 25837 OAK STREET #128 , LOMITA, CA 90717.Ä The full name of registrant(s) is/are: SHIGEKI IDETA 25837 OAK STREET #128 LOMITA, CA 90717, NORIKO IDETA 25837 OAK STREET #128 LOMITA, CA 90717. This Business is being conducted by: a Married Couple. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/2015. /s/: SHIGEKI IDETA. SHIGEKI IDETA, NORIKO IDETA.Ä This statement was filed with the County Clerk of LOS ANGELES County on 01/20/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/16/2015, 02/23/2015, 03/02/2015, 03/09/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015 015996 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/20/2015 The following person(s) is (are) doing business as TUNES OF PROPMCP, MUSIC OF PROPMCP, SONGS OF PROPMCP, CHORUS OF PROPMCP, MELODY OF PROPMCP. 1107 FAIR OAKS AVE. #525 , S. PASADENA, CA 913030.Ä The full name of registrant(s) is/are: MEDIA CREATURE PROPERTIES, LLC 1107 FAIR OAKS AVE. #525 S. PASADENA, CA 913030. This Business is being conducted by:Ä a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/2015. /s/: SHARAL CHURCHILL. MEDIA CREATURE PROPERTIES, LLC.Ä This statement was filed with the County Clerk of LOS ANGELES County on 01/20/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/16/2015, 02/23/2015, 03/02/2015, 03/09/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015 014343 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/16/2015 The following person(s) is (are) doing business as PHITEN. 1757 W. CARSON ST. UNIT N , TORRANCE, CA 90501.Ä The full name of registrant(s) is/are: OPTIMA LIFE JAPAN, INC 1757 W. CARSON ST. UNIT N TORRANCE, CA 90501. This Business is being conducted by:Ä a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:MITSUKO KATAYAMA. OPTIMA LIFE JAPAN, INC.Ä This statement was filed with the County Clerk of LOS ANGELES County on 01/16/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/16/2015, 02/23/2015, 03/02/2015, 03/09/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015 014345 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/16/2015 The following person(s) is (are) doing business as LA OPTICAL GALLERY. 606 S. HILL AVE. SUITE 906 , LOS ANGELES, CA 90014.Ä The full name of registrant(s) is/are: NOUSHIN NEYDAVOUD 1870 VETERAN AVE. #314 LOS ANGELES, CA 90025. This Business is being conducted by:Ä an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:NOUSHIN NEYDAVOUD. NOUSHIN NEYDAVOUD.Ä This statement was filed with the County Clerk of LOS ANGELES County on 01/16/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/16/2015, 02/23/2015, 03/02/2015, 03/09/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015 014347 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/16/2015 The following person(s) is (are) doing business as SIEMPRE TAX PLUS. 5418 LONG BEACH BLVD. , LONG BEACH, CA 90805.Ä The full name of registrant(s) is/are: OHANA HANA INC. 14032 COLLEGE ST. WESTMINISTER, CA 92683. This Business is being conducted by:Ä a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/02/2015. /s/: DANIEL WILLIAMS. OHANA HANA INC..Ä This statement was filed with the County Clerk of LOS ANGELES County on 01/16/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/16/2015, 02/23/2015, 03/02/2015, 03/09/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015037844 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/11/2015 The following person(s) is (are) doing business as FOUR WISE MEN. 3526 S CENTINELA AVE #5 , LOS ANGELES, CA 90066. The full name of registrant(s) is/are: FOUR WISE MEN 3526 S CENTINELA AVE #5 LOS ANGELES, CA 90066. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:PHILLIP V. RUBID. FOUR WISE MEN. This statement was filed with the County Clerk of LOS ANGELES County on 02/11/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/16/2015, 02/23/2015, 03/02/2015, 03/09/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015 017945 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/22/2015 The following person(s) is (are) doing business as APPRAISAL PACIFIC. 5220 CLARK AVE. SUITE 205 , LAKEWOOD, CA 90712.Ä The full name of registrant(s) is/are: APPRAISAL PACIFIC INC. 5220 CLARK AVE. SUITE 205 LAKEWOOD, CA 90712. This Business is being conducted by:Ä a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:TED P. DOUGLAS. APPRAISAL PACIFIC INC..Ä This statement was filed with the County Clerk of LOS ANGELES County on 01/22/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/16/2015, 02/23/2015, 03/02/2015, 03/09/2015.

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## Announcements

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BURRELL ñ Search for family members. My father lived in Santa Monica, California, in the late 1950's. His name was Alfred Thomas Burrell, but he often went by the nickname ëJack'. If you remember him, or have any connection or information that might help me, I would be thrilled to hear from you. Through you, I might come to know something of the father I never knew (and who is most surely no longer living unfortunately), and be fortunate to meet paternal cousins and such. He may have returned to his home country of England, after some time in both Canada (Hamilton, Ontario), and the U. S. Please contact Jacqueline Cates, in Canada, at 1-306-291-3222 or j.cates@sasktel.net.

KAUI, HI OCEAN front $2,800 Westin Princeville Villa, Deluxe 2 Bedroom / sleeps 8 Available March 28 - April 4 Enjoy the serenity where the movie Descendants was filmed, great golf, spa and ocean views (518) 577-7777

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### Personal Services

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# STAND UP PADDLE

## AT PROSUPSHOP IN MARINA DEL REY



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SUP IS EVEN MORE FUN WITH FRIENDS

Bring this Ad and 2 of your friends to receive your 3rd Lesson or Rental FREE

PRO SUP SHOP THE STAND UP PADDLE BOARDING AUTHORITY

## STAND UP PADDLE BOARDING LESSONS

Pro SUP Shop's professional WPA & ASI certified instructors will give you the techniques to engage your core muscles and have you paddling like a PRO in no time.





## STAND UP PADDLE BOARDING RENTALS

Pro SUP Shop offers Hassle Free Stand Up Paddle Board Rentals. No need to haul a board from a shop to the water since we're located at the Jamaica Bay Inn in Marina Del Rey. We'll have your board on the beach and ready to go.

## SUNSET CRUISES & TEAM BUILDING EVENTS

Breathtaking sunset cruises through the Marina every Wednesday & Friday evening at 7PM. Call to schedule your team building event.



**STAND UP PADDLE BOARD SALES FROM SOME OF THE TOP SUP MANUFACTURERS IN THE WORLD**

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Pro SUP Shop is located in the Northwest end of the Jamaica Bay Inn Parking lot
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# Choosing poor-quality vinyl windows or patio doors is a mistake.




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