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Santa Monica Daily Press

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THE NEW LOOK ISSUE

BIG BLUE, WHERE ARE YOU?
SEE PAGE 4



Brandon Wise *brandonw@smdp.com*

NICE VIEW: **Visitors and locals walk down the Third Street Promenade on Tuesday afternoon.**

Bayside District gets a makeover

BY ASHLEY ARCHIBALD
Daily Press Staff Writer

DOWNTOWN After nearly two years of study, the Bayside District Corporation will take its final steps this month to embrace its new identity — Downtown Santa Monica, Inc.

The new name better represents the goals and mission of the corporation, said Kathleen Rawson, chief executive officer of the district.

Few visitors associated Bayside — a private company that runs the Downtown business district for the city — with the territory it covers, which stretches from Ocean Avenue on the west, Wilshire Boulevard to the north, Seventh Street to the east and the Santa Monica Freeway to the south.

Confusion exists in large part because the character of the district changed drastically since its foundation in the 1980s, when it encompassed a much smaller area along the Third Street Promenade.

The areas further away from the main pedestrian mall received little recognition under the old name, despite assessments paid to fund promotion efforts and service improvements.

The rebrand's $60,000 price tag bought more than just a new name, however.

"It's way more than an identity," Rawson said. "It's how it's perceived, and what its assets are."

The process created a focused plan to realign the area with its core goals — to preserve the feel of Santa Monica by ensuring that locals visit the area and create an authentic feel for visitors to enjoy.

Santa Monica residents visit the downtown area once a week, Rawson said, but the business district wants to see those numbers increase by creating an environment that attracts those that pass by every day.

The district aims to prevent Downtown from becoming stale by creating a tourist-driven image rather than Santa Monica's true personality — a mix of high art, hard science and flip flops.

"It helps us shift our attention to look at programming that's for the community and local-focused," said Debbie Lee, head of marketing for the district.

According to the study, residents want increased services and an influx of moderately-priced retail.

The study also created a blueprint for the direction of Downtown Santa Monica, Inc.'s efforts and a number of large projects about to break ground in the area, including the arrival of the Expo light rail line and the Palisades Garden Walk.

SEE DOWNTOWN PAGE 11

HIGH SCHOOL GIRLS' BASKETBALL

Santa Monica advances to quarter finals

Vikings survive late push by Laguna Hills, 59-47; prepare for LB Poly

BY DANIEL ARCHULETA
Managing Editor

SAMOHI After building a commanding 20-point third quarter lead Saturday at home, Santa Monica High School's girls' basketball team had to hold on for dear life to secure a 59-47 second round playoff win over a feisty Laguna Hills.

When Samohi sophomore Briana Harris hit a 3-pointer with 1:50 remaining in the third quarter it seemed that the Vikings would cruise to an easy California Interscholastic Federation Southern Section Division 1AA playoff victory. Then, Laguna Hill's Maddy Ziering-Smith happened.

Laguna Hills' top player off the bench entered the game and immediately helped lead a charge that saw the Hawks end the third-quarter on a 7-0 run that reduced Samohi's lead to 46-33.

Down by 13 a minute into the fourth quarter, Ziering-Smith was fouled hard by Harris as she attempted a lay-up. After swatting the ball away, Harris was called for taunting giving four free throws and possession of the ball to Laguna HIlls. After hitting three of four foul shots, the lead was reduced 10.

With the lead at a manageable margin, the Hawks led by Ziering-Smith would whittle the lead down to five with two min-

SEE SAMOHI PAGE 11



Morgan Genser *news@smdp.com*

FOCUSED: **Samohi's Briana Harris drives down the court against Laguna Hills on Saturday.**

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What's Up Westside

OUT AND ABOUT IN SANTA MONICA

Monday, Feb. 21, 2011

Dance, dance, dance
Annenberg Community Beach House
415 PCH, 6:30 p.m.
Santa Monica choreographer Donna Sternberg leads a free hour-long workshop in guided dance improvisation. Participants will have the opportunity to use their own stories to explore themes of perception and memory. Please bring paper and pencil, wear comfortable clothing and be prepared to move. This workshop is appropriate for teens to seniors; no experience required. For information, call (310) 458-4904.

An enchanted time
Santa Monica Playhouse
1211 Fourth St., 10:30 a.m.
Story-telling, sing-a-longs, crafts, face-painting, enactment of a fairytale, myth or legend, theatre games, refreshments and special surprise gifts make up this Santa Monica Playhouse Theatre Adventure for 4 to 10 year olds and their grown-ups, hosted by the gaily costumed Enchanted Fairytale Ladies. For information, call (310) 394-9779 ext. 2.

Tuesday, Feb. 22, 2011

Osteoporosis Update
Main Library
601 Santa Monica Blvd., 7 p.m.
The Santa Monica Public Library presents Osteoporosis Update, a seminar by UCLA Health System 50 Plus. UCLA rheumatologist Rebecca Gordon, MD, will discuss risk factors, preventive measures, screenings, and treatments for osteoporosis in women and men. For more information on this free event, call (310) 458-8606.

Making funny
Senior Recreation Center
1450 Ocean Ave., 12:30 p.m.
Veteran improv instructor, Brian Hamill, will host a weekly comedy improv workshop for seniors. All seniors are welcome to take part in this free workshop. If you'd rather just come watch the fun, then that's all right, too. For more information, call (310) 458-8644.

Wednesday, Feb. 23, 2011

Too fresh
Arizona Avenue and Second Street
8:30 a.m. — 1 p.m.
This popular market is considered by many to be one of the best in the Los Angeles area. For more information, call (310) 458-8712.

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

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

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



HIGH SCHOOL BOYS' BASKETBALL

Roadrunners fall short against Blair

BY SLAV KANDYBA
Special to the Daily Press

XRDS Crossroads' boys' basketball team ended up on the losing side of a tit-for-tat battle with Pasadena's Blair on Friday night, losing 73-65 to end the season in the second round of the California Interscholastic Federation Southern Section Division 5AA playoffs.

Despite the loss, the Roadrunners' stand-out senior guard Luke Shmuger was every bit as exciting playing in his final game as he was throughout his career. He swished mid-range jumpers from the top of the key with ease en route to 23 points on the night, slightly more than his 19.2 season average.

After the tough loss, Shmuger, who head coach Kevin Jackson calls "Cool Hand Luke," stayed true to the nickname. The player, who has committed to play at NCAA Division 3 Kenyon College in Ohio, displayed little visible emotion as teammates gathered around him.

He spoke of the team, not himself.

"We didn't get the defensive stops," he said. "Gyasi [Williams] was in foul trouble."

Crossroads head coach Kevin Jackson pointed out that after leading 38-35 at the half, his team was simply dominated by a more physical, athletic group from Blair.

Blair's 6-foot-4 center Sherman Simpson was an intimidating presence inside and more often than not challenged Crossroads to the ball on both defensive and offensive boards.

"Those second-half rebounds killed us," Jackson said. "We had Luke do what Luke does. He's made big shot after big shot."

Jackson said he will miss Shmuger, whom he has known since the player was in middle school. Having coached his travel team and calling him one of the best players he's ever coached, Jackson said he feels that Shmuger deserves to be named to the All-CIF-SS team for the division.

"It's going to be tough to see them go, because they've been here so long," Jackson said, jokingly calling his senior class "inbreds."

Crossroads was without the services of lanky scorer Williams in the second half due to foul trouble. But, Williams played well down the stretch when it mattered. He came off the bench with two minutes left in the game and was fouled on a lay-up attempt. He nailed a free throw that brought the game within two of Blair at 63-61, but the Roadrunners couldn't get any closer.

Crossroads finished the season 15-10 and 5-5 in Delphic League play.

news@smdp.com

St. Monica stuns St. Joseph at buzzer

SANTA MARIA St. Monica's Troy Whiteto hit a 3-pointer at the buzzer to secure a 53-51 playoff win over St. Joseph on Friday night.

"Unbelievable," St. Monica head coach Khi-Min Jung wrote in a text.

Whiteto's late-game heroics propelled the Mariners to the quarter finals of the California Interscholastic Federation Southern Section Division 5AA playoffs. The Mariners will play at No. 4 seed Mission Prep on Tuesday at 7 p.m.

DAILY PRESS STAFF



Morgan Genser *news@smdp.com*

NICE FORM: **Crossroads' Luke Shmuger attempts a shot against Blair on Friday.**

More Los Angeles schools converting to charters

CHRISTINA HOAG
Associated Press

LOS ANGELES El Camino Real High School has won six national academic quiz championships, boasts test scores that rank it as one of California's top secondary schools, and offers two dozen college-level courses ranging from macroeconomics to human geography. Activities include a model United Nations and mock trials.

The school is a source of immense pride for the beleaguered Los Angeles Unified School District, but like other successful schools before it, El Camino is about to break off from the district to get more funding and flexibility in how it spends its dollars as a charter school.

"This is a huge loss for us," said LAUSD school board member Nury Martinez at a recent meeting. "This feels like a divorce."

With budget woes showing no signs of letting up, El Camino and other traditional neighborhood schools like it are converting to public charter schools, bleeding scarce dollars from cash-strapped districts and siphoning students.

It's a troubling pattern for school districts — every student enrolled in a charter means a funding loss, and defections of their own schools and principals are a blow to district esteem.

Although conversions are holding steady at about 10 percent of new charters nationally, in California they're on the rise. Long a leader in the charter school movement, the Golden State saw a jump in the number of conversions from six in 2009 to 15 in 2010,

SEE **SCHOOLS** PAGE 10

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LETTERS TO THE EDITOR

Send comments to editor@smdp.com

Path fine where it is

Editor:

Geno Schotte writes that the solution to the struggle over who uses the bike path is to REMOVE it so people trying to get to the beach by crossing the bike path won't get hurt. That is the same as saying the only way to achieve peace in the Mideast is to get rid of Israel. Either Schotte is being facetious or is simply clueless. Pedestrians cross the street by looking both ways, even if there is a crosswalk. Those who do not; think of it as evolution in action ...

Jon Mann
Santa Monica

Get real, GOP

Editor:

Have you been paying attention? In a recent poll, 71 percent of Republicans "describe themselves as tea party supporters." Republican pundits keep asking the question, "Why are we still in Afghanistan?" As I recall Republicans and George Bush got us into the war in Afghanistan.

Lock and load. Even after the Tucson shooting, the GOP and NRA are dead set against any new gun control. Michele Bachmann and Sarah Palin appeal to the female "Mama Grizzles" who account for a "disproportionate amount of the tea party ranks."

Remember: Pastor Terry Jones who threatened to burn the Koran on the Sept. 11 anniversary sparking worldwide reaction. A Texas judge sentenced former House Majority Leader Tom DeLay to three years in prison on money-laundering and conspiracy charges.

The GOP's effort to dismantle health reform under the catchy name "Repealing the Job Killing Health Care Act" was a flat-out lie. The nonpartisan Congressional Budget Office says tens of thousands of new health care jobs will be created. How will the Republicans and conservatives downplay the continuing economic upturn?

Ron Lowe
Santa Monica



My Write

Bill Bauer

Send comments to editor@smdp.com

No Big Blue Bus stops here

THERE'S NOTHING THAT INSTILLS admiration for your local bus company then when the bus you've been waiting for for 20 minutes passes your stop.

I had taken my aging TR-6 into European Exclusives for servicing last Tuesday. My mechanic Juda needed the car for the day, so I headed up to the Big Blue Bus stop at Lincoln Boulevard and Ashland Avenue a little before 8 a.m. to wait for the No. 3 bus to take me to Montana Avenue.

After about 15 minutes the "local" No. 3 (that goes all the way to UCLA, not the No. 3 that terminates at Fifth Street and Arizona Avenue) approaches. "Odd," I thought. "Why is his front sign flashing "not in service," when passengers are aboard.

I wave my arms, but bus 4046 rolls by leaving me and an elderly gentleman standing in the chill, damp morning air. So, wait another 15 or 20 minutes? What if that bus also doesn't stop? It could take an hour to get a bus to Montana Avenue. Sheesh!

Instead of waiting for another bus that also might not stop, I walked home and called Big Blue Bus' customer service. A nice lady on the phone listened to my story and sympathized with me. I gave her my phone number and asked her to call back and let me know why 4046 didn't stop. She said she would, but I haven't heard from her or anyone else at Big Blue.

Granted, No. 3 busses are often packed at that time of the morning — loaded with kids going to Santa Monica High School. I'm sure that someone from BBB will claim 4046 was at capacity and couldn't take on passengers. However, I watched 4046 roll up Lincoln and stop at Ocean Park Boulevard where it did board passengers.

Leaving patrons at a stop is inexcusable and unacceptable. But, it's not the first time that I've been stranded. If busses are that full, then Big Blue needs to add more busses. It's bad enough when service on a major line like the No. 3 only runs every 15 minutes during rush hour, once per half-hour, midday.

Big Blue is not making any friends or wooing new riders with crappy service. Rather, they're ticking off and losing existing patrons.

The next time my TR is in for repair, I won't be waiting for a No. 3. I've made other arrangements, because I can no longer rely on Big Blue to pick me up and deliver me in a timely manner.

NEW WALGREENS HAS NEIGHBORS 'UP IN ARMS'

The Santa Monica Police Department has concerns about a new Walgreens proposed for the southeast corner of Pico and Lincoln boulevards.

Sgt. Jay Trisler, the department's Public Information Officer said, "The Santa Monica Police Department has not taken an official policy on the issue." But, confirmed to me that permits to sell alcoholic beverages at the location would be a cause for concern.

Retail outlets that desire to sell alcohol including beer and wine and hard liquor (spirits) must obtain a Conditional Use Permit (CUP) from City Hall as well as a California Alcoholic Beverage Control license.

This area is already awash with liquor licenses. A 7-Eleven, a mini-mart, several liquor stores and a bar are all selling alcohol in the immediate area. Additionally, the neighborhood is home to several rehabilitation clinics, a youth center, sober living centers and a high school. Unfortunately, because of the ready availability of alcohol, the area is already frequented by a high number of drunkards and persons involved with illegal drugs and other criminal activity.

The police department provides input on CUPs especially when alcohol or other factors affecting law enforcement are concerned. In the case of alcohol permits, questions about how alcohol sales will contribute to crime and quality of life issues in and around the applicant's business must be addressed.

In addition to alcohol sales, the Environmental Impact Report (EIR) is expected to find that the proposed Walgreens store will cause significant, immitigable impacts on nearby intersections and generate increased traffic on nearby residential streets.

Neighbors are not happy with this project. Raul Saenz e-mailed me that residents are organizing "Walgreens Concerned Citizens" and working with other neighborhood groups to substantially reduce expected traffic increases in the area and prevent or severely restrict alcohol sales.

The Santa Monica Planning Commission is expected to review Walgreens' proposal next month. Reducing neighborhood traffic impacts and eliminating alcohol sales are proper and necessary conditions for Walgreens' CUP.

THE 'TAJ MAHAL' OF LIBRARIES?

Tomorrow night, City Council will be reviewing plans for a new 8,300-square-foot branch library in Virginia Avenue Park. Cost: $12.8 million. Cost per square foot: $1,542! Estimated operating costs? $922,359 annually. Umm-umm. That's going to be some fancy library!

According to Reed Construction Data (thorough an architect friend), $1,542 sq-ft is more than 10 times the national average cost for building a library. Why so expensive? Inquiring minds want to know.

BILL can be reached at mr.bilbau@gmail.com





PUBLISHER
Ross Furukawa
ross@smdp.com

EDITOR IN CHIEF
Kevin Herrera
editor@smdp.com

MANAGING EDITOR
Daniel Archuleta
daniela@smdp.com

STAFF WRITER
Ashley Archibald
ashley@smdp.com

CHIEF PHOTOGRAPHER
Brandon Wise
brandonw@smdp.com

STAFF PHOTOGRAPHER
Morgan Genser
news@smdp.com

CONTRIBUTING WRITERS
Bill Bauer, David Pisarra, Meredith Carroll, Jack Neworth, Lloyd Garver, Dr. Reese Halter, Taylor Van Arsdale, Dane Robert Swanson, Farzad Mashhood, David Alsabery, Merv Hecht, Cynthia Citron, Amanda Cushman, Steve Parker and Phyllis Chavez

CONTRIBUTING PHOTOGRAPHER
Fabian Lewkowicz

NEWS INTERN
Patrick Hourihan
news@smdp.com

PHOTOGRAPHY INTERN
Ray Solano
news@smdp.com

VICE PRESIDENT–BUSINESS OPERATIONS
Rob Schwenker
schwenker@smdp.com

SENIOR ADVERTISING ACCOUNT EXECUTIVE
Brittney Seeliger
brittneys@smdp.com

ADVERTISING ACCOUNT EXECUTIVE
Steven Stuart
stevens@smdp.com

ADVERTISING TRAFFIC COORDINATOR
Amber Kessee
amberk@smdp.com

OPERATIONS COORDINATOR
Michele Emch
michele.e@smdp.com

PRODUCTION MANAGER
Darren Ouellette
production@smdp.com

PRODUCTION DESIGNER
Alejandro Cantarero
production@smdp.com

CIRCULATION
Keith Wyatt
Osvaldo Paganini
circulation@smdp.com

Santa Monica Daily Press
We have you covered

410 Broadway, Suite B
Santa Monica, CA 90401
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CIRCULATION VERIFICATION COUNCIL

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, 2006. 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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Scientist finds Gulf bottom still oily, dead

SETH BORENSTEIN
AP Science Writer

WASHINGTON Oil from the BP spill remains stuck on the bottom of the Gulf of Mexico, according to a top scientist's video and slides that she says demonstrate the oil isn't degrading as hoped and has decimated life on parts of the sea floor.

That report is at odds with a recent report by the BP spill compensation czar that said nearly all will be well by 2012.

At a science conference in Washington Saturday, marine scientist Samantha Joye of the University of Georgia aired early results of her December submarine dives around the BP spill site. She went to places she had visited in the summer and expected the oil and residue from oil-munching microbes would be gone by then. It wasn't.

"There's some sort of a bottleneck we have yet to identify for why this stuff doesn't seem to be degrading," Joye told the American Association for the Advancement of Science annual conference in Washington. Her research and those of her colleagues contrasts with other studies that show a more optimistic outlook about the health of the gulf, saying microbes did great work munching the oil.

"Magic microbes consumed maybe 10 percent of the total discharge, the rest of it we don't know," Joye said, later adding: "there's a lot of it out there."

The head of the agency in charge of the health of the Gulf said Saturday that she thought that "most of the oil is gone." And a Department of Energy scientist, doing research with a grant from BP from before the spill, said his examination of oil plumes in the water column show that microbes have done a "fairly fast" job of eating the oil. Lawrence Berkeley National Lab scientist Terry Hazen said his research differs from Joye's because they looked at different places at different times.

Joye's research was more widespread, but has been slower in being published in scientific literature.

In five different expeditions, the last one in December, Joye and colleagues took 250 cores of the sea floor and travelled across 2,600 square miles. Some of the locations she had been studying before the oil spill on April 20 and said there was a noticeable change. Much of the oil she found on the sea floor — and in the water column — was chemically fingerprinted, proving it comes from the BP spill. Joye is still waiting for results to show other oil samples she tested are from BP's Macondo well.

She also showed pictures of oil-choked bottom-dwelling creatures. They included dead crabs and brittle stars — starfish like critters that are normally bright orange and tightly wrapped around coral. These brittle stars were pale, loose and dead. She also saw tube worms so full of oil they suffocated.

"This is Macondo oil on the bottom," Joye said as she showed slides. "This is dead organisms because of oil being deposited on their heads."

Joye said her research shows that the burning of oil left soot on the sea floor, which still had petroleum products. And even more troublesome was the tremendous amount of methane from the BP well that mixed into the Gulf and was mostly ignored by other researchers.

Joye and three colleagues last week published a study in Nature Geoscience that said the amount of gas injected into the Gulf was the equivalent of between 1.5 and 3 million barrels of oil.

"The gas is an important part of understanding what happened," said Ian MacDonald of Florida State University.

National Oceanic and Atmospheric Administration chief Jane Lubchenco told reporters Saturday that "it's not a contradiction to say that although most of the oil is gone, there still remains oil out there."

Earlier this month, Kenneth Feinberg, the government's oil compensation fund czar, said based on research he commissioned he figured the Gulf of Mexico would almost fully recover by 2012 — something Joye and Lubchenco said isn't right.

"I've been to the bottom. I've seen what it looks like with my own eyes. It's not going to be fine by 2012," Joye told The Associated Press. "You see what the bottom looks like, you have a different opinion."

NOAA chief Lubchenco said "even though the oil degraded relatively rapidly and is now mostly but not all gone, damage done to a variety of species may not become obvious for years to come."

Lubchenco Saturday also announced the start of a Gulf restoration planning process to get the Gulf back to the condition it was on Apr. 19, the day before the spill. That program would eventually be paid for BP and other parties deemed responsible for the spill. This would be separate from an already begun restoration program that would improve all aspects of the Gulf, not just the oil spill, but has not been funded by the government yet, she said.

The new program, which is part of the Natural Resources Damage Assessment program, is part of the oil spill litigation — or out-of-court settlement — in which the polluters pay for overall damage to the ecosystem and efforts to return it to normal. This is different than paying compensation to people and businesses directly damaged by the spill.

The process will begin with public meetings all over the region.

The Q Line

Safe on the streets

There has been talk lately that Santa Monica's streets could stand to be safer for bike riders and pedestrians.

So, this week's Q-Line question asks:
What would you do to make the streets safe for all parties involved?

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Earth Talk
By the editors of E Magazine

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Photo courtesy John Curnow/Flickr

TRANSIT OF THE FUTURE? **Plans to expand high-speed rail service are now underway in several U.S. regions. A recent report found that high-speed rail in the Midwest would reduce air travel by 1.3 million trips and car travel by 5.1 million trips per year by 2020, saving 188,000 tons of CO2 emissions, equivalent to taking 34,000 cars off the road while still getting everyone to and from work. Pictured: High speed trains at the St. Pancras International station, London.**

High speed gains momentum

Dear EarthTalk:
Vice-President Joe Biden just announced a commitment by the Obama administration of $53 billion to high speed rail. Isn't it about time? Why is the U.S. so far behind other nations in developing environmentally friendly public transportation?

Diane A.,
Boston, Mass.

There are many reasons why public transit hasn't taken off in the U.S. as it has in parts of Asia, Europe and elsewhere. For one, ever since the Model T first rolled off Henry Ford's assembly line, Americans have had a love affair with cars. Also, a successful plot by General Motors and several partner companies in the 1930 and 1940s bought up and shut down rail transit lines across 45 American cities, replacing them with bus routes driven on GM buses. Meanwhile, the U.S. government embarked on a plan to link the nation's metro areas via interstate highways, further encouraging car travel. The sexy new car designs of the 1950s then drove the final nail in the coffin, relegating public transportation to an afterthought.

But with rising oil prices and growing fears about global warming, public transit is looking sexier to many Americans. As part of 2009's landmark American Recovery and Reinvestment Act (ARRA), the White House committed $8 billion to efforts to create and maintain high-speed intercity passenger rail service. And just weeks ago, after calling for giving 80 percent of Americans access to high-speed rail within 25 years, Barack Obama pledged another $53 billion to increase the nation's network of high-speed rail lines.

Plans to expand high-speed rail service are already underway in several U.S. regions. Illinois was the first of 31 states to receive a portion of the funding to begin building high-speed rail lines linking Chicago and St. Louis. A recent report found that high-speed rail in the Midwest would reduce air travel by 1.3 million trips and car travel by 5.1 million trips per year by 2020, saving 188,000 tons of carbon dioxide emissions (equivalent to taking 34,000 cars off the road while still getting everyone to and from work).

Funding is also slated to go to California, where trains traveling up to 220 miles per hour will move people between San Diego and San Francisco in less than three hours. California's high-speed rail system, which should in service by 2020, is expected to cost about half as much as would expanding highways and building new airport runways and gates to accommodate fast growing passenger transportation demand.

Not everyone is on board with high speed rail. Florida's Republican governor Rick Scott recently rejected $2 billion in federal funding to build an 85-mile high speed rail line between Tampa and Orlando, arguing that cost overruns would likely leave Florida taxpayers making up billions of dollars for something they don't need. Scott's move in killing the Tampa-Orlando run calls into question whether or not Obama can push his plans through in other parts of the country that are also conservative strongholds.

No matter how quickly Americans get up to speed on high speed rail, the U.S. certainly has some catching up to do. According to statistics from the International Union of Railways and other sources, China leads the world with upwards of 2,800 miles of high speed rail lines in operation and another 5,500 miles planned. Spain, France and Japan each have around 1,200 miles in operation; Germany has 800 miles and Italy has 577. The U.S. has only 226 miles in operation currently. The Obama administration would like to see Americans riding on more than 16,000 miles of high speed rail lines by the middle of the century.

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Has NYC gone too far by banning smoking in parks?

CRISTIAN SALAZAR
Associated Press

NEW YORK The smokers of New York huddle in phone booths, hurry down cold streets and hover at office-building doorways during breaks, puffs of smoke giving them away.

They are an endangered breed. Their numbers shrinking through loss of habitat, come summer they will have even fewer places to light up as a ban on smoking in parks, beaches and public plazas goes into effect — including Central Park and swaths of tourist-packed Times Square.

Smokers have yielded as places to puff have diminished over the years, but many of them and even some nonsmokers are saying the city has gone too far this time. Health experts disagree on the hazards of a whiff of smoke outdoors, and critics argue cigarette smoke is just one of many nuisances to contend with in a crowded city. They also question whether the city is trampling on civil liberties.

"I think they're getting too personal," said Monica Rodriguez, smoking a Newport at a phone booth near a pedestrian plaza south of Times Square. "I don't think it's OK. They're taking away everyone's privileges."

Even Whoopi Goldberg spoke out against the ban on national television, noting shortly after the City Council approved the ban that inhaling exhaust fumes from the city's fleet of taxis and buses isn't exactly healthy, either.

"There should be a designated place, and I'm tired of being treated like some damn criminal," said the co-host of ABC's "The View" during the show's Feb. 3 broadcast. "If they're really worried about the smell in the air, give us electric buses, give us electric cars, and then I'll understand."

The city health commissioner, Thomas A. Farley, said the ban is aimed at protecting the most vulnerable, such as asthma sufferers who are susceptible to respiratory attacks from exposure to secondhand smoke; children who might pick up smoking after seeing adults with lit cigarettes. It's also meant to reduce litter.

But most of all, he said, it was about ensuring that the city's 14 miles of beach and more than 1,000 parks were free of the nuisance and open to all.

"Parks and beaches are special places that anybody should enjoy," he told The Associated Press in a recent interview.

The City Council approved the bill Feb. 2; the mayor has 20 days to sign it. A separate bill that would have set aside smoking areas in parks did not pass.

Those who break the law could face fines of $50 per violation. But instead of active enforcement, the city will rely on signs and social pressure, said Jessica Scaperotti, a spokeswoman for Bloomberg.

"We expect that this will be primarily self-enforcing," she said. "There is a lot of public support."

She pointed to a 2009 Zogby poll commissioned by the New York City Coalition for a Smoke-Free City that surveyed 1,002 residents over landline phones and showed that 65 percent supported a smoking ban in parks and beaches.

The measure continues a nearly decade-long effort under the mayor, a smoker-turned-anti-tobacco crusader, to reduce smoking through public policy.

The cornerstone of his administration's strategy has been an indoor smoking ban in all workplaces, including bars and restaurants. In 2010, the city issued 85 violations to bars and clubs that flouted the ban, the Health Department said.

The city has also tried to snuff out smoking by raising taxes on cigarettes, helping the price of a pack soar to $11 or more; through a public education campaign that has featured grisly images of diseased lungs; and by offering free nicotine patch kits for smokers to help them quit.

The Health Department argues that its tobacco-control strategy saved an estimated 6,300 lives between 2002 and 2009, mostly from a reduction in cardiovascular and respiratory diseases, as well as cancer. The smoking rate dropped 27 percent during the same period.

But the department says smoking continues to be the city's leading cause of preventable death. A city study published in 2009 found that residents are exposed to more secondhand smoke than the national average, he said.

The hazards of secondhand smoke are well-documented. The U.S. Centers for Disease Control and Prevention says there is no safe level of exposure. But how secondhand smoke contributes to environmental hazards outdoors is an emerging area of study.

Dr. Michael Siegel, an expert on the public health effects of smoking who testified in support of the city's indoor smoking ban, said science may not support the idea of smoke-free beaches and parks.

"I disagree that there is a scientific basis for banning smoking in wide open outdoor spaces where people can easily avoid exposure," said Siegel, who works in Boston, where the City Council is proposing a similar ban. "Some of the health groups have been exaggerating the evidence."

In one of the few published studies on outdoor tobacco smoke, scientists at Stanford University said in a 2007 paper that smoking outdoors might be considered a "hazard" or "nuisance," including when "eating dinner with a smoker at a sidewalk cafe, sitting next to a smoker on a park bench, or standing near a smoker outside a building."

"If one is upwind from a smoker, levels most likely will be negligible," the authors wrote.

With such strict bans, the tobacco-control movement may be in danger of losing its credibility, Siegel said.

"The public is going to just think of us as these zealots who want to ban smoking everywhere," he said. "It's going to make it even harder to pass legitimate smoking regulations in states that don't currently have them."

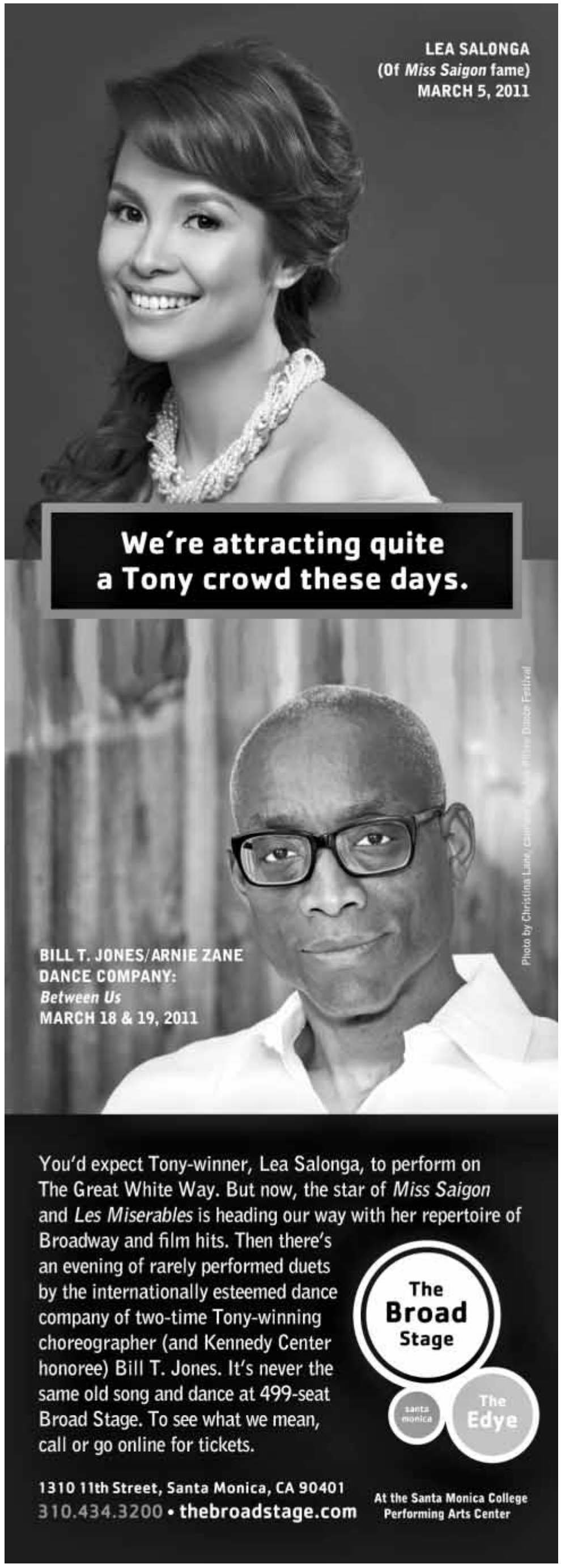
The American Nonsmokers' Rights Foundation counted more than 450 municipalities with policies of smoke-free parks and more than 200 with smokeless beaches, including Los Angeles.

And there are signs that anti-smoking ordinances could get tougher in the future, with some communities extending bans into private homes, especially apartment buildings where secondhand smoke can permeate into other units.

In New York City, especially during the summer, places like Times Square and Central Park get packed with humanity, making exposure to secondhand smoke a distinct possibility.

On a recent winter day in Bryant Park, in midtown Manhattan, a few hardy souls braving the cold gave the ban a mixed review.

Katie Geba, 19, said a smoke-free park would be a blessing.



Native tribes lead fight against fishing restrictions

SUDHIN THANAWALA
Associated Press

SAN FRANCISCO Northern California Native American tribes are clashing with state wildlife regulators over plans to restrict fishing off parts of the rugged coastline from the Oregon border south to Point Arena in Mendocino County.

The tribes, including the Yurok, the state's largest, say proposals for marine protection areas along the North Coast infringe on their fishing rights.

Those proposals — currently before the state fish and game commission — were crafted under California's 1999 Marine Life Protection Act, which was aimed in part at preventing overfishing and restoring depleted fisheries.

"The main issue is the Marine Life Protection Act has the potential to make criminals out of cultural practitioners," said Nick Angeloff, historic preservation officer for the Bear River Band of the Rohnerville Rancheria. "It is the biggest threat to tribal sovereignty in decades."

Although the state has created marine protected areas along other parts of its coastline, opposition until now has mostly been from commercial fishermen concerned about their livelihoods. On the North Coast, tribes have been the effort's main critics. At stake for them, tribal representatives say, are cultural practices dating back thousands of years and their sovereign rights.

"We are part of this ecosystem," said Yurok Chairman Thomas O'Rourke, Sr. "We have never stopped gathering. We have never stopped harvesting, and we will continue to gather, hunt and harvest from the waters of the ocean."

State wildlife officials and advisors say they can't carve out an exception that would allow tribes to harvest marine life from coastal waters while maintaining restrictions for other users. That would be illegal under laws guaranteeing equal access, said Ken Wiseman, executive director of the Marine Life Protection Act initiative.

Additionally, Wiseman said opening those areas to all noncommercial users, including the tribes, would conflict with science guidelines and the marine protection act's goals.

But the two sides appear closer to a solution following a meeting earlier this month. The new head of the state Natural Resources Agency, John Laird, called at the Feb. 2 meeting for a solution that accommodates the tribe's gathering rights while maintaining restrictions for other users, tribal representatives and state officials say. State and tribal officials are currently working on carving out an exception for tribes based on the religious and cultural significance of fishing to their members, Wiseman said.

"It's a cultural tradition that shouldn't be interrupted," Wiseman said of the tribes' fishing practices. "The challenge has been that we've wanted to give them an exemption, but not had the tools to do that."

The Marine Life Protection Act called on the state to redesign the system of marine protected areas along its entire 1,100-mile coastline. It found that existing protections had been created piecemeal and without scientific evidence to support them.

The state's coastline was divided up into regions that would be reevaluated for protection.

The fish and game commission has so far approved marine protected areas for three of the five regions — the South Coast, the Central Coast and the North Central Coast. Regulations for the Central Coast and North Central Coast are already in effect, greatly expanding the area where fishing is prohibited or otherwise restricted.

"As the process has moved up north, there has been more opposition from tribes," said John Corbett, senior attorney for the Yurok Tribe.

Tribal representatives say that, unlike their counterparts in Southern California, many tribes in the northern part of the state have not been pushed inland.

"Northern Indians still have a coastal experience," said Louie Guassac, who represented the Southern California Tribal Chairmen's Association on a task force set up to help create the marine protected area in the Southern part of the state.

The Yurok say they fish for subsistence, pulling mussels off rocks by hand and fishing from the shoreline. Mussels, smelt and other marine resources serve as food or decoration for ceremonial regalia.

"It is a significant component in people's lives," Corbett said.

According to Corbett, fishing restrictions on the Yurok and other noncommercial users were based on faulty science.

The science panel created by the department of fish and game exaggerated the number of noncommercial users who would fish and the amount of fish they would harvest if they had free reign, he said. Rough seas, cliffs and the numerous areas with no vehicle access serve as natural impediments to harvesting fish.

"Once you have the numbers jimmied like that, then the model is no better than the assumption put into it," he said.

Wiseman stands by the science panel's numbers, saying it assumed the worst possible impact to marine life. The fish and game commission has agreed not to act on any of the proposals before it until a solution is reached with tribes, he said.

"If we can find this administrative solution, allow ongoing activities without opening areas to all recreational users, that's the win-win."

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Report: Journalist died due to L.A. deputies' mistakes

ASSOCIATED PRESS

LOS ANGELES Los Angeles County sheriff's deputies didn't target journalist Ruben Salazar when he was shot in the head with a tear gas missile 41 years ago, but made mistakes that led to his death, according to a draft report by a civilian watchdog agency.

The 20-page report from the Office of Independent Review obtained by the Los Angeles Times and detailed in a Sunday story is the first outside examination of sheriff's records of the hotly disputed killing. The report was scheduled to be released Tuesday.

The independent review was ordered by Sheriff Lee Baca in August after the newspaper pressed him to unseal the Salazar files.

It found deputies used poor tactics at the anti-Vietnam War rally where Salazar died in 1970, and that the department's stonewalling afterward fueled skepticism.

Salazar, a former Times columnist and KMEX-TV news director, became a key figure in the Mexican-American civil rights movement after the killing, with parks, schools and even a U.S. Postal Service stamp named for him.

He was in a bar when a deputy fired the missile, hitting and killing him at age 42.

The Times said the report, which provided unreleased details about the case, did not assign blame or wrongdoing. Its goal was to review a historic incident from the perspective of modern-day policing and current department policies and procedures.

The report noted that its conclusions were limited on the key issue in Salazar's death — whether he was a victim of a plot by authorities — because sheriff's homicide detectives at the time refused to consider theories that the newsman was killed intentionally. As a result, they failed to ask questions that might have prevented the speculation and conspiracy theories that still overshadow the case.

"The failure to focus on any aspects of the incident beyond the immediate question of how Mr. Salazar died and the lack of any subsequent internal review by the department, however, left many questions unanswered and opened the door for decades of speculation about what the department may have been trying to hide," the report said.

The sheriff's department "circled the wagons around its deputies, offered few explanations and no apologies" in the aftermath of Salazar's death, the report stated. "That posture fueled the skeptics."

The department had concluded its investigation finding no wrongdoing by its deputies.

Neeson's 'Unknown' wins weekend with $21.8M

DAVID GERMAIN
AP Movie Writer

LOS ANGELES Liam Neeson has proven himself a known quantity again at the box office.

Neeson's thriller, "Unknown," debuted as the No. 1 movie with $21.8 million, following in the footsteps of his 2009 action hit "Taken," according to studio estimates Sunday.

Another action tale, "I Am Number Four," opened at No. 2 with $19.5 million.

A Warner Bros. release, "Unknown" stars Neeson as a botanist who awakens from a coma to find his wife claims she does not know him and that another man has taken his identity.

DreamWorks' "I Am Number Four" stars Alex Pettyfer as a teenage alien refugee on Earth who develops superpowers to battle the evil invaders that destroyed his planet. It was the first DreamWorks movie released under the company's distribution deal with Disney.

While "I Am Number Four" held youth appeal, "Unknown" was a rare No. 1 film that did most of its business among older crowds. According to Warner, 54 percent of the movie's audience was 50 and over and 89 percent was 25 and over.

The 58-year-old Neeson has had action roles before but found unexpected success as an all-out action hero with "Taken," a $100 million hit.

"He's the new man. He's stepped up to the plate. Put him in the right role and he's every man's action star," said Dan Fellman, head of distribution at Warner.

Two movies that opened the previous weekend held the next two spots in the top 10.

Disney's animated comedy, "Gnomeo & Juliet," was No. 3 with $19.4 million, finishing so closely to "I Am Number Four" that the two movies could change rankings when studios release final numbers Tuesday, after the long President's Day weekend. "Gnomeo & Juliet" raised its total to $50.4 million.

Adam Sandler and Jennifer Aniston's romance "Just Go With It," which had been No. 1 the previous weekend, fell to fourth place with $18.2 million. The Sony release lifted its total to $60.8 million.

The weekend's other new wide release, Martin Lawrence's comedy, "Big Mommas: Like Father, Like Son," was No. 5 with $17 million. The 20th Century Fox sequel has Lawrence reprising his role as a federal agent who goes undercover as a hefty woman to crack a case.

Hollywood finally broke a long downturn in business during which revenues were off 14 straight weekends compared to last year's.

This weekend, receipts totaled $144 million, up 7.7 percent compared to the same period last year, according to box-office tracker Hollywood.com.

But compared to President's Day weekend in 2010, which fell a week earlier, revenues this time were down 30 percent.

"This was certainly not a record President's Day weekend by any stretch, but it was a good weekend," said Hollywood.com analyst Paul Dergarabedian. "It was solid but not spectacular, but at least it broke the down streak."

Two top contenders at next Sunday's Academy Awards hit the $100 million mark.

The Weinstein Co. drama "The King's Speech," the best-picture front-runner, pulled in $6.6 million to lift its total to $103.3 million. Fox Searchlight's psychosexual thriller, "Black Swan," took in $1.3 million and raised its haul to $101.5 million.

Colin Firth of "The King's Speech" and Natalie Portman of "Black Swan" are considered the favorites for the lead-acting Oscar awards.

Estimated ticket sales for Friday through Sunday at U.S. and Canadian theaters, according to Hollywood.com. Final figures will be released Tuesday.

By the numbers

1. "Unknown," $21.8 million.
2. "I Am Number Four," $19.5 million.
3. "Gnomeo & Juliet," $19.4 million.
4. "Just Go With It," $18.2 million.
5. "Big Mommas: Like Father, Like Son," $17 million.
6. "Justin Bieber: Never Say Never," $13.6 million.
7. "The King's Speech," $6.6 million.
8. "The Roommate," $4.1 million.
9. "The Eagle," $3.6 million.
10. "No Strings Attached," $3.1 million.



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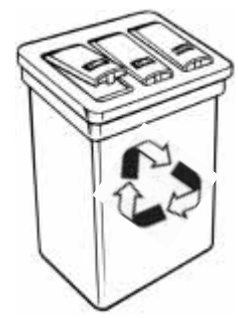

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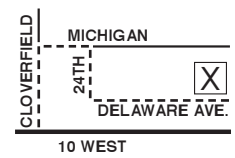

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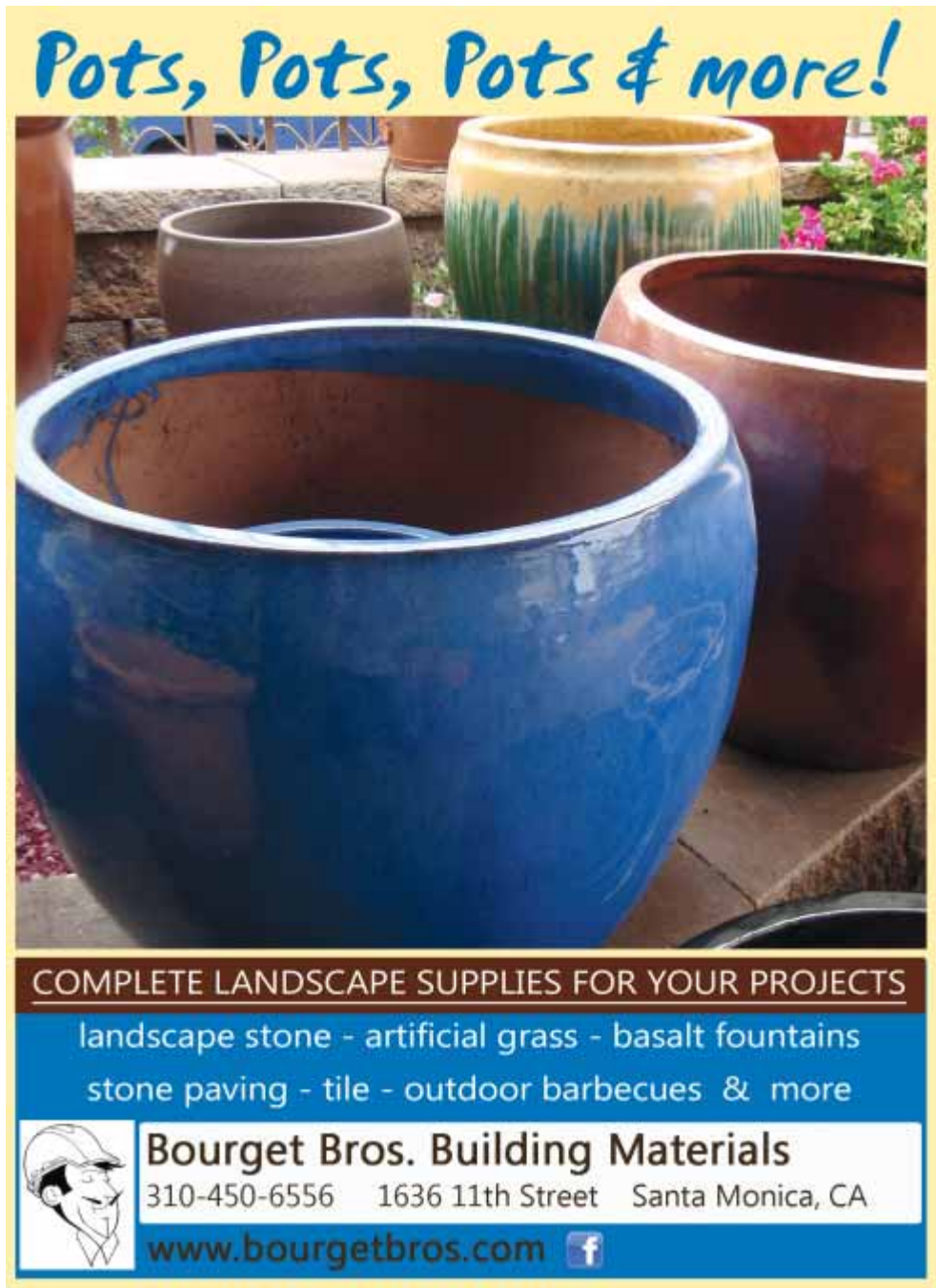

KNOW BEFORE YOU GO



Transit Priority Systems Project

Installation of the Transit Priority System (TPS) at 80 traffic signals along major corridors within the city of Santa Monica. Work requires installation of wireless detectors to sense approach of buses on the bus routes. Work is currently taking place on Santa Monica Boulevard between Cloverfield Boulevard and 20th Street. No roadway closures are expected and impact to traffic should be minimal.

Water and Sewer Improvements

Beginning Feb. 14, the city will be making improvements to water and sewer utility lines along Broadway between West 19th and 20th streets. One lane of traffic in each direction will remain open at all times. Metered parking on Broadway between West 19th and 20th streets will not be available during this construction. Please call the project hotline at (866) 755-7679 if you have questions or need more information.

Utility Undergrounding

Various alleys will be temporarily closed for underground work on utilities in the following locations: 18th Court between Pearl Street and Pico Boulevard; 20th Street between Pearl Street and Ocean Park Boulevard; 18th Street between Ocean Park Boulevard and Ashland Place North; on Ashland Place North between 18th Street and 16th Street. Work is taking place until approximately July, 2011.Borderline Neighborhood Improvement Project
New water main installation, new various street pavement finishes, new landscaped areas, trees, pedestrian lighting, and a neighborhood kiosk. Work will be taking place on Longfellow Street at the intersections of Marine, Navy and Ozone streets. Please observe posted detour signs. Project is anticipated to be complete June, 2011.

Street & Park Lighting Project

The work consists of modifying existing high-voltage series streetlight circuits to low-voltage multiple circuits. Work will take place citywide through September of 2011. Work will be taking place on Sixth Street from Montana to Washington avenues. No roadway closures are expected and impact to traffic should be minimal.

Alley Renewal Program

Alley at 1400 block of 14th Court will be resurfaced starting on Monday, Feb. 14, 2011. City crews will work with visitors who need to gain access. Please observe all construction signs. The Streets Division is committed to making every effort to complete the resurfacing project on schedule. In the event the job should take longer (due to weather or emergency demands), then we will notify residents/businesses of schedule changes. The estimated completion date is Tuesday, March 1, 2011. For more info on our Alley Renewal Program, please visit: www.smgov.net/streets/alleyprogram.

For more information on projects, please visit the Know Before You Go Web site at www.knowB4ugo.smgov.net.

SCHOOLS
FROM PAGE 3

according to the California Charter Schools Association, although in the two previous years the number was steady at around a dozen.

Besides LAUSD, Campbell Union in Santa Clara County and San Diego Unified school districts have had clusters of conversions.

At LAUSD, the nation's second largest school system that grapples with a raft of low-achieving inner-city schools, conversions are a cause for dismay — some of the district's star schools mostly located in a swath of affluent suburbs are breaking away.

El Camino is the fourth suburban high school to seek charter conversion over the past eight years — two others were stellar performers, as well - Granada Hills and Palisades. Another large school, Birmingham, went charter in 2009. Two other suburban high schools are mulling charter conversion.

Top-ranked suburban elementaries are no exception — two went charter last year and another recently filed its petition to the district.

"We're losing our high performing schools," Martinez said. "Are we going to be a district of struggling schools if everyone decides to leave — struggling schools and children with learning disabilities that no one wants to teach?"

While many charter schools accept students by application and are often criticized for eschewing special needs kids and low achievers, the converted charters still operate as neighborhood schools — they accept all students within their attendance boundaries. If they have room, they can accept students from outside their areas.

At high performing schools like Palisades and Granada Hills, students from all over the district queue up to get in, further sapping dollars from the main district.

The crux of the dilemma is different state funding formulas for charter schools versus traditional district schools.

High schools, especially, stand to gain financially by going charter because many independents receive the state's high-school funding rate instead of the "blended" rate given to schools in a unified district, which includes elementary and secondary schools.

The difference adds up. For the 2009-10 school year, the state paid independent high schools an average of $7,369 per pupil, while unified districts received $6,417 per pupil. An independent elementary received $6,134.

"There's long been a feeling that high schools are subsidizing the rest of the district because of the revenue difference," said Brian Bauer, executive director of 4,100-student Granada Hills Charter High School, one of the nation's largest charter schools that went independent in 2003. "The pressure is on these schools. The district's concern that this will create a domino effect is legitimate."

The extra funds go a long way. Granada Hills, which ended last year with a $10 million reserve, operates a mandatory four-week summer enrichment program for all

SEE SCHOOLS PAGE 11

SAMOHI
FROM PAGE 1

utes to play, but were unable to get any closer as Samohi's Moriah Faulk converted five of six free throws in the closing minutes to secure the win. Faulk finished the night with a game-high 19 points.

"Nobody said it would be easy," Samohi head coach Marty Verdugo said. "[Laguna Hills] just kept battling."

Despite facing a fierce Laguna Hills charge, Faulk said that she was confident that her team was superior and would weather the run.

"We just had to play our game," Faulk said. "We were confident the whole time."

The Vikings' fast-paced style served them well in those final minutes as they pushed the ball up court forcing Laguna Hills to foul as time ticked down. It didn't hurt that Faulk had a hot shooting hand all night — both on the floor and the free-throw line.

Samohi senior Bianka Balthazar added 12 points as did sophomore Harris, who fouled out during the play involving Ziering-Smith.

"They are terrific," Laguna Hills head coach Jim Martin said of Samohi. "They really have some amazing players in [Faulk} and [Balthazar}. Those are some big-time girls."

Next for the Vikings is a date with national powerhouse Long Beach Poly in the quarter finals on Wednesday. The Vikings, who won the title in Division 1A last season, will be making a second trip to Long Beach this season, with the previous meeting ending in a 65-48 loss during the regular season.

"We'll try to build a big lead and hold on for dear life," Verdugo said with a laugh. "I'm feeling confident in our chances."

daniela@smdp.com



FAULK

Samohi looks for boosters

Samohi officials are organizing a booster bus for the CIF-SS playoff game at Long Beach Poly on Wednesday.

The bus will be leaving campus at 4:30 p.m. It will be $13 for adults and $10 for students. The fare includes a ticket to the game.

Contact Assistant Coach Marissa Silvestri at msilvestri@smmusd.org for more information.

DOWNTOWN
FROM PAGE 1

Many people think of the Third Street Promenade in terms of other large shopping centers, like the Grove in West Hollywood or the Americana in Glendale, comparisons that the publicly-held street could never live up to, Lee said.

Instead, Downtown Santa Monica will focus its efforts on living up to its name by creating a vibrant, cultural downtown area and leaving the mall identity to Santa Monica Place.

"A lot of things are happening," Rawson said. "It's nice to have this experience so we know our existing condition."

City Hall, a large stakeholder in the district with several parking structures that fall within the assessment boundaries, has thrown its support behind the effort.

"They are taking very seriously the obligation to make sure there is continued vitality, and that the entire geographic area remains vital and competitive and meets the needs of the community," said Miriam Mack, the economic development manager at City Hall.

The move was a "really brave effort" to re-examine and respond to changing conditions, Mack said.

Although the board voted to change the name of the corporation at its January meeting, the official launch won't occur until the end of February, when the board is expected to give the green light on a new logo, Lee said.

At that point, the physical rebranding will begin, including new stationary, business cards, signage and more.

As it stands, the approval can't come fast enough, Rawson said.

"I haven't ordered new business cards because I don't want to waste the money," she said. "I've had to dig through purses and boxes to find enough to make it."

ashley@smdp.com

SCHOOLS
FROM PAGE 10

incoming 9th graders. "We could not have done it as a school in the district," Bauer said. "There would not have been the funding for it."

At Palisades, teachers earn 8 percent more than their counterparts at district schools, ensuring a top flight teaching staff, said Mike Smith, interim executive director. One drawback — the school does not get busing funds.

As a charter, El Camino, as well as some elementaries, would also get extra funds for low-income students. Currently, El Camino is the only district high school that does not receive anti-poverty funds because only 25 percent of its student body qualifies as disadvantaged, below LAUSD's 40 percent threshold.

By going charter, it would get $415,000 in supplemental funds for those students.

Charters also have a lot more freedom in how they spend state money. While much of the money given to districts is earmarked for specific purposes, say special education, charter funding is not earmarked.

"How do you say no to something like that?" said LAUSD board member Tamar Galatzan, who met with El Camino Real administrators numerous times to try to find other funding avenues, to no avail. "The state has to take a really hard look at how they're funding charters and districts. It's really hard for districts to compete."

For some schools, freedom from onerous teachers' union contracts can be another motivator.

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CITY OF SANTA MONICA
NOTICE INVITING BIDS

NOTICE IS HEREBY GIVEN that the City of Santa Monica invites sealed bids for:

BID #3022: PROVIDE PRINTING OF BUS SCHEDULES AS REQUIRED BY THE BIG BLUE BUS.

Submission deadline is March 8, 2011 at 3:00 PM PT.

Request for bid forms and specifications may be obtained from the City of Santa Monica, 1717 4th St., Suite 250, Santa Monica, California, by calling (310) 458-8281 or by e-mailing your request to kellee.macdonald@smgov.net. Bids must be submitted on forms furnished by the City of Santa Monica.

The bid packet can be downloaded at:
http://vendors.planetbids.com/SantaMonica/QuickSearch.cfm

Vendors interested in doing business with the City of Santa Monica are encouraged to register online at http://www.smgov.net/finance/purchasing/





Texas poised to pass bill allowing guns on campus

JIM VERTUNO
Associated Press

AUSTIN, Texas Texas is preparing to give college students and professors the right to carry guns on campus, adding momentum to a national campaign to open this part of society to firearms.

More than half the members of the Texas House have signed on as co-authors of a measure directing universities to allow concealed handguns. The Senate passed a similar bill in 2009 and is expected to do so again. Republican Gov. Rick Perry, who sometimes packs a pistol when he jogs, has said he's in favor of the idea.

Texas has become a prime battleground for the issue because of its gun culture and its size, with 38 public universities and more than 500,000 students. It would become the second state, following Utah, to pass such a broad-based law. Colorado gives colleges the option and several have allowed handguns.

Supporters of the legislation argue that gun violence on campuses, such as the mass shootings at Virginia Tech in 2007 and Northern Illinois in 2008, show that the best defense against a gunman is students who can shoot back.

"It's strictly a matter of self-defense," said state Sen. Jeff Wentworth, R-San Antonio. "I don't ever want to see repeated on a Texas college campus what happened at Virginia Tech."

Until the Virginia Tech incident, the worst college shooting in U.S. history occurred at the University of Texas, when sniper Charles Whitman went to the top of the administration tower in 1966 and killed 16 people and wounded dozens. Last September, a University of Texas student fired several shots from an assault rifle before killing himself.

Similar firearms measures have been proposed in about a dozen other states, but all face strong opposition, especially from college leaders. In Oklahoma, all 25 public college and university presidents declared their opposition to a concealed carry proposal.

"There is no scenario where allowing concealed weapons on college campuses will do anything other than create a more dangerous environment for students, faculty, staff and visitors," Oklahoma Chancellor of Higher Education Glen Johnson said in January.

University of Texas President William Powers has opposed concealed handguns on campus, saying the mix of students, guns and campus parties is too volatile.

Guns occupy a special place in Texas culture. Politicians often tout owning a gun as essential to being Texan. Concealed handgun license holders are allowed to skip the metal detectors that scan Capitol visitors for guns, knives and other contraband.

Guns on campus bills have been rejected in 23 states since 2007, but gun control activists acknowledge it will be difficult to stop the Texas bill from passing this year. "Things do look bleak," said Colin Goddard, assistant director of federal legislation for the Brady Campaign Against Gun Violence, who was in Austin recently to lobby against the Texas bills.

Goddard was a student at Virginia Tech when he was shot four times in his French class. Student Seung-Hui Cho killed 32 people, including 10 in Goddard's classroom, before shooting himself.

Nasdaq nears 10-year high

DAVID K. RANDALL
AP Business Writer

NEW YORK The Nasdaq finished within 25 points of its highest level in a decade Friday, reminding investors of a time many would rather forget: The bursting of the dot-com bubble.

Today, tech is hot again. Facebook — which hasn't even gone public yet — is worth some $50 billion. Online content company Demand Media rose 33 percent on the day of its initial public offering last month. The Nasdaq composite index closed Friday at 2,834, still only a little more than half its all-time closing high of 5,049 in March 2000. But the index of mostly tech stocks is up 26 percent over the past 12 months.

Should investors be worried about another bubble? Not really, because there's a twist this time around: Technology companies are making money and may valued correctly.

"It is night and day compared to 10 years ago," says Barry Mills, the manager of the $400 million Dreyfus Technology Growth fund. "These business models are real. The revenues are real, and the cash flows are real."

Consider this: Judging by diluted earnings per share, a conservative method of valuing what a company's stocks are worth, the companies in the Nasdaq index were collectively earning $39.28 per share in December 1999 and priced at 103.6 times their annual earnings. Now, the index has diluted earnings per share of $127.64 and a price-earnings ratio of 22.11.

The economic recovery in the U.S. is one reason that technology companies are earning such high profits. Companies put off upgrading their computer systems and other large purchases during the worst days of the recession, and are making up for that now. Others are investing in new technology before they add employees.

International growth is another reason to be optimistic. Half of the profits of the technology companies in the Standard & Poor's 500 index come from outside North America, says Bill Stone, chief investment strategist at PNC Asset Management. China is now the world's second-largest market for PCs, and consumers in emerging market countries are showing strong demand for smart phones.

Technology companies in the S&P 500, a close proxy for the Nasdaq composite, are up 8.4 percent so far this year, about 2 percentage points more than the index as a whole. Last year, tech companies returned 10 percent after dividends, compared with the 15 percent return of the full index.

And tech stocks as a whole may be doing better than index returns show. That's because large companies — with the exception of Apple — that were hot stocks 10 years ago have matured and their stocks have stalled. "The Microsofts, Yahoos, and Googles of the world aren't growing like they used to," says Michael Sansoterra, manager of the $510 million RidgeWorth Large Cap Growth fund.

MLB

Dodgers' Mattingly admits to jitters

ASSOCIATED PRESS

LENDALE, Ariz. In his 14-year playing career, Don Mattingly exuded a quiet confidence. He played like nothing could rattle him, an important trait for a player who spent his entire career with the New York Yankees.

But on Sunday, the first-year Los Angeles Dodgers manager conceded he had some jitters about standing up to give the first speech to the entire team when the position players arrive in camp Monday.

"How long have I been thinking about it? The whole winter," Mattingly said when asked about the speech. "A lot of it is talking from your heart, but making sure I have some type of direction.

"You make notes over time. There will be parts of that speech from things I might have heard my second spring training that I ever went to as a player."

Mattingly said he was nervous when talking to the pitchers and catchers when they reported Wednesday.

"It's the first time. You're starting out and you're trying to create an environment and let the players know how you think," Mattingly said.

The pitchers and catchers will have one more workout at the teams' spring training facility in Glendale on Monday. Most of the position players have already been working out at the facility this week, but Monday is their official reporting day.

The speech is an important one for Mattingly to set the tone and direction of his first season as a major league manager. He inherits a club that lost its way in the second half of 2010, going 80-82 and finishing fourth in the NL West.

Mattingly was the hitting coach for the past three years, so he has relationships with the majority of the roster, which is largely intact from a year ago — only six players on the 40-man roster were not with the Dodgers last year.

"I think the one thing that I have established over the last three years is how well they can rely on my consistency. I don't ever change," Mattingly said. "Some guys know me better than others. I want them to know the way I think and the way I think about playing the game."

So far in camp, the way Mattingly wants the Dodgers to play is with an eye on the details. He says the stuff that doesn't get noticed — like backing up throws to the bases and getting in the right position to defend a bunt — is going to be a big part of his message.

"You won't see it on ESPN, but those things help you win ballgames. That's what we want them to understand," Mattingly said. "All of the little things that form your ballclub, I want them to feel like they know it."

NBA

Nets, Knicks still in hunt for Anthony

ASSOCIATED PRESS

LOS ANGELES The New Jersey Nets still believe they are in the race for Carmelo Anthony, and if not, Mikhail Prokhorov thinks at least they made it harder for the New York Knicks.

In the latest developments in the rivals' pursuit of Anthony, the Knicks insisted Sunday they are on the same page in their pursuit of the Denver Nuggets' All-Star, and that Isiah Thomas isn't involved in it.

Prokhorov told CNBC on Sunday he had a "fantastic" meeting with Anthony on Saturday night. The Russian billionaire had pulled the Nets out of talks last month, and even after they were recently renewed he said he originally had no plans to meet with Anthony during the All-Star weekend.

"As you know, my instinct was to stay away and I still think that is (the) right decision," Prokhorov said. "But when the meeting was fixed, (Nets general manager) Billy King called me and said, 'We need you.' I was convinced and I still think I'm right to stay away, but we have teamwork so sometimes we need to be all together."

The Nets still believe Anthony would agree to sign a contract extension with them that would be a prerequisite to making the deal, despite previous reports that he would only do so if traded to the Knicks.

Even if they can't get an agreement from Anthony, Prokhorov sees value in the Nets' return to the trade talks.

"I think we made a very good tactical decision to force (the) Knicks to pay as much as they can," Prokhorov said. "So it's very good, it's very interesting, it's very competitive."

And it created reports that the Knicks' negotiations had been taken out of the hands of team president Donnie Walsh by Madison Square Garden chairman James Dolan — with Thomas advising him. The team attempted to shoot them down with a statement Sunday.

"We want to make it abundantly clear that we have been in constant communication throughout this process and the three of us are in complete agreement with everything that we are currently working on. Together, we will do what is best for the long-term success of the franchise," said the statement, which was attributed to Dolan, Walsh and coach Mike D'Antoni.

Walsh has been patient in his approach with Anthony, who can become a free agent after the season. The Knicks could just sign him then without having to give up any of their young core in a trade with the Nuggets.

But a New York Daily News report that Dolan had met Thursday with Anthony in Los Angeles, followed by a Yahoo! Sports report that the Knicks had increased their offer to the Nuggets to include three starters, triggered speculation that the owner was overruling his basketball people because he wanted a trade done before Thursday's deadline.

Walsh previously had said he didn't understand the fuss about Dolan's involvement, since ownership always is when a trade becomes closer.

But Dolan's presence has sparked further belief — along with some panic and outrage by Knicks fans — that he is relying on Thomas, the team's former president and coach during a tumultuous 4? years.

Though a plan to rehire Thomas as an official consultant fell through last August because his position as coach of Florida International University prevents him from being employed by an NBA team, Dolan said at the time that he would "continue to solicit his views."

But the Knicks say that's not happening on this deal.

"In addition, we want to make it clear that no one from outside our organization has been involved in this process in any way," the statement read.



SURF REPORT

Surf Conditions **Water Temp:** 58°

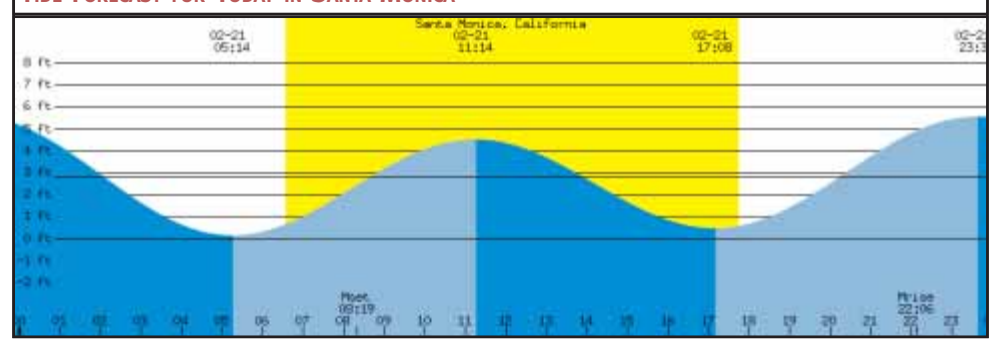
Swell Forecast

Looks rather small at this point, about waist high max.

Long Range Synopsis

So far, looks even smaller.

Tide Forecast for Today in Santa Monica



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 **February 14, 2011**

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

QUICK STATS (for the last 30 days)

- Number of sewage spills -- 1
- Number of beach closures due to a sewage spill -- 0
- Number of wet days -- 4
- Number of A grades for dry/wet weather -- 37 / 34
- Number of (C,D,F) grades for dry/wet weather -- 8 / 7

The Beach Report Card is made possible by: The Diller – von Furstenberg Family Foundation, Groundwork Family Foundation, simplehuman, LAcarGUY, SMA

Heal the Bay reminds you not to swim or surf within 100 yards of any flowing storm drain or for 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 Lechasa and Los Alisos creeks.	A+	A+
Encinal Canyon at El Matador State Beach.	B	A+
Broad Beach at Trancas Creek mouth.	C	A+
Zuma Beach at Zuma Creek mouth.	A+	A+
Walnut Creek, projection of Wildlife Rd. (private).	A	A+
Paradise Cove Pier at Ramirez Canyon Creek mouth.	F	A+
Escondido Creek, just east of Escondido State Beach.	B	B
Latigo Canyon Creek mouth.	A	B
Solstice Canyon at Don Blocker County Beach.	A	A+
Puerco State Beach at creek mouth.	D	A+
Marie Canyon storm drain at Puerco Beach, at 24572 Malibu Rd..	A+	A+
Surfrider Beach at Malibu Colony fence.	A+	A+
Surfrider Beach (breach location)- daily.	F	F
Malibu Pier - 50 yards east.	D	B
Carbon Beach at Sweetwater Canyon.	A	A+
Los Flores State Beach at Los Flores Creek (point zero).	A	A+
Big Rock Beach at 19948 PCH stairs.	A+	A+
Pena Creek at Los Tunos County Beach.	A+	A+
Tuna Canyon.	A+	ns
Topanga State Beach at creek mouth.	F	A+
Castlerock Storm Drain at Castle Rock Beach.	A+	A+
Santa Ynez Storm Drain at Castle Rock Beach.	A+	A+
Will Rogers State Beach at 17200 PCH (1/4 mile east of Sunset drain).	A+	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+	A+
Will Rogers State Beach at Temescal Canyon drain.	A+	A+
Will Rogers State Beach at Santa Monica Canyon drain (Chautauqua).	F	A+
Santa Monica Beach at Montana Ave. drain.	A+	A+
Santa Monica Beach at Wilshire Blvd. drain.	F	B
Santa Monica Municipal Pier.	A	C
Santa Monica Beach at Pico/Kenter storm drain.	A	B
Santa Monica Beach at Strand St. (in front of the restrooms).	A+	F
Ocean Park Beach at Ashland Ave. drain.	A	A+
Venice City Beach, at the Rose Ave. storm drain.	A	D
Venice Beach at Brooks Ave. drain.	A+	A+
Venice Beach at Windward Ave. drain.	A+	A+
Venice Fishing Pier - 50 yards south.	A+	A+
Venice Beach- projection of Topsail St.	A	F
Marina del Rey, Mothers' Beach- lifeguard tower.	A	B
Dockweiler State Beach at Ballona Creek mouth.	A	A
Dockweiler State Beach at Culver Blvd. drain.	A+	A+
North Westchester Storm Drain at Dockweiler State Beach.	A+	A+
Dockweiler State Beach at World Way (south of D&W jetty).	A+	D
Dockweiler State Beach at Imperial Hwy drain.	B	A+
Dockweiler Beach- opposite Hyperion Treatment Plant.	A+	A+
Dockweiler State Beach at Grand Ave. drain.	A	D

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 non-profit environmental organization dedicated to making Santa Monica Bay and Southern California coastal waters safe and healthy for people and marine life.

Heal the Bay

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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MOVIE TIMES

Aero Theatre
1328 Montana Ave.
(310) 260-1528

Call theater for information.

AMC Loews Broadway 4
1441 Third Street Promenade
(310) 458-6232

Roommate (PG-13) 1hr 33min
12:00pm, 2:30pm, 5:00pm, 7:30pm, 10:00pm

True Grit (PG-13) 1hr 50min
11:20am, 1:55pm, 4:35pm, 7:15pm, 9:55pm

I Am Number Four (PG-13) 1hr 44min
10:25am, 1:00pm, 3:45pm, 6:30pm, 9:15pm

Unknown (PG-13) 1hr 49min
10:35am, 1:15pm, 4:10pm, 7:00pm, 9:45pm

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

Gnomeo & Juliet 3D (PG) 1hr 24min
11:30am, 1:50pm, 4:10pm, 6:30pm, 8:50pm

Just Go With It (PG-13) 1hr 50min
10:30am, 1:30pm, 4:30pm, 7:30pm, 10:20pm

No Strings Attached (R) 1hr 50min
11:35am, 2:25pm, 5:10pm, 7:55pm, 10:35pm

I Am Number Four (PG-13) 1hr 44min
11:25am, 2:15pm, 5:00pm, 7:45pm, 10:30pm

Black Swan (R) 1hr 50min
10:55am, 1:35pm, 4:15pm, 7:00pm, 9:45pm

Justin Bieber Never Say Never 3D (G) 1hr 45min
10:10am, 10:55am, 12:45pm, 1:50pm, 3:30pm, 4:30pm, 6:15pm, 7:15pm, 9:00pm, 10:00pm

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

Waste Land (NR) 1hr 38min
11:00am

King's Speech (R) 1 hour 58 min
1:10pm, 4:00pm, 7:00pm, 9:50pm

Carbon Nation (NR) 1hr 26min
11:00am

Biutiful (R) 2hrs 27min
1:20pm, 4:40pm, 8:00pm

Illusionist (L'illusionniste) (PG) 1hr 22min
1:10pm, 3:20pm, 5:30pm, 7:40pm, 9:45pm

Immigration Tango (R) 1hr 30min
1:00pm, 3:15pm, 5:30pm, 7:50pm, 10:10pm

Queen of the Lot (R) 1hr 54min
11:00am

Harmony Game: The Making of Bridge Over Troubled Water (NR) 1hr
11:00am

AMC Criterion 6
1313 Third Street Promenade
(310) 395-1599

Eagle (PG-13) 1hr 54min
11:00am, 1:45pm, 4:35pm, 7:25pm, 10:15pm

Just Go With It (PG-13) 1hr 50min
12:30pm, 3:30pm, 6:30pm, 9:20pm

Big Mommas: Like Father, Like Son (PG-13) 1hr 47min
10:50am, 1:25pm, 2:10pm, 4:15pm, 7:00pm, 9:45pm, 10:45pm

Unknown (PG-13) 1hr 49min
11:15am, 2:05pm, 4:55pm, 7:45pm, 10:35pm

Fighter (R) 1hr 54min
11:10am, 4:50pm, 7:40pm, 10:30pm

Gnomeo & Juliet (PG) 1hr 24min
10:45am, 1:00pm, 3:20pm, 5:40pm, 8:00pm

For more information, e-mail news@smdp.com

Slow down, Taurus

ARIES (March 21-April 19)
★★★★★ Defer to others, as that might be the most effective path. Encourage a discussion that involves work or a daily matter. You might be delighted! A meeting inspires you and those in it. Tonight: Sort through the possibilities.

TAURUS (April 20-May 20)
★★★ You could be juggling a lot. A meeting or discussion with a friend or associate could pile on even more to do, though it is your pleasure. Direct some of your energy into making a long-term dream possible, which might involve an authority figure. Tonight: Slow down.

GEMINI (May 21-June 20)
★★★★★ When others note how creative and dynamic your thoughts are, they also are asking you to pitch in with a project. You not only are flattered but also are even more inspired. You are making an impression on those who count! Tonight: Respond to your need to frolic.

CANCER (June 21-July 22)
★★★★ You might want to relate directly to others. Lying back also works, as you need time to think through a decision. Research might play a key role in a decision. Tonight: Close to home. Make it easy.

LEO (July 23-Aug. 22)
★★★★★ Knowing what is important to do and say at the right time always is helpful. You often take that skill for granted. It is more than manners; it is an intuitive ability. Communicate with someone you trust about a financial or emotional matter. Tonight: Whatever pleases you.

VIRGO (Aug. 23-Sept. 22)
★★★★ Your conversations are vital and full of fun. Honor the differences between you and others. You will discover how verbal the people in your life can become if you demonstrate that respect. If you need more funds, quit risking, and also pick up an odd job or two. Tonight: Pay bills first.

LIBRA (Sept. 23-Oct. 22)
★★★★★ You are all smiles. Don't kid yourself -- others are quite perceptive to your moods. If you are wanting to indulge or flatter someone, a mere sentence and a little time will do the trick -- today. Let your imagination come out with a child or loved one. Tonight: Fun and games.

SCORPIO (Oct. 23-Nov. 21)
★★★ Take your time, especially if you sense that you might not be able to hit fifth gear. A slow but deliberate pace can work too, especially if you need feedback or more information. Use your instincts with a family member who can be illusive. Tonight: Vanish, if you can.

SAGITTARIUS (Nov. 22-Dec. 21)
★★★★ Never say "no" to a supporter's offer to help. You might regret it later, like today. You find that focusing on other meetings helps get you closer to a goal. Listening to others helps you decide which way to go. Tonight: Let your imagination rock and roll.

CAPRICORN (Dec. 22-Jan. 19)
★★★ A must appearance allows greater give-and-take. Others join you. No one can doubt the strength of your leadership, even if they question some of your choices. An investment might not be all that it is portrayed to be. Tonight: Burning the candle at both ends.

AQUARIUS (Jan. 20-Feb. 18)
★★★★★ Keep reaching out for that special someone at a distance. You might feel better than you have in a long while. Your sense of humor comes out when dealing with a money matter. What floats through your mind like a wild idea might be possible. Tonight: Choose some cotton candy for the mind!

PISCES (Feb. 19-March 20)
★★★★ A partnership defines your day. The power of a conversation could stump you. You might discover that some of your response was over the top. Talk to a friend -- someone you trust -- more openly. Tonight: How about dinner for two?

Happy birthday

This year, you have the rare opportunity to nod your head and go for what you want. An illusive or deceptive element could surround a goal. A partner or friend could be overly serious, dragging you down but keeping you realistic. If you are single, check out someone you meet with great care. He or she might not be all that you think. If you are attached, enjoy the rose-colored haze that develops between you two. LIBRA can be stern sometimes!

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



MYSTERY PHOTO

Brandon Wise *brandonw@smdp.com*

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

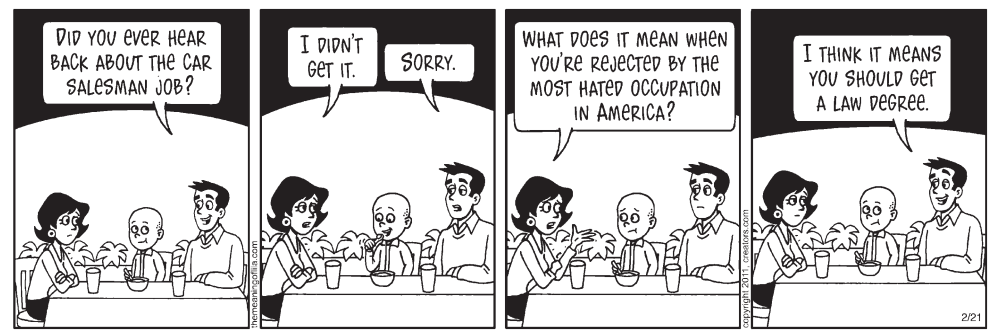
Garfield

By Jim Davis



The Meaning of Lila

By John Forgetta & L.A. Rose



Girls and Sports

By Justin Borus and Andrew Feinstein



Strange Brew

By John Deering



Speed Bump

By Dave Coverly



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 ★

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

King Features Syndicate

GETTING STARTED

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

SOLUTIONS TO YESTERDAY'S PUZZLE

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

"IRA Rollover Do's and Don'ts"

"Retirees and Soon to be Retired Make These Mistakes Losing Thousands of Dollars"

A nationally known financial expert says many retirees and boomers who rollover their retirement savings accounts make these mistakes, costing themselves and their families thousands of dollars! They risk their retirement security, increasing the chance they could outlive their money. This is true whether they handle their savings themselves, or with help from a professional! Are you needlessly losing thousands of dollars? **Find out NOW, Call toll-free, 800-238-1719 for a free consultation on the do's and don'ts of IRA rollovers and generating income in your retirement. CALL NOW, before it's too late!**

CROSSWORD

By THOMAS JOSEPH

ACROSS

1 Reading aids
6 Packs down
11 Verdi work
12 Perfect
13 "The Devil and Daniel Webster" writer
14 Figure out
15 Uses a needle
17 Slugger Williams
18 Allot
22 Like some cheese
23 Chide
27 Shows fondness
29 Become prevalent
30 Pebbles
32 Chilly
33 Circus swings
35 Chick's mother
38 Proceed slowly
39 Came up
41 Renter's paper
45 Easy two-pointer
46 Come in
47 Fragrance
48 Take the wheel

2 Orangutan, for one
3 Fellows
4 February honoree
5 Unable to eat another bite
6 Sneezer's needs
7 Hubbub
8 Liquefy
9 Make roads
10 Winter glider
16 Spider's creation
18 June honorees
19 "— You Babe"
20 White House power
21 Earlier case
24 Whole range
25 Floor unit
26 Finishes
28 Eden tempter
31 Mineo of movies
34 Magnet ends
35 Millinery buys
36 McCormack of "Will & Grace"
37 "Yup" opposite
40 Sermon topic
42 Had supper
43 Glimpse
44 Mess up

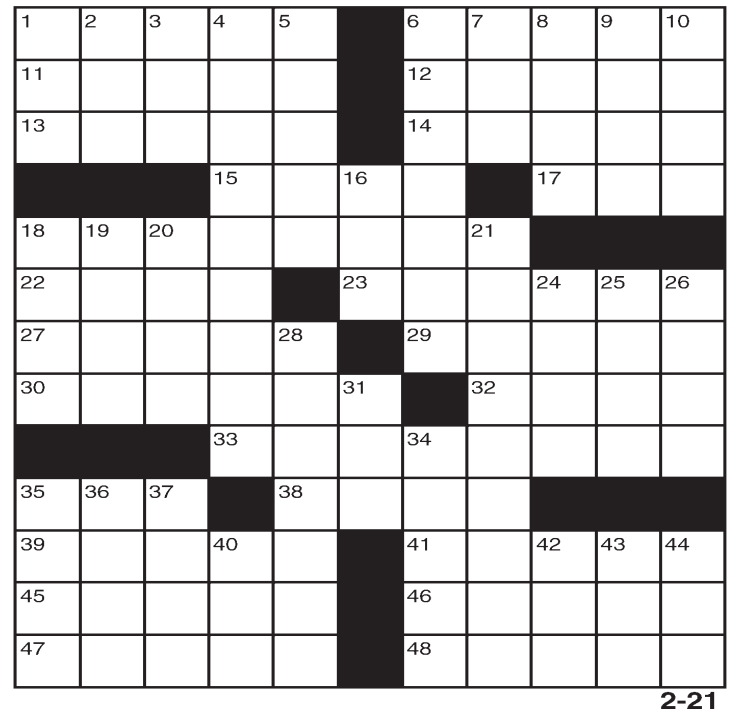
DOWN

1 High hit, in tennis

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

Saturday's answer

NEW CROSSWORD BOOK! Send $4.75 (check/m.o.) to Thomas Joseph Book 1, P.O. Box 536475, Orlando, FL 32853-6475



2-21

ARITHMO™

CrossMath + × − ÷

• Fill the grid with the set of given numbers (1 to 12) to satisfy the Equa demands (7 to 24) in the shaded boxes. The Equa demands represent the sum of the digits that you will insert into the empty squares.

• Each horizontal row has one Equa demand to satisfy; each vertical column also has one demand to satisfy. Each empty square in the grid dictates the math operation (addition +, subtraction -, multiplication X, and division ÷) that must be performed to meet the demands.

• You must follow the given math operations for each square and you must make sure all the numbers satisfy the demands in the shaded boxes when connected in adjacent threes and calculated together from left to right, and top to bottom.

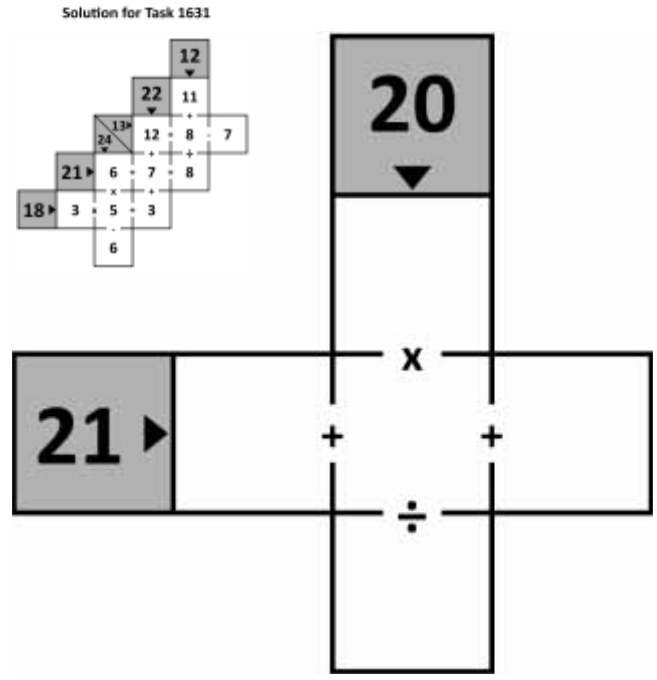
• The numbers you insert into the grid must satisfy the Equa demands both horizontally and vertically.

For more games, go to www.arithmo.com

Fill in the empty fields with the given numbers so when calculated together they satisfy all Equas in the gray boxes:

2, 3, 6, 9, 10

Solution for Task 1631



DAILY LOTTERY

MEGA MILLIONS: 5 6 7 30 45 Meganumber: 42 Jackpot: $64M

SUPER LOTTO PLUS: 6 7 12 19 30 Meganumber: 10 Jackpot: $7M

Fantasy 5: 2 3 8 11 24

DAILY 3: MIDDAY: 2 6 3 EVENING: 5 3 3

DAILY DERBY: 1st: 07 Eureka 2nd: 12 Lucky Charms 3rd: 09 Winning Spirit RACE TIME: 1:44.53

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

NEWS OF THE WEIRD
BY CHUCK SHEPARD

■ The ear has a "G-spot," explained the Santa Clara, Calif., ear-nose-and-throat surgeon, and thus the moans of ecstasy that Vietnamese "ear pickers" reportedly elicit from their clients might well be justified. A San Jose Mercury News reporter, dispatched to Ho Chi Minh City in January to check it out, learned that barber shop technicians could sometimes coax "eargasms" (as they removed wax) by tickling a certain spot next to the ear drum served by multiple nerve endings and paper-thin skin. Said one female client, "Everybody is afraid the first time, but after, it's, 'Oh my God!'" Said one Vietnamese man, returning home after a trip abroad, and who went immediately from the airport to a "hot toc" parlor for a picking, "(This) brings a lot of happiness."

■ Two San Francisco-area counselors recently formed Men of Tears -- a male support group to encourage crying, according to a January San Francisco Chronicle reporter, who observed as nine men recounted touching events in their lives, accompanied by tears that, according to the counselors, make them emotionally stronger and less hostile. One of the counselors praised the recent public cries by Speaker of the House John Boehner and hoped that President Obama (who stopped just short of tears at the memorial service for victims of the recent Tucson, Ariz., shootings) would someday step over that line.

■ Disabled wheelchair user Jim Starr, 36, of Dorchester, England, was recently ordered off of public roads because his "chair" is too big. Authorities told him that his custom-made, motorized chair with caterpillar treads instead of wheels, which moves like a tank, would have to be licensed like one ("Category H" vehicle, one category higher than a "road roller"). Starr said his chair was the only way he could play at the beach with his kids.

TODAY IN HISTORY

1958 The Peace symbol is designed and completed by Gerald Holtom, commissioned by Campaign for Nuclear Disarmament, in protest against the Atomic Weapons Research Establishment.

WORD UP!

malinger \ muh-LING-guhr \ , intransitive verb;
1. To feign or exaggerate illness or inability in order to avoid duty or work.

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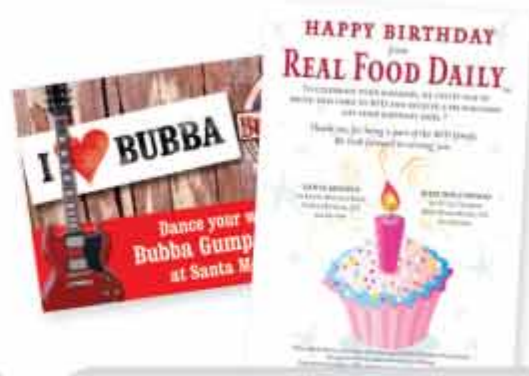

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Santa Monica Daily Press

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SANTA MONICA $1250 1bdrms, 1 bath, no pets, stove, refrigerator, parking, 1935 Cloverfield Blvd. #7 Opean Daily for viewing 9am-7pm. Additional info in Unit. Manager in #9

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Notices

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Name Changes

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. ES014597
Superior Court of California, County of Los Angeles
Petition of ISABELLA MAYES BY AND THROUGH HER GUARDUAN AD LITEM AMY MORGAN for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: AMY MORGAN filed a petition with this court for a decree of changing names as follows: ISABELLA VICTORIA MAYES to ISABELLA VICTORIA MORGAN. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: MARCH 18, 2011 Time: 8:30AM, Dept. B
The address of the court is Superior Court North District, 300 East Olive Avenue, Burbank, CA 91502.
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: FEB 11, 2011
MARY THORNTON HOUSE
SUPERVISING JUDGE
2/14/2011, 2/21/2011, 2/28/2011, 03/07/2011

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. SS020430
Superior Court of California, County of Los Angeles
Petition of RICHARD MYERS AND ASA RUHR for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: RICHARD MYERS AND ASA RUHR filed a petition with this court for a decree of changing names as follows: ALICE FERN ELISABETH MYERS to ALICE FERN ELISABETH RUHR-MYERS. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: 3/17/11 Time: 8:30AM, Dept. A., Room 104
The address of the court is 1725 Main St., Santa Monica, CA 90401.
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: FEB 11, 2011
GERALD ROSENBERG
Judge Of The Superior Court
2/14/2011, 2/21/2011, 2/28/2011, 3/7/2011

DBAS

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0127500
The following person(s) is (are) doing business as: RESTAURANTE HERMANO CENTROAMERICANO, 3419 W. VENICE BLVD., L.A., CA 90019. Full name of registrant(s) is (are) LUIS A. MEDINA, 4623 W. 21st ST., L.A., CA 90016. This Business is conducted by: AN INDIVIDUAL. Signed: LUIS A. MEDINA. This statement was filed with the County Clerk of Los Angeles County on 01/24/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Jan. 31, Feb. 07, 14, 21, 2011
Publish: Santa Monica Daily Press

FILE NO. 2011-0127501
STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
The following person(s) has/have abandoned the use of the fictitious business name: RESTAURANTE HERMANO CENTRO AMERICANO #3, 1927 S. WESTERN AVE., L.A., CA 90016. The fictitious business name referred to above was filed on 08/27/2009, in the county of Los Angeles. The original file number of 20091321270. The business was conducted by: CO-PARTNERS. This statement was filed with the County Clerk of Los Angeles on 01/24/2011. The business information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false, is guilty of a crime.) SIGNED: ANA DELGADO/OWNER.
Pub. Jan. 31, Feb. 07, 14, 21, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0079498
The following person(s) is (are) doing business as: UMBRELLA MOBILE DETAILING SERVICE, 613 E. 29th ST., L.A., CA 90011. Full name of registrant(s) is (are) DAVID FUENTES, 613 E. 29th ST., L.A., CA 90011. This Business is conducted by: AN INDIVIDUAL. Signed: DAVID FUENTES. This statement was filed with the County Clerk of Los Angeles County on 01/13/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 01/13/11. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Jan. 31, Feb. 07, 14, 21, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110030377 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/06/2011 The following person(s) is (are) doing business as AMPERSAND AND AMPERSAND. The full name of registrant(s) is/are: PAULINE R, HALL; ANDREW B. BARKAN 2018 1/2 5TH ST.; 2018 1/2 5TH ST SANTA MONICA, CA 90405; SANTA MONICA, CA 90405. This Business is being conducted by: Husband and Wife. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/1/2010. /s/: PAULINE R. HALL; PARTNER. This statement was filed with the County Clerk of LOS ANGELES County on 01/06/2011. 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 01/31/2011, 02/07/2011, 02/14/2011, 02/21/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110144223 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/26/2011 The following person(s) is (are) doing business as AMERICAN HECHO; A/H AMERICAN HECHO. The full name of registrant(s) is/are: HADRIAN MIGUEL; PATRICK TOOMEY 2122 NAVY STREET; 2122 NAVY STREET SANTA MONICA, CA 90405; SANTA MONICA, CA 90405 . This Business is being conducted by: a Partnership. The registrant commenced to transact business under the fictitious business name or names listed on (Date)12/27/2010. /s/: HADRIAN MIGUEL; OWNER. This statement was filed with the County Clerk of LOS ANGELES County on 01/26/2011. 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 01/31/2011, 02/07/2011, 02/14/2011, 02/21/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110120479 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/21/2011 The following person(s) is (are) doing business as MB PROFESSIONAL SERVICES. The full name of registrant(s) is/are: MONICA BARBOSA 10146 GARFIELD AVENUE SOUTH GATE, CA 90280. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/03/2011. /s/: MONICA BARBOSA; OWNER. This statement was filed with the County Clerk of LOS ANGELES County on 01/21/2011. 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 01/31/2011, 02/07/2011, 02/14/2011, 02/21/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110153609 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/27/2011 The following person(s) is (are) doing business as JMK ENTERTAINMENT. The full name of registrant(s) is/are: JASON MARC KACHEL 11908 DOROTHY ST. #209 LOS ANGELES, CA 90049. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/10/2011. /s/: JASON KACHEL; PRESIDENT/OWNER. This statement was filed with the County Clerk of LOS ANGELES County on 01/27/2011. 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 01/31/2011, 02/07/2011, 02/14/2011, 02/21/2011.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110146008 NEW FILING This statement was filed with the County Clerk of LOS ANGELES on 01/26/2011 The following person(s) is (are) doing business as DR. FOSTER'S ESSENTIALS. The full name of registrant(s) is/are: CYNTHIA FOSTER 1308 FRANKLIN ST #B SANTA MONICA, CA 90404; LOS ANGELES, CA 90015. This Business is being conducted by: an Individual. This statement was filed with the County Clerk of LOS ANGELES County on 01/26/2011. 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 01/31/2011, 02/07/2011, 02/14/2011, 02/21/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110137533 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/25/2011 The following person(s) is (are) doing business as A DREAM COME TRUE PARTY. The full name of registrant(s) is/are: NOELLE BONHOMME 10153 1/2 RIVERSIDE DRIVE #188 TOLUCA LAKE, CA 91602. 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/:NOELLE BONHOMME; OWNER. This statement was filed with the County Clerk of LOS ANGELES County on 01/25/2011. 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 01/31/2011, 02/07/2011, 02/14/2011, 02/21/2011.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0120557
The following person(s) is (are) doing business as: CAFÉ LOBOS; LOBOS CAFÉ, 4125 SHELBURN CT., L.A., CA 90065. Full name of registrant(s) is (are) THE SEAWOLF GROUP, LLC, 4125 SHELBURN CT., L.A., CA 90065. This Business is conducted by: A CORPORATION. Signed: JASMINE WOLF. This statement was filed with the County Clerk of Los Angeles County on 01/21/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Jan. 31, Feb. 07, 14, 21, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0150595
The following person(s) is (are) doing business as: COOLING PARTS DEPOT, 3834 PLATT AVE., LYNWOOD, CA 90262. Full name of registrant(s) is (are) ALEJANDRO MARQUEZ, 3834 PLATT AVE., LYNWOOD, CA 90262. This Business is conducted by: AN INDIVIDUAL. Signed: ALEJANDRO MARQUEZ. This statement was filed with the County Clerk of Los Angeles County on 01/27/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Jan. 31, Feb. 07, 14, 21, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0152524
The following person(s) is (are) doing business as: EAST LOS ANGELES SLUGGERS, 140 N. DITMAN AVE., L.A., CA 90063. Full name of registrant(s) is (are) DALIA CUIRIZ, JORGE CUIRIZ, 140 N. DITMAN AVE., L.A., CA 90063. This Business is conducted by: CO-PARTNERS. Signed: DALIA CUIRIZ. This statement was filed with the County Clerk of Los Angeles County on 01/27/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 01/27/11. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Jan. 31, Feb. 07, 14, 21, 2011
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FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0137308
The following person(s) is (are) doing business as: NUEVO AMANECER PUBLISH; EDITORA NUEVO AMANECER, 278 N. WILSHERE AVE. #B5, ANAHEIM, CA 92801. Full name of registrant(s) is (are) PEDRO C. RODRIGUEZ, SARA SANCHEZ, 278 N. WILSHERE AVE. #B5, ANAHEIM, CA 92801. This Business is conducted by: CO-PARTNERS. Signed: PEDRO C. RODRIGUEZ. This statement was filed with the County Clerk of Los Angeles County on 01/25/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Jan. 31, Feb. 07, 14, 21, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0117624
The following person(s) is (are) doing business as: PERFECTION NO 3 NAILS, 338 N. AZUSA AVE., WEST COVINA, CA 91791. Full name of registrant(s) is (are) GIA DIEN LAM, 1533 PALM AVE. #L, SAN GABRIEL, CA 91776. This Business is conducted by: AN INDIVIDUAL. Signed: GIA DIEN LAM. This statement was filed with the County Clerk of Los Angeles County on 01/21/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 06/25/2003. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Jan. 31, Feb. 07, 14, 21, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0133409
The following person(s) is (are) doing business as: PHOENIX ENGINEERING, 13208 ARCTIC CIR., SANTA FE SPRINGS, CA 90670. Full name of registrant(s) is (are) HIS INDUSTRIES, INC., 13208 ARCTIC CIR., SANTA FE SPRINGS, CA 90670. This Business is conducted by: A CORPORATION. Signed: DAVID D. SWEET. This statement was filed with the County Clerk of Los Angeles County on 01/25/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 01/21/1997. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Jan. 31, Feb. 07, 14, 21, 2011
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FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0121249
The following person(s) is (are) doing business as: R and R-N-MINUTES, 13801 PARAMOUNT BLVD. #5-117, PARAMOUNT, CA 90723. Full name of registrant(s) is (are) CLARICA McGUIRE, 13801 PARAMOUNT BLVD. #5-117, PARAMOUNT, CA 90723. This Business is conducted by: AN INDIVIDUAL. Signed: CLARICA McGUIRE. This statement was filed with the County Clerk of Los Angeles County on 01/21/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Jan. 31, Feb. 07, 14, 21, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110198496 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/04/2011 The following person(s) is (are) doing business as HEALTHY CHICKEN CAFE. The full name of registrant(s) is/are: NISHA KHURANA 8321 SPARROW LANE LA PALMA, CA 90623. 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/:NISHA KHURANA; OWNER. This statement was filed with the County Clerk of LOS ANGELES County on 02/04/2011. 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 02/07/2011, 02/14/2011, 02/21/2011, 02/28/2011.

DBAS

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110168152 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/31/2011 The following person(s) is (are) doing business as GRACELAND FAMILY DAY CARE. The full name of registrant(s) is/are: SUSAN GRACE 21310 ALVAR PLACE CARSON, CA 90745. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)02/2008. /s/: SUSAN GRACE; CEO. This statement was filed with the County Clerk of LOS ANGELES County on 01/31/2011. 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 02/07/2011, 02/14/2011, 02/21/2011, 02/28/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110136459 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/25/2011 The following person(s) is (are) doing business as DREAM TEAM PRODUCTION. The full name of registrant(s) is/are: STEFANO PEDRETTI 19441 OPAL LANE #283 SANTA CLARITA, CA 91350. 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/:STEFANO PEDRETTI; CEO. This statement was filed with the County Clerk of LOS ANGELES County on 01/25/2011. 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 02/07/2011, 02/14/2011, 02/21/2011, 02/28/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110085900 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/14/2011 The following person(s) is (are) doing business as CURVE MARKETING. The full name of registrant(s) is/are: DAVID BRUNO 1010 CALIFORNIA AVE #308 SANTA MONICA, CA 90403. 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/:DAVID BRUNO; FOUNDER . This statement was filed with the County Clerk of LOS ANGELES County on 01/14/2011. 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 02/07/2011, 02/14/2011, 02/21/2011, 02/28/2011.

Statement of Abandonment of Use of Fictitious Business Name
Document Record #20100053869
Current File No. 20110161574
State of California, County of Los Angeles
The following person(s) has/have abandoned the use of the fictitious Business name:
DEMEANOUR CUT AND SEWN FOR THE BRAIN, 11715 S. ROBERTSON BLVD# 107, LOS ANGELES, CA 90035
The fictitious business name referred to above was filed on 1/13/10 n the county of LOS ANGELES.
Registered owners: ALFRED CHERRINGTON JR, 313 E FAIRVIEW BLVD, APT #B, INGLEWOOD, CA 90302
This business is conducted by: INDIVIDULA
/s/ LINDA MAJEWSKI, PARTNER
This statement was filed with the County Clerk of Los Angeles County on 1/28/2011
Published: SANTA MONICA DAILY PRESS 2/7/2011, 2/14/2011, 2/21/2011, 2/28/2011

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0191994
The following person(s) is (are) doing business as: FINESSE WINDOW MAINTENANCE, 4975 FRANKLIN AVE., HOLLYWOOD, CA 90027. Full name of registrant(s) is (are) WILLIAM ONLY, 4975 FRANKLIN AVE., HOLLYWOOD, CA 90027. This Business is conducted by: AN INDIVIDUAL. Signed: WILLIAM ONLY. This statement was filed with the County Clerk of Los Angeles County on 02/03/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Feb. 07, 14, 21, 28, 2011
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FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0192529
The following person(s) is (are) doing business as: BARZINI ENTERPRISES; I.M.P.A.C.T STEP, 1210 ? W.88th ST., L.A., CA 90044. Full name of registrant(s) is (are) JASON A. HANNANS, 1210 ? W. 88th ST., L.A., CA 90044. This Business is conducted by: AN INDIVIDUAL. Signed: JASON A. HANNANS. This statement was filed with the County Clerk of Los Angeles County on 02/03/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 2/3/2011. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Feb. 07, 14, 21, 28, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0168058
The following person(s) is (are) doing business as: WF ATHLETICS TRAINING CENTER; WF ATHLETICS, 1959 N. ONTARIO ST., BURBANK, CA 91505. Full name of registrant(s) is (are) LYNWOOD ROBINSON, 736 S. MARIPOSA ST., BURBANK, CA 91506. This Business is conducted by: AN INDIVIDUAL. Signed: LYNWOOD ROBINSON. This statement was filed with the County Clerk of Los Angeles County on 01/31/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Feb. 07, 14, 21, 28, 2011
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FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0157851
The following person(s) is (are) doing business as: EL SABOR K-TRACHO, 4184 S. FIGUEROA ST., L.A., CA 90037. Full name of registrant(s) is (are) RICARDO PANIAGIA, 4181 S. FIGUEROA ST., L.A., CA 90037. This Business is conducted by: AN INDIVIDUAL. Signed: RICARDO PANIAGIA. This statement was filed with the County Clerk of Los Angeles County on 01/28/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Feb. 07, 14, 21, 28, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0157416
The following person(s) is (are) doing business as: BLESSED SMOG CHECK, 300 W. ROSECRANS AVE., COMPTON, CA 90222. Full name of registrant(s) is (are) JUAN CARLOS PINTO, 234 E. 47th ST. SPC 34, LONG BEACH, CA 90805. This Business is conducted by: AN INDIVIDUAL. Signed: JUAN CARLOS PINTO. This statement was filed with the County Clerk of Los Angeles County on 01/28/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Feb. 07, 14, 21, 28, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0156704
The following person(s) is (are) doing business as: LUZRA BELLA, 1751 REDDING, ROSEMEAD, CA 91770. Full name of registrant(s) is (are) EUDOCIA ZAPATA, 1751 REDDING AVE., ROSEMEAD, CA 91770, ALEYDA SANCHEZ, , VICTORIA SOLORZANO, 112708 BENFIELD AVE., NORWALK, CA 90650. This Business is conducted by: A GENERAL PARTNERSHIP. Signed: EUDOCIA C. ZAPATA. This statement was filed with the County Clerk of Los Angeles County on 01/28/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Feb. 07, 14, 21, 28, 2011
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FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0169043
The following person(s) is (are) doing business as: MECHANIC SPECIALISTS, 1132 E. WASHINGTON BLVD., L.A., CA 90021. Full name of registrant(s) is (are) DAISY CRISTOBAL, GERARDO AGUIRRE ROSETE, 9406 PARMELEE AVE., L.A., CA 90002. This Business is conducted by: CO-PARTNERS. Signed: DAISY CRISTOBAL. This statement was filed with the County Clerk of Los Angeles County on 01/31/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Feb. 07, 14, 21, 28, 2011
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FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0153811
The following person(s) is (are) doing business as: SINALOA INSURANCE SERVICES, 5985 FLORENCE AVE. STE L, BELL GARDENS, CA 90201. Full name of registrant(s) is (are) HUMBERTO M. GARCIA, 5985 FLORENCE AVE. STE L, BELL GARDENS, CA 90201. This Business is conducted by: AN INDIVIDUAL. Signed: HUMBERTO GARCIA. This statement was filed with the County Clerk of Los Angeles County on 01/27/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Feb. 07, 14, 21, 28, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0145959
The following person(s) is (are) doing business as: SUPERIOR PROCESS SERVICE, 313 W. AVENUE 37, L.A., CA 90065. Full name of registrant(s) is (are) JAMES SCHLIFKE, 313 W. AVENUE 37, L.A., CA 90065. This Business is conducted by: AN INDIVIDUAL. Signed: JAMES SCHLIFKE. This statement was filed with the County Clerk of Los Angeles County on 01/26/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 1/26/11. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Feb. 07, 14, 21, 28, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0155518
The following person(s) is (are) doing business as: FOOL'S GOLD MINING COMPANY, 12735 PUTNAM ST., WHITTIER, CA 90602. Full name of registrant(s) is (are) STEVEN CORTEZ, 12735 PUTNAM ST., WHITTIER, CA 90602, RICARDO MAGANA, 11162 HADLEY ST., WHITTIER, CA 90606. This Business is conducted by: A GENERAL PARTNERSHIP. Signed: STEVEN CORTEZ. This statement was filed with the County Clerk of Los Angeles County on 01/28/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Feb. 07, 14, 21, 28, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110227931 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/10/2011 The following person(s) is (are) doing business as LA GREEN BUIDLING. The full name of registrant(s) is/are: MARC LE CORMET 12838 SHORT AVE 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/:MARCH LE CORMET. This statement was filed with the County Clerk of LOS ANGELES County on 02/10/2011. 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 02/14/2011, 02/21/2011, 02/28/2011, 03/07/2011.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110218024 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/09/2011 The following person(s) is (are) doing business as NATALIE WEINMANN DESIGN. The full name of registrant(s) is/are: NATALIE R. WEINMANN 438 EAST RUSHC ROAD SANTA MONICA, CA 90402. 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/:NATALIE WEINMANN. This statement was filed with the County Clerk of LOS ANGELES County on 02/09/2011. 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 02/14/2011, 02/21/2011, 02/28/2011, 03/07/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110219625 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/09/2011 The following person(s) is (are) doing business as ARTS ADVENTURES. The full name of registrant(s) is/are: CELENA TURNEY 2800 NEILSON WAY #1004 SANTA MONICA, CA 90405. This Business is being conducted by: an Individual. This statement was filed with the County Clerk of LOS ANGELES County on 02/09/2011. 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 02/14/2011, 02/21/2011, 02/28/2011, 03/07/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110169705 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/31/2011 The following person(s) is (are) doing business as HAYLEY B. ATKIN. The full name of registrant(s) is/are: HAYLEY ATKIN 534 BROADWAY ST. #2 VENICE, CA 90291. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date). /s/: HAYLEY ATKIN; OCT 7 ST 2010. This statement was filed with the County Clerk of LOS ANGELES County on 01/31/2011. 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 02/14/2011, 02/21/2011, 02/28/2011, 03/07/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110199074 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/04/2011 The following person(s) is (are) doing business as SAHAR VERDI D.D.S. The full name of registrant(s) is/are: SAHAR VERDI 174 N SWALL DRIVE BEVERLY HILLS, CA 90211. 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/:SAHAR VERDI, DDS; OWNER. This statement was filed with the County Clerk of LOS ANGELES County on 02/04/2011. 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 02/14/2011, 02/21/2011, 02/28/2011, 03/07/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 201100228185 NEW FILING This statement was filed with the County Clerk of LOS ANGELES on 02/10/2011 The following person(s) is (are) doing business as WESTWOOD VILLAGE CHIROPRACTIC. The full name of registrant(s) is/are: BRIAN KEN NISHIMOTO 12597 SANFORD ST 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)11/17/2000. /s/: BRIAN KEN NISHIMOTO; OWNER. This statement was filed with the County Clerk of LOS ANGELES County on 02/10/2011. 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

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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 02/14/2011, 02/21/2011, 02/28/2011, 03/07/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110205951 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/07/2011 The following person(s) is (are) doing business as MUDRASHRAM PUBLISHING. The full name of registrant(s) is/are: GEORGE A. BOYD 3836 LYCEUM AVENUE LOS ANGELES, CA 90066-4125. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)10/3/2005. /s/: GEORGE A BOYD; PROPRIETOR. This statement was filed with the County Clerk of LOS ANGELES County on 02/07/2011. 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 02/14/2011, 02/21/2011, 02/28/2011, 03/07/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110231708 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/11/2011 The following person(s) is (are) doing business as FAMILY HOME MOVIE COMPANY. The full name of registrant(s) is/are: CRAIG ORDELHEIDE; CAROL ORDELHEIDE 1044 N, LIMA STREET BURBANK, CA 91505. This Business is being conducted by: Husband and Wife. The registrant commenced to transact business under the fictitious business name or names listed on (Date)02/26/08. /s/: CAROL ORDELHEIDE; OWNER. This statement was filed with the County Clerk of LOS ANGELES County on 02/11/2011. 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 02/14/2011, 02/21/2011, 02/28/2011, 03/07/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110250318 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/15/2011 The following person(s) is (are) doing business as COUP STREET. The full name of registrant(s) is/are: JARED SHAPIRO 2019 5TH ST #105 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/:JARED SHAPIRO; OWNER. This statement was filed with the County Clerk of LOS ANGELES County on 02/15/2011. 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 02/21/2011, 02/28/2011, 03/07/2011, 03/14/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110219752 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/09/2011 The following person(s) is (are) doing business as LAST LULLABY MUSIC. The full name of registrant(s) is/are: MICHAEL SALVATORE 307 MONTANA AVE #105 SANTA MONICA, CA 90403. 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/:MICHAEL SALVATORE; PRINCIPAL . This statement was filed with the County Clerk of LOS ANGELES County on 02/09/2011. 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 02/21/2011, 02/28/2011, 03/07/2011, 03/14/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110188903 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/03/2011 The following person(s) is (are) doing business as THE HARMSEN GROUP. The full name of registrant(s) is/are: JED WILLIAM HARMSEN 168 CORONA AVE LONG BEACH, CA 90803. 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/:JED WILLIAM HARMSEN; PRESIDENT AND CEO. This statement was filed with the County Clerk of LOS ANGELES County on 02/03/2011. 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 02/21/2011, 02/28/2011, 03/07/2011, 03/14/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110263919 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/17/2011 The following person(s) is (are) doing business as REDHEAD TOURS. The full name of registrant(s) is/are: COURTENAY BRANDT 900 WILSHIRE BLVD, #118 SANTA MONICA, CA 90401. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)07/2002. /s/: COURTENAY BRANDT; OWNER. This statement was filed with the County Clerk of LOS ANGELES County on 02/17/2011. 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 02/21/2011, 02/28/2011, 03/07/2011, 03/14/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110199287 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/04/2011 The following person(s) is (are) doing business as SUGOINA MEDIA GROUP. The full name of registrant(s) is/are: JORGE CAICEDO 11698 CHENAULT ST #302 LOS ANGELES, CA 90049. 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/:JORGE CAICEDO; OWNER. This statement was filed with the County Clerk of LOS ANGELES County on 02/04/2011. 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 02/21/2011, 02/28/2011, 03/07/2011, 03/14/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110227005 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/10/2011 The following person(s) is (are) doing business as BOOKKEEPING BY THE NUMBERS. The full name of registrant(s) is/are: KAREN E. WEDGE 1212 EUCLID ST, APT 101 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/:KAREN E. WEDGE; SOLE PROPRIETOR. This statement was filed with the County Clerk of LOS ANGELES County on 02/10/2011. 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 02/21/2011, 02/28/2011, 03/07/2011, 03/14/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110248285 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/15/2011 The following person(s) is (are) doing business as BECKER SERVICES. The full name of registrant(s) is/are: JAY RICHARD BECKER 3100 DONALD DOUGLAS LOOP NORTH 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/:JAY RICHARD BECKER. This statement was filed with the County Clerk of LOS ANGELES County on 02/15/2011. 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 02/21/2011, 02/28/2011, 03/07/2011, 03/14/2011.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110190732 NEW FILING This statement was filed with the County Clerk of LOS ANGELES on 02/02/2011 The following person(s) is (are) doing business as AI# ON C3046097 TELECENTREX COMMUNICATIONS . The full name of registrant(s) is/are: DIGITAL BUSINESS CONCEPTS, INC 8721 SANTA MONICA BLVD #970 LOS ANGELES, CA 90069. This Business is being conducted by: a Corporation. This statement was filed with the County Clerk of LOS ANGELES County on 02/02/2011. 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 02/21/2011, 02/28/2011, 03/07/2011, 03/14/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110137155 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/25/2011 The following person(s) is (are) doing business as BEAUTIFULLY UNIQUE. The full name of registrant(s) is/are: TIFFANY GUNDERSON 4077 GLENCOE AVENUE #101 MARINA DEL REY, CA 90292. 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/:TIFFANY GUNDERSON; OWNER. This statement was filed with the County Clerk of LOS ANGELES County on 02/25/2011. 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 02/21/2011, 02/28/2011, 03/07/2011, 03/14/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110217698 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/09/2011 The following person(s) is (are) doing business as GLADIS. The full name of registrant(s) is/are: NIKOLINA STRIEFLER 563 VERNON AVE VENICE, CA 90291. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/11/2011. /s/: NIKILONA STRIEFLER; OWNER. This statement was filed with the County Clerk of LOS ANGELES County on 02/09/2011. 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 02/21/2011, 02/28/2011, 03/07/2011, 03/14/2011.

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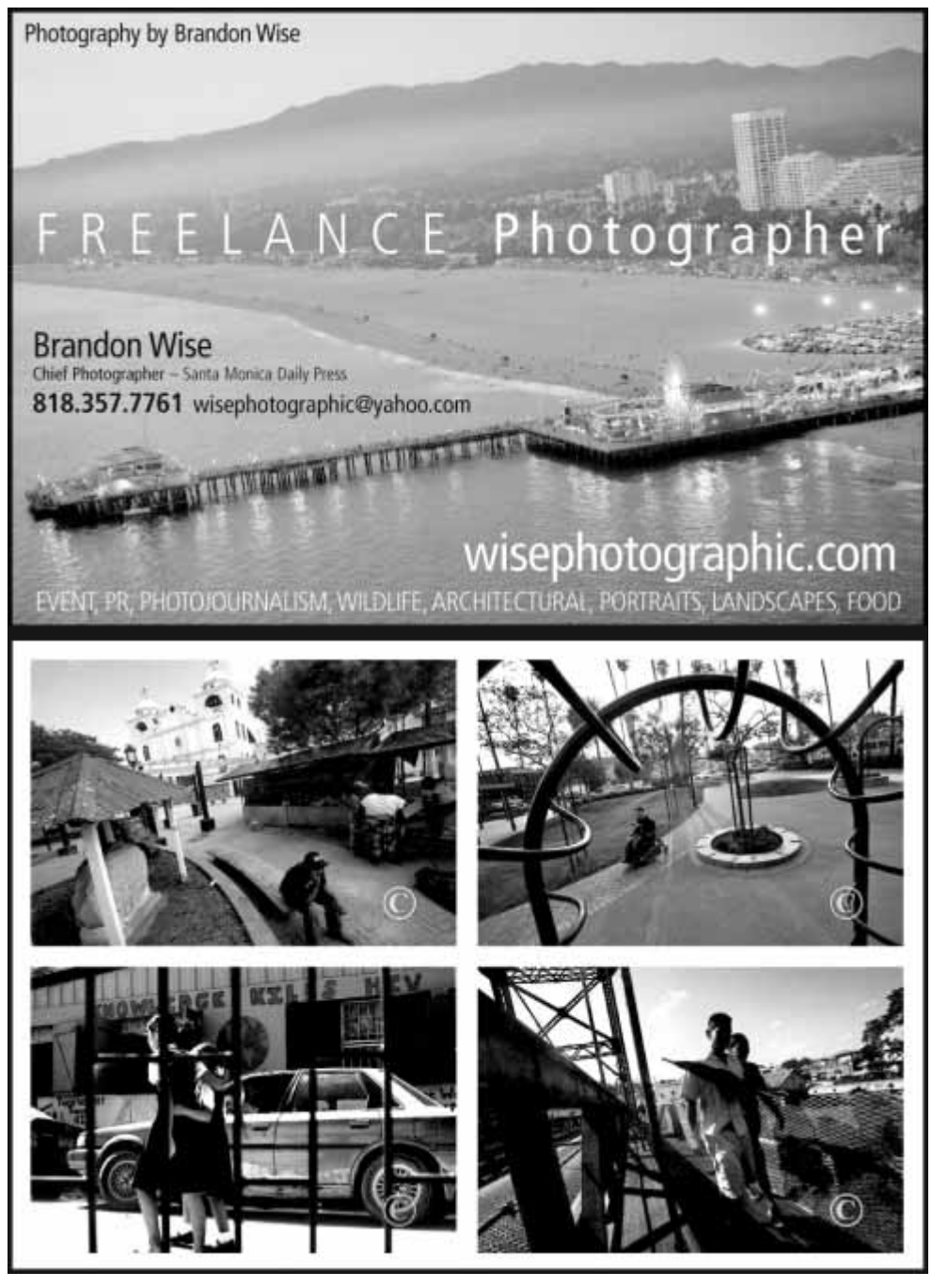

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