Lotus
lotusinterworks.com
We Build Small Biz Apps!
Call 310.442.3330 Today!

Taxi! Taxi!
20th Anniversary
2010 Small Business of the Year Award
California Small Business Association (41st District)
310-444-4444
Hybrid ¥ Mercedes-Benz
not valid from hotels or with other offers • SM residents only • Expires 12/31/12
SM to LAX $30
SantaMonicaTaxi.com

smdp.com
Santa Monica Daily Press
FEBRUARY 25-26, 2012
Volume 11 Issue 90



Santa Monica Daily Press

THE BEST STEAKHOUSE IN SANTA MONICA?
SEE PAGE 7

We have you covered

THE BIRTHDAY WEEKEND ISSUE

Westside rises up against Bergamot project

BY ASHLEY ARCHIBALD
Daily Press Staff Writer

WEST LA Opposition to a proposed 766,000 square-foot development near the intersection of Stewart Street and Olympic Boulevard has long drawn ire from anti-development activists within Santa Monica, and now groups in neighboring West Los Angeles are gathering to voice their concerns.

The West LA Neighborhood Council's 15-member board voted unanimously Wednesday night to oppose the proposed Bergamot Transit Village project because of the impact that the anticipated traffic created by it would have on already-snarled streets.

It's expected to be the first of 13 councils throughout the Westside that take a stand on the project in coming weeks, and then go on to a regional council.

SEE BERGAMOT PAGE 10



RALLY AROUND

Kibiwot Limo news@smdp.com

Members of the Franklin Elementary School community gathered Friday with characters from the 'Star Wars' franchise to bring joy to the life of Jeffrey Hughes Jr. who has been diagnosed with a rare form of cancer. Keep fighting Jeffrey! We're pulling for you.

Kodak, and film, saying goodbye to the Oscars

BY RYAN NAKASHIMA
AP Business Writer

LOS ANGELES Each year at the Oscars ceremony, Hollywood says goodbye to stars and filmmakers who've died. This year, the award show will bid adieu to the Kodak Theatre.

Just a decade ago, the glamorous 3,300-seat venue was touted as the Oscars' first permanent home, but the 131-year-old Eastman Kodak Co. has forfeited its sponsorship of the venue as it struggles with bankruptcy.

The move symbolizes Kodak's fading star power in Hollywood. Although seven of the nine "Best Picture" nominees were shot on

SEE OSCARS PAGE 11

Twilight Dance Series producer chosen

BY ASHLEY ARCHIBALD
Daily Press Staff Writer

SM PIER The company that produced the majority of the Twilight Dance Series concerts in 2011 has once again been awarded the contract, and this time with enough leeway to bring some rockin' talent to the Santa Monica tradition.

Rum & Humble received the $143,400 contract in October, considerably earlier than in 2011 when a shakeup in the concert series left King and Co., the firm that had led the series for 26 years, out in the cold.

That year, Rum & Humble founder Martin Fleischmann began booking talent for the July performances in May.

Even so, the company managed to land famous rockers the Bengals and a number of eclectic bands to carry the shows.

A more normal timeline would have involved approaching the performers at the end of the year and locking them in at the beginning of the new year.

He hopes that the extra time will give him the leeway to bring stellar acts to the series that appeal to the wide cross-section of southern Californians that flock to the free event every year.

Rum & Humble will be producing all 10

SEE TDS PAGE 9


Andrew Thurm
COLDWELL BANKER
310.442.1651
AndrewThurm@aol.com

Now offering GLUTEN FREE BREAD, BAGELS AND MUFFINS!
Prepared in a non gluten free kitchen.
DELI TO THE STARS
IZZY'S
1433 Wilshire Boulevard, at 15th Street
310-394-1131 OPEN 24 HOURS


BUY WITH KRONOVET, AND START PACKING!
Contact: 2010 Realtor of the Year - ROBERT KRONOVET
Kronovet Realty
DRE # 01128992
310-829-9303
Info@Kronovet.com

RECYCLE NOW!

Aluminum Cans
$1.80 per pound with
this coupon expires 3-31-12

Aluminum Plastic Glass Bi-Metal Newspaper
CardboardWhite/Color/Computer Paper Copper & Brass

Santa Monica Recycling Center
2411 Delaware Avenue in Santa Monica
(310) 453-9677

CLOVERFIELD
MICHIGAN
24TH
DELAWARE AVE.
10 WEST

Family Dentistry
General, Cosmetic, & Implant Dentistry
Modern, Comfortable and Relaxed Atmosphere
Gentle Dentistry | Sedation Available | Digital Technology | Smile Makeover | Flexible Financing
Santa Monica Tooth Doctor
Basic Cleaning, Exam and full Mouth Xrays
$65.00
Free Cosmetic Consultation
– Modern facilities, gentle dentistry, sedation
Ali Mogharei DDS
(310) 829-2224
2222 Santa Monica Blvd, Suite 202, Santa Monica, CA 90404
Check our monthly promotions on our website www.santamonicatoothdr.com

Discover CUBA!
SOLD OUT SEPT. 11, 2012 • 9 DAYS
NEW DATE ADDED!
SEPTEMBER 25, 2012 • 9 DAYS
A Cultural People-to-People Exchange
With WISE & Healthy Living



• Round trip air
• First class hotels
• 21 meals
• Daily tours/admissions
• People to People interaction with Cuban citizens
• Baggage handling
• Airport transfers
• Professional drivers/guides
• Modern motor coaches
• Cuba entry visa (Tourist Card)
• Cuban medical insurance
and more ...

See full itinerary at: wiseandhealthyaging.org
WISE & Healthy Aging
For information please call:
(310) 394-9871
A nonprofit social services organization

Money Management
When maintaining one's daily finances becomes difficult due to challenges, we're your trusted source.
▪ Assistance with preparation for bill paying
▪ Help with reconciling financial statements
▪ Information on insurance, Medicare and Medi-Cal
WISE & Healthy Aging
For Information:
(310) 394-9871
A nonprofit social services organization

What's Up Westside

OUT AND ABOUT IN SANTA MONICA

Saturday, Feb. 25, 2012

Art with a side
Santa Monica Museum of Art
2525 Michigan Ave., 11 a.m. — 3 p.m.
In celebration of the culinary arts, Pacific Standard Time: Art in L.A. 1945-1980 announces the new program Art As An Appetizer, featuring fare inspired by art in Pacific Standard Time exhibitions. For more information, visit pacificstandardtime.org/blog/artasanapp.

Don't forget your pet
Clover Park
2600 Ocean Park Blvd., 9 a.m. — 3 p.m.
A fair to teach people how to prepare for their pets in an emergency with training demos, pet product and services vendors, pet adoption services, etc. There will be give-a-ways. Humans and their pets are all welcome. Cats, rabbits and other exotic pets such as turtles, iguanas, lizards, rabbits, guinea pigs, hamsters and others must be in pet carriers. Dogs must be leashed. The public is requested to not bring pets in cardboard boxes, milk crates or other improvised containers. For more information, visit www.smgov.net/oem or call (310) 458-2263.

Taxman
Fairview Branch Library
2101 Ocean Park Blvd., 12 p.m. — 4 p.m.
Free tax preparation to low- and moderate-income taxpayers, the elderly, and those with disabilities. Call (310) 458-8681 for more information.

Sunday, Feb. 26, 2012

Candid cameras
Annenberg Beach House
415 Pacific Coast Hwy., 9 a.m. — 3 p.m.
The Los Angeles Photography Project presents Los Angeles — Icons and Other Impressions, an exhibition of photographs that captures the diversity of the people, buildings and environments found in L.A. No reservations required. Exhibit runs through April 15, 2012. For more information, call (310) 458-4904.

Folklore
McCabe's Guitar Shop
3101 Pico Blvd., 7 p.m.
KCRW presents a night with Cate Le Bon, the Welsh singer-songwriter whose otherworldly album 'CYRK' has drawn comparisons with Nico and Sandy Denny. This night of indie and folk also features special guests The Blank Tapes and White Fence. Cost: $12.50. For more information, call (310) 828-4497 or visit www.mccabes.com.

Monday, Feb. 27, 2012

Help the medicine go down
Senior Center
1450 Ocean Ave., 11:30 a.m. — 12:30 p.m.
Join nursing students from the Los Angeles Valley College to learn about medications. Over the counter and herbal medications are featured. Cost: free for Senior Center members; membership is free for anyone over 50. For more information, call (310) 458-8644.

Black eyes
Annenberg Beach House
415 Pacific Coast Hwy., 6:30 p.m. — 7:30 p.m.
"On Noir" is a spoken tour with mystery author Naomi Hirahara as she unveils her personal vision of noir through reading and discussing her work. The talk is accompanied by the father-daughter jazz duo Doc & Renee, who weave saxophones and heartache into Hirahara's words. Cost: free, reservations required. For more information, call (310) 458-4904 or visit www.annenbergbeachhouse.com.

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



CORRECTION A Santa Monica High School soccer player was incorrectly identified in a photo caption that appeared on page 1 of the Feb. 24 edition of the Daily Press. The player in the photo is Jesus Martinez. The final score was 1-0, with Cathedral High advancing in the playoffs.

And the envelope please ...

Brentwood Arts Center alum designs Oscar envelopes

BY PETER BARENT LEWIS AND MARIE PAQUIM
Special to the Daily Press

LOS ANGELES Like the Wizard of Oz with his magical wand, Marc Friedland has created the most magnificent, and wanted envelope in show business.

In 2011, the self-described designer of "luxury social communication" was the first person to create an official envelope for the Academy Awards. In all of the 83 years prior, there never was a specifically-designed envelope for Hollywood's most glamorous night.

And he got his start at the Brentwood Arts Center in Santa Monica.

During a recent tour of Friedland's L.A. studio — which architect Josh Schweitzer calls "a creative temple" — there were examples of the iconic envelopes on display. We held with some awe the glittering Oscar-gold envelope (a "Best Actress" label showing on the front with lettering in the simple, modernistic style of famed architect Richard Neutra), with a red carpet-colored card inside. He matches our own reference, calling the envelopes "like the ruby slippers, everybody wants to touch them."

Viewed by millions, but only touched by a handful, Friedland's artistic creations found their way to the Oscar ceremony last year thanks to a little spontaneity and persistence. Speaking to a close friend and production designer for last year's Oscars (Steve Bass), Friedland mentioned his long held dream to design "the envelope," to which his friend replied, "I think that's a really good idea."



Peter Lewis *news@smdp.com*

THE CREATOR: **Marc Friedland at work in his office at Creative Intelligence, Los Angeles, smiling with his official Oscar envelope.**

Friedland had already built a reputation for creating stunning invitations for celebrities like Oprah Winfrey and Tom Hanks, earning him the moniker "stationer to the stars." His work is also sought after by Fortune 500 companies such as Microsoft, and by local entertainment heavies like Warner Brothers and Paramount Pictures.

Soon his envelope proposal passed up the hierarchy of the Academy. With his background, his chances of landing the gig seemed good. But the initial response from the Academy was: "We already have envelopes, thanks."

"They didn't understand what I was talking about, so I said, I'm going to show you what I mean," Friedland says. A design was created, very soon thereafter accepted, and the rest, as Friedland says, "is history."

For the Oscars, Friedland provides envelopes, three sets of cards for each nominee, then he hand delivers them to the accounting firm PricewaterhouseCoopers, who in turn is in charge of the secret ballot counting. The winning cards arrive in briefcases the night of the Oscars with off-duty LAPD escorts.

Friedland got his start in his craft while seemingly picking up a few extra credits — for his master's degree in public health at UCLA — by taking a mixed media art class at the Brentwood Arts Center (still located at Montana Avenue and 26th Street). Soon his intended career path was abandoned (though Friedland notes with a smile that all the mixing in undergrad chemistry was a start), and a new career was begun.

Beginning with Artafax, and the individual hand-painting of over 24,000 magazine covers, to now the 25th anniversary of his present company, Marc Friedland Couture Communications, he has seen a steady rise in clients as well as innovations with the exploration of new materials (such as Swarovski crystals and flecking) and complex printing processes. With nods to inspirational figures in the world of fashion design, such as Tom Ford, Friedland nevertheless refers to his himself uniquely as the "Marc Friedland of Couture Communications."

SEE **OSCARS** PAGE 9

Los Angeles police say they don't spy on Muslims

BY ROBERT JABLON
Associated Press

LOS ANGELES The Los Angeles Police Department doesn't spy on the Muslim community and considers it a key partner in fighting terrorism, a top official said Friday in the wake of reports that New York police secretly monitored students, mosques and businesses in three states.

"I think the balance of security and constitutionality is met. We're not a police state," Deputy Chief Michael P. Downing said.

Downing, who heads the LAPD's counter-terrorism bureau, declined to comment on the NYPD tactics but emphasized his department's long-standing community outreach efforts with Muslim leaders during a news conference at the Islamic Center of Southern California.

The meeting followed reports by The Associated Press that New York police secretly monitored perhaps hundreds of Muslim believers and businesses, although the targets were not suspected of any crime.

Documents obtained by the AP, many of which were marked "secret," include photos and notes from plainclothes officers, known as rakers, who quietly kept tabs on neighborhoods and eavesdropped on conversations.

SEE **LAPD** PAGE 10


Golda Savage
Stand [on] your [own] ground.
Helping sellers & buyers accomplish just that.
310.770.4490
golda@bulldogrealtors.com
BULLDOG REALTORS
1209 Abbot Kinney Boulevard, Venice

SMALL BUSINESS
STARTUP?
LET ME HELP YOU SUCCEED
TAXES • BOOKKEEPING • STARTUPS • CORPS. • LLCS
(310) 395-9922
SAMUEL B. MOSES, CPA
100 Wilshire Blvd., Suite 1800 Santa Monica 90401

LETTERS TO THE EDITOR

Send comments to editor@smdp.com

Positive

Editor:

Thanks for the uplifting column by Jack Neworth on the wonderful work of Mr. Fausto Atilano helping young offenders through his Contract for Justice program ("Real life 'Catcher in the Rye,'" Laughing Matters, Feb. 17). It is wonderful to read a story about good deeds in our often downbeat media.

Bob Baker
Los Angeles

Change it up

Editor:

With all due respect I think it is time to reevaluate the "Mystery Photo" contest section of your paper.

The current photo has been running for many, many weeks. No one will ever guess what the photo is. The collective daily space of this photo by now must have taken up many full pages of your publication.

May I humbly make a few suggestions?

Have a time limit. Maybe two or three weeks. And, if not guessed, then retire it to an unguessed photo list and reveal the answer. Then everyone can think "Shucks, I should've guessed that "

Give more incentive. Offer a prize that increases after the first week and then again the second week. Maybe it could be a donation by the S.M. Daily Press to a charity of the contest winner's choice.

Your "Mystery Photo" section is actually a very creative and unique idea, but I almost get the feeling that even your editors and your good photographer might have by now almost forgotten just what that photo is.

Jerry Rubin
Santa Monica

No buts about it

Editor:

To make a long story short about bikes on sidewalks, Santa Monica does not allow bike riding on sidewalks period. If you are caught you will get a citation. So there is your answer. There are no ifs, ands or buts about it, plain and simple.

Jacqueline Kestler
Culver City, Calif.



"....
OR GET OFF THE POT!"

WRITE

A LETTER, AN OP-ED OR DRAW A CARTOON.
Send Submissions to
editor@smdp.com or to:
1640 5th Street, Suite 218, Santa Monica, 90401
office **(310) 458-7737**

smdp.com Santa Monica Daily Press

On the Beat

Send comments to editor@smdp.com

Walk on the safe side

WALK ON THE SAFE SIDE Q: Recently my friend was stopped by a police officer for crossing Santa Monica Boulevard on the Third Street Promenade in a marked crosswalk while the red hand was flashing. My friend said he had plenty of time to finish crossing the street before the cross traffic would have had a green light, but he was still stopped by the police officer who was standing on the corner. I see everybody do this every day. I, along with many of the people I have spoken to regarding this, believed it was only illegal if you cross when the red hand is solid. Can you explain the pedestrian crossing laws? Do Santa Monica crossing laws differ from other cities?

A: I would like to start by first defining a pedestrian crossing or crosswalk and explain what the displayed signals mean. A "pedestrian crossing" or "crosswalk" is a designated point on a road at which some means are employed to assist pedestrians wishing to cross the street. They are designed to keep pedestrians together where they can be seen by motorists, and where they can cross safely across the flow of vehicular traffic. Crosswalks are most commonly found at intersections, but may also be at other points on busy roads that would otherwise be considered unsafe to cross without the assistance of a crosswalk due to vehicular traffic, speed or road widths. They are also commonly found in parts of the city where a large number of pedestrians are attempting to cross, such as in shopping areas (as in your friend's case). Crosswalks are also found in areas where vulnerable road users are commonly crossing, such as in school zones.

Oftentimes pedestrians are confused because the flashing "DONT WALK" display appears before they finish crossing the street. Usually, there is nothing wrong with the traffic signal's timing, there is just a misunderstanding of what the pedestrian signal means. The WALKING PERSON symbol or "WALK" signal really means that it is the pedestrian's turn to begin crossing the crosswalk. However, pedestrians should always be on the lookout for motorists who are turning right or left across their crosswalk, or who may run the red light. The flashing red UPRAISED HAND symbol or "DONT WALK" signal, really means "don't start" and if you have stepped into the street during the WALK interval, there should be enough time to finish crossing the street before the steady UPRAISDED HAND or "DONT WALK" appears and the signal turns green for the cross traffic. When the steady "DONT WALK" appears you should not begin crossing or be in the street. At this point you should have already completed crossing the crosswalk.

The Manual on Uniform Traffic Control Devices (MUTCD) provides guidance that at least seven seconds of "WALK" time should be provided so that pedestrians have adequate opportunity to leave the curb before the clearance interval (flashing red symbol or "DONT WALK") begins. The flashing red symbol or "DONT WALK" interval is the pedestrian clearance interval. It is similar in concept to the yellow light clearance interval for motor vehicles. Pedestrians should be provided sufficient time to cross the street without being rushed.

The California Vehicle Code section 21456 VC reads as follows: Whenever a pedestrian control signal shows the words "WALK" or "WAIT" or "DONT WALK" or other approved symbol is in place, the signal shall indicate as follows: (a) "WALK" or approved "Walking Person" symbol. A pedestrian facing the signal may proceed across the roadway in the direction of the signal, but shall yield the right-of-way to vehicles lawfully within the intersection at the time that signal is first shown. (b) Flashing or steady "DONT WALK" or "WAIT" or approved "Upraised Hand" symbol. No pedestrian shall start to cross the roadway in the direction of the signal, but any pedestrian who has partially completed crossing shall proceed to a sidewalk or safety zone or otherwise leave the roadway while the "WAIT" or "DONT WALK" or approved "Upraised Hand" symbol is showing.

In conclusion, when your friend began to cross the street, the pedestrian control signal was flashing a red upright hand. Although, he may have had time to cross the street, he was in violation of 21456(b) VC. The pedestrian control signals and crosswalks are in place for the safety of both the pedestrians and motorists.

Santa Monica has a city municipal code section, 3.12.330 SMMC — Pedestrians' right to the use of the roadway. The definition of this municipal code is no pedestrian shall cross a roadway other than by a crosswalk in a business district. Many streets in our residential portion of the city are not marked with crosswalks but you can legally cross at them when safe. However, in any area in Santa Monica considered to be a business district you may only cross the street inside a marked cross walk.

Just in case you forget, Santa Monica has conveniently installed placards on many of our pedestrian crossing signals briefly explaining the symbols' meaning. I know it can be time consuming and at times seem pointless, but please take the extra few moments and use the designated crosswalk.

Remember: "Be Safe, Be Seen."

This column was prepared by **NRO Scott McGowan** (Beat 6: Montana Avenue to Interstate 10, 20th Street to Centinela Avenue). He can be reached at (424) 200-0686 or scott.mcgowan@smgov.net.

READ US ON THE GO
www.smdp.com/**mobile**
smdp
Santa Monica Daily Press office **(310) 458-7737**

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, Ron Hooks, Taylor Van Arsdale, Merv Hecht, Cynthia Citron, Tom Viscount, Michael Ryan, JoAnne Barge, Katrina Davy

NEWS INTERN
Colin Newton
news@smdp.com

PHOTOGRAPHY INTERN
Ray Solano
news@smdp.com

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

JUNIOR ACCOUNT EXECUTIVES
Chelsea Fujitaki
chelsea@smdp.com
Justin Harris
justin@smdp.com

ADVERTISING TRAFFIC COORDINATOR
Rebecca Martinez
admin@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

1640 5th Street, Suite 218
Santa Monica, CA 90401
OFFICE (310) 458-PRESS (7737)
FAX (310) 576-9913

smdp.com

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, 2011. 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

© 2011 Newlon Rouge, LLC, all rights reserved.

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

The Q Line

Qline Headline

This past week, Q-line asked:
Do you think it is fair to force a developer to pay a living wage as part of the cost of doing business in Santa Monica and why?
Here are your responses:

"I DO NOT THINK IT'S FAIR TO FORCE A developer to pay a living wage as part of the cost of doing business in Santa Monica, and the reason why is Santa Monica is the most corrupt city in the country. But they are very clever the way they word things, spin things. They ride the line perfectly in scamming you. City Council will pass this and once again the greed and corruption will continue in Santa Monica."

"MIGHT AS WELL DO THIS. RICH developers have been sticking it to the public for years, it is time to stick it to them for once."

"YES, I THINK NO DEVELOPER SHOULD ever be given the green light to move forward unless they pay a living wage. We pride ourselves in being fair but we all know that the council is in willingly denial. Their Santa Monica and ours are two different places. We do not want a developer enjoying slave wages while some well-heeled, Assembly-loser on the council brags about how many 'good jobs' he has brought to Santa Monica. Developers rule the roost here and their 'community benefits' are puny and crooked, and the only beneficiaries that they bestow their largess on are the despised Santa Monicans for Renters' Rights members of the City Council, who are in collusion with them. Paying a living wage is responsible so that people may honestly climb the ladder of success. Watch for a contradiction when some of your division managers are appearing drunk in public and during working hours, and are paid handsomely."

"THE QUESTION ITSELF IS MIND BOGGLING. Let's call the alternative 'the dying wage,' since it's not enough to live on. Luckily the state of California has laws which supersede those in developer-happy Santa Monica."

"IS SANTA MONICA GETTING READY to set up a department of fair fees and wages for all employees of Santa Monica-based employees of all Santa Monica-based businesses? Will there be wage and fee guidelines for all Santa Monica-based businesses to follow before permits are cleared? Will Santa Monica be at the negotiating table for all wage and fee negotiations? What if the city of Santa Monica decides that the $500,000 that lead actress Jennifer Lawrence received for 'The Hunger Games' is not a fair living fee for a lead actress in a big movie? Will it deny and revoke permits for Santa Monica-based Lionsgate, the studio that made the film? Maybe the city of Santa Monica will determine that Snooki from 'Jersey Shore' is not being paid a fair fee commensurate with her talent. Will Santa Monica deny and revoke permits for Santa Monica-based MTV, which produces the show? Perhaps Santa Monica will pass judgment that Santa Monica-based producer Jerry Bruckheimer is not paying a fair living fee to Johnny Depp for future 'Pirates of the Caribbean' movies, and run Bruckheimer out of town. All of this sounds pretty absurd, but remember, Disney did a movie about Santa Monica called 'Alice in Wonderland,' but Disney was able to do that without interference because it's based in Burbank."

"SETTING WAGE LEVELS IS A TERRIBLE idea. What would help instead is allowing for more hotel rooms. More rooms equals greater demand for staff, which equals higher wages and more jobs. A set wage will discourage hotel investment in Santa Monica, lead to higher hotel room costs, less jobs and lower tax revenue for City Hall. City Hall needs to stop trying to regulate everything."

"THE DAILY PRESS' QUESTION IS wrong. The developer of 710 Wilshire Blvd. is not being 'forced' to pay anything. The developer asked City Hall for the charge for building double the zoning code. City Hall is offering to let him do it in return for pay in his future employees a living wage. If the developer does not like City Hall's offer, he can comply with the zoning code and pay his employees minimum wage."

"NO IT IS NOT FAIR TO FORCE A DEVELOPER to pay a higher wage than required by law. City Hall is already too expensive for businesses and all we will end up with is less jobs. Santa Monica is becoming even more competitively disadvantaged and we will pay for it with less tax revenue and unemployment. Why does City Hall seem to feel it needs to make policy which should be handled at the federal and state level? If our local politicians want to address these issues, then they should run for the appropriate state or federal office."

PROUDLY BROUGHT TO YOU BY

Kate Bransfield
Estates Director
Coldwell Banker - Montana Ave
310.395.1133
What is Your Home Worth?
Contact Me to Find Out.
for local, current real estate info...
SantaMonicaListings.com

WE MISS YOU...
WRITE A LETTER, AN OP-ED OR DRAW A CARTOON.
Send Submissions to editor@smdp.com or to:
1640 5th Street, Suite 218, Santa Monica, 90401

smdp.com Santa Monica Daily Press CALL US TODAY (310) 458-7737

California Recycles
You can also shop for recycled office products and compostable tableware and utensils in our online store.
www.californiarecycles-store.com

Recycle old electronics
For Cash*
We pay the best rates for:
• Cell Phones • TVs
• Computers • And much more
Drop your items off at 1932 Cotner Ave. in West Los Angeles and mention this offer for cash
* Some restrictions apply
310-478-3001 ext. 100 www.californiarecycles.com

MILLIONS OF SATISFIED AIRPORT TRAVELERS SINCE 1977

"Quality Customer Service Is Our #1 Goal"
INDEPENDENT TAXI OF SANTA MONICA
• $29 Flat Rate from SM to LAX
• Hybrid Sedans, Mini-Vans
• Door To Door Service 24/7
• Professional, Courteous Drivers
• Corporate Accounts
• Reservations Welcome For Individuals & Groups
SAFETY YOU CAN RELY ON
Fully Insured for your protection
Lic. #173654
BOOK ONLINE AT:
424-777-TAXI | 1-800-LA1-TAXI | www.LATAXI.com
Fast at Your Door Within 15 Minutes | 24 HRS. DEPENDABLE

AC Construction
General Contractor | Residential & Commercial Construction
Remodeling & New Additions | Free Estimates

310.278.5380
LIC# 801884 • FULLY INSURED

Things to do in 2012

New Year's Resolutions
1. Eat Healthier
2. Exercise More
3. Learn to Play Guitar
Enrolling now! Call us today at 310.310.2623 to sign up for classes!
Private & Group Lessons.
University-trained instructors specializing in:
Piano, Voice, Guitar / Bass, Violin / Viola, Drums, Cello, Flute, Clarinet, Mandolin, Ukulele, Music Theory, Performance

GreenBrooms santa monica MUSIC ACADEMY
1445 6th St • Ground Floor • Santa Monica
310.310.2623
www.GreenBrooms.com

Where crepes and crowds collide

WHEN I ASKED FIVE OF MY FRIENDS IF they were familiar with the Third Street Promenade's Café Crepe, they all replied "yes." But when I asked them if they ever stepped inside for some food, the answer was "no."

That was surprising. After all, the corner of Third Street and Broadway is a major focal point for traffic, tourists, raucous street performers, and pestering solicitors. It is essentially enough to keep any local at bay.

However, this corner cafe in the thick of tourist town had some merits worth pointing out.

For starters, the prices are very reasonable, especially in an area that is forced to do a little gouging just to pay the rent. Crepes range from $4 to $10 depending on how decedent you want to go. Refreshments are even more of a steal. Pitchers of beer are $11, which is one dollar cheaper than most dive bars here in town. Plus there are always a list of specials like the weekday soup, salad, and sandwich combos for $6.25. And being in such a competitive spot for business, the $6.55 burger and fries banner was what initially caught my attention and subsequently lured me in.

The burger, exceeding expectations in price and overall taste, was enough to warrant some repeat patronage the following days. Of course what is the point about reporting on Café Crepe without trying their namesake? With two pages of options to choose from there is certainly a large list of both the sweet and savory crepes. Ranging from simple plain crepes, to more Americanized offerings dressed to the nines in Nutella, Grand Marnier, banana, strawberries, and whipped cream, I steered more in the direction of excess. The strawberry, banana, and Nutella crepe, accompanied by a double espresso was more than enough of a power surge to kick off a day of bike riding around town.

Café Crepe also offers a list of traditional baguette sandwiches, paninis, and a customary salad Niçoise. Along with these standard options, Café Crepe has a variety of pizzas, specialty cocktails, and a noteworthy Parisian hot dog — a 12-inch wiener, Swiss cheese, béchamel sauce, on a baguette. C'est une bon!



Michael Ryan news@smdp.com

DECADENT: **The Nutella, Grand Marnier, banana, strawberries, and whipped cream crepe.**

The greatest feature of Café Crepe is without question its prime spot for people watching. With outdoor dining right on the promenade, it is an ideal place to spectate the parade of shoppers and their array of fashion, for both better and worse. Café Crepe has a very European feel to it, which explains the chatter of German, Italian, and French, coming from the surrounding seating. While I usually steer clear of the masses, it is a viable option if you find yourself in the middle of the mayhem of Third Street.

Of course with parking being such a hassle, biking down to the promenade is encouraged. And for some people, like myself who are car free, biking is the only way to ride, eat, and buy local.

If you go
Café Crepe
1460 Third Street Promenade
Santa Monica, Calif.
90401
(310) 576-0499
http://cafecrepe.com/

MICHAEL can be seen riding around town on his bike burning calories so he can eat more food, or on CityTV hosting his own show, "Tour de Feast." To reach him visit his website at tourdefeast.net or follow him on Twitter @TourDeFeastSM.

Buy tickets today!
Online: thebroadstage.com / By phone: 310.434.3200
Box office: 1310 11th St., Santa Monica, CA 90401

LOS LONELY BOYS!

FEB 25
7:00pm & 9:30pm

Grammy Award winners Los Lonely Boys bring their *Texican Rock n' Roll* to the 499-seat Broad Stage. Hear their hit single 'Heaven,' and selections from their upbeat new album *Rockpango* in a special all acoustic concert. One night only!

Tickets start at $47

Santa Monica College Performing Arts Center



The Broad Stage
santa monica
The Edye
LOEWS SANTA MONICA BEACH HOTEL
Supporting the community and the arts.



The Re-View

Merv Hecht

Send comments to editor@smdp.com

Perfection doesn't come cheap

IT WAS A TUESDAY NIGHT AROUND 6:30. I felt like a steak with a glass of red wine. So I walked into Boa steakhouse on Ocean Avenue and Santa Monica Boulevard. Since it was early on a weekday I figured it wouldn't be crowded.

Was I ever wrong! I had trouble getting in the front door. When I did, a couple of young women (obviously ex-models) explained that there were no tables available, but a seat at the bar would be free soon and I could order dinner there. So I did. It was a good seat because it was right in front of the TV and there was a Lakers game playing. How good can it get?

After noticing how attractive all the waitresses were, a handsome gentleman named Derek, with a nice smile, asked me if I would like something to drink. I told him I would start with the bone-in rib eye medium rare, accompanied by a glass of the Argentine Malbec and water, no ice. "You got it," he said.

While I was waiting for my steak I watched Derek interact with other customers. I was amazed at the knowledge he shared with the customers about the food and wines. When he described the various dishes they sounded delicious. And his description of the wines was like a professional. When I inquired from him which red wine was his best seller, he grabbed a bottle and a glass and poured me a sip of a California Cab and told me why he liked it. I didn't like it as well as the Malbec, but I did appreciate the Bordeaux qualities of the wine.

Then suddenly the steak arrived. It was a bit too rare, even for me, so I asked Derek to send it back for another moment on the grill. He did it cheerfully and a few minutes later it arrived just right. Meanwhile the guy next to me ordered the same steak, but he also ordered what looked like Chinese broccoli. There was enough broccoli for three people, but I noted that he ate it all. It was very green.

After my steak, I was still hungry so I ordered an appetizer. Since I'm on a low cholesterol diet, and my wife wasn't with me, I ordered the seared foie gras. It took a while for it to arrive, but it was worth it. A nice sized, perfectly cooked foie gras was served with a stuffed mushroom pastry, and it was perfect for dessert with my second glass of wine. Dinner, with parking and tip, came to about $100. I guess that's why a lot of people on the Internet complain about the prices. But while some complain about the desserts or other dishes, no one complains about the steaks.

I'm writing all of this to make a couple of points.

First of all, there is no recession in the restaurant business. The many restaurants that are closing (four in the Santa Monica area so far this year as far as I know) are closing because they are poorly managed. The good restaurants are jam packed, even at $80 to $100 per person. Boa is one example, but try to get a 7:30 p.m. reservation at Maison Giraud or Giorgio Baldi!

Secondly, note what a difference good training makes in a restaurant. Restaurants like Boa and the various Houston sites obviously have extensive and consistent training programs. The people smile. The food arrives quickly, so they get people in and out. The order takers know the wines so they can make a sale, and they know when to ask if you want a second glass, or want to try something else. (I stayed with the same one since it was delicious with the steak.)

And this is the capitalist system we all love. If you give the people what they want (and that's apparently beef and alcoholic beverages) they will beat a path to your door. If you treat them right when they are there, they will come back.

Most of the great and famous steakhouses are in Beverly Hills. The best known are probably Mastro's (unbearably noisy), Ruth's Chris (known for cooking the steaks in butter), and Wolfgang's (also too noisy when they have music, but there is a nice little room in the wine cellar). In Santa Monica we have the old favorite The Galley (a bit dated), Pacific Dining Car (good steaks, great hours, but it doesn't have the feel of a steak house) and Boa. Of course there are a lot of places to get a good steak, including Riviera Country Club's dining room. But a steak house is something special, with a special atmosphere. And Boa has captured it. But perfection doesn't come cheap.

MERV HECHT, the food and wine critic for the Santa Monica Daily Press, is a wine buyer and consultant to a number of national and international food and wine companies. He can be reached at mervynhecht@yahoo.com

CLOSING SALE
Up To 80% Off All Rugs
Weldon Bros.
310.453.4243
1834 Broadway in Santa Monica

fitdog™
SPORTS CLUB
10 DAY DAYCARE PACKAGE
*For first time customers
$299
DAYCARE | BOARDING | GROOMING | TRAINING | SPORTS
1712 21ST STREET SANTA MONICA (310) 828-DOGS
www.fitdogsportsclub.com
Follow us:

TELL SANTA MONICA WHAT YOU THINK!
WRITE A LETTER TO THE EDITOR
Email to: editor@smdp.com or fax to (310) 576-9913
smdp.com Santa Monica Daily Press office (310) 458-7737

READ US ON THE GO
www.smdp.com/mobile
smdp
Santa Monica Daily Press

Bookkeeping by the Numbers
Peace of Mind for Small Businesses & Households
30 Years Experience | Free Consultations
www.bookkeeping-bythenumbers.com
Karen Wedge, PB | 310-614-0856

Thank you for buying local.
It makes a difference!
buylocalsantamonica.com™
Buy Local
SANTA MONICA

CITY OF SANTA MONICA
NOTICE INVITING BIDS

NOTICE IS HEREBY GIVEN that the City of Santa Monica invites Contractors to complete and submit sealed bids for the:

Santa Monica Pier Gangway
SP2124

Bids shall be delivered to the City of Santa Monica, Office of the City Clerk, Room 102, 1685 Main Street, Santa Monica, California, 90401, not later than **2:30 p.m.** on **March 22, 2012**, to be publicly opened and read aloud after **3:00 p.m.** Each Bid shall be in accordance with the Request for Bids.

MANDATORY PRE-BID JOB WALK:

DATE: March 7, 2012
TIME: 10 AM
LOCATION: End of Pier

PROJECT ESTIMATE: $1,150,000
CONTRACT DAYS: 270 DAYS
LIQUIDATED DAMAGES: $800 Per Day
COMPENSABLE DELAY: $800 Per Day

Bidding Documents may be obtained by logging onto the City's Finance website at: http://www.planetbids.com/portal/portal.cfm?CompanyID=15167#. The Contractor is required to have a **Class "A"** license at the time of bid submission. Contractors wishing to be considered must submit Bids containing all information required pursuant to the City's Request for Bids.

Pursuant to Public Contracts Code Section 22300, the Contractor shall be permitted to substitute securities for any monies withheld by the City to ensure performance under this Contract.

CIRQUE DU SOLEIL®



WRITTEN AND DIRECTED BY DEBORAH COLKER

PRESENTED BY

iShares®

GET YOUR TICKETS TODAY!
cirquedusoleil.com

NOW PLAYING
LIMITED ENGAGEMENT
AT THE SANTA MONICA PIER

FOR PREFERRED SEATING, ASK FOR THE *TAPIS ROUGE*™ VIP EXPERIENCE
GROUP SALES AND ♿: 1-800-450-1480

OFFICIAL SPONSORS

INFINITI. CGI xerox Sun Life Financial® AMERICAN EXPRESS

MEDIA PARTNERS

CLEAR CHANNEL



Brandon Wise *news@smdp.com*

GROOVES: **The Southern California ska band Starpool gets the crowd jumping during the 27th annual Twilight Dance Series on the Santa Monica Pier.**

TDS
FROM PAGE 1

of the 2012 season's concerts.

"Obviously it's a great advantage to have this kind of lead time in the booking," Fleischmann said. "Traditionally, artists that would be good prospects are making their plans in the beginning of the year. To be able to catch them now and even earlier is going to be reflected in the final."

Fleischmann and his company aren't the only ones breathing a sigh of relief for a little stability.

Locking in the producer in October meant that organizers with the Pier Restoration Corp., the group that manages the Santa Monica Pier, have already had time to plan, fundraise and get sponsors on board, said Steve Gibson, interim executive director of the PRC.

"We're way ahead of the process that's normally been," Gibson said. "Last year we were scrambling for money last minute. We're not going through any crises this year."

The 2011 series marked the first time that the Twilight Dance Series had a flagship sponsor, One West Bank. At the beginning of the planning process, the series was "not in a very good financial position," Gibson said.

Many of the sponsors that were brought on have already expressed interest in coming back, and the team is now looking to attract more.

While planners raced against the clock in 2011 to organize the event and secure funding, the public was none the wiser.

In fact, those that came to the event noticed a number of upgrades, including a beer and wine garden put on by Santa Monica Place's Sonoma Wine Garden and expanded merchandise including T-shirts and water bottles.

Most notably, a large screen was brought out for some of the concerts to give a better view to the growing number of people who chose to enjoy the series from the sand on the southern side of the pier.

For the dance-focused nights, like Aug. 25's Tango on the Timbers, a dance floor was installed for tango lessons and fun during the concert.

"All of the improvements that were made last year are still part of this year," Gibson said.

ashley@smdp.com

OSCARS
FROM PAGE 3

His gift is the ability to express the individual personalities of each of his clients. He hearkens back to the time-tested hand-written note. And it is a mission of his to preserve, in a culture fixated with texting, computers and short attention spans, the lost art of communication. He notes with some sadness that cursive writing is hardly taught anymore in school. One of his latest initiatives, called Write On, has involved getting sixth graders to write (yes, by hand, without auto-correct) to pen pals, and for one recent project even the president.

His latest debut: the first-ever collection of Academy-sanctioned invitations for Oscar Sunday viewing parties, now available for complimentary download exclusively on Evite Postmark (postmark.com), Evite's new premium site. The Oscar Collection by Marc Friedland features digital designs taken from his own handmade creations, from the classic gold and red, with the official Oscar statue showing, to the "Glitz and Glamour" to mid-60s inspired chic. The complimentary download of the Oscar invitations serves as an introduction to April's launch of Evite's new premium online service, and Friedland's signature craftsmanship work.

When asked for his advice to the next generation of designers, he says, "learn from each generation." For Friedland his ongoing education has involved a combination of innovation and tradition.

"The envelope, please … ."

news@smdp.com

Santa Monica's Eco-friendly Green taxi.
MetroCab
SANTA MONICA
Call Now!
• Low Prices
• Reliable Service
• Experienced Drivers
• On-Time
27.90* from SM to LAX
310.444.7777
www.MetroCabCo.com

Since 1983
Quick Visible Results!
Fit by Fabian
PRIVATE FITNESS STUDIO
FitbyFabian.com
310-399-7049
INTRODUCTORY SPECIAL
3 Private Sessions for $150.00
($50 per session)

A New Year, A New Start
Don't carry your old baggage into the New Year
JoAnne Barge, Ph.D.
A Licensed Psychologist & MFT
310.472.2329
www.drbarge.com
PSY 14116 | MT 18182

LOCAL TOWNCAR SERVICE
"NO METER, NO DRAMA"
Santa Monica to LAX $35
(add $10 for pickup from LAX)
• Beautiful Towncars and Vans
• Reservations required
• Charter/Party service • Call for value pricing
SkyCar LIMO
Towncars and Vans
(310) 828-3333
www.passengerswanted.net

DANCE CLASSES
NOW REGISTERING
1635 16th Street, Santa Monica CA 90404 • (310) 450-1800

BALLET, JAZZ, HIP HOP, AND TAP
3-4 Year Old Classes
Early Afternoon Classes
Teen and Adult classes are open for enrollment!
BRAND NEW FACILITY
The Pretenders Studio
www.thepretendersstudio.com
The Pretenders Studio believes in a healthy body image, positive attitude and the power to communicate through creativity.

Celebrating 40 Years
NOW LEGAL SERVICE
24-HOUR ATTORNEY SERVICE
- Rush Messenger Service
- Rush Court Filings
- Licensed Process Servers
- Mobile Notaries
- Mobile Copy Service
- Drivers Equipped with a Handheld Radio for Immediate Contact

* Get a FREE Lunch with every 10 Deliveries
(213) 482-1567
nowlegalonline.com
*CALL US FOR DETAILS


CAN'T FIND A DAILY PRESS NEWSTAND IN YOUR AREA? WE'LL TRY TO GET ONE TO YOU!
smdp.com Santa Monica Daily Press office (310) 458-7737



BERGAMOT
FROM PAGE 1

Current traffic levels coming out of Santa Monica already cause headaches for West L.A. residents, said Jay Handal, the council's chairman.

"I own a restaurant in Brentwood Village," Handal said. "Between the hours of 4 p.m. and 7 p.m., my business is gone."

In the eyes of Westside residents, the transit village expected to replace the old Papermate building will only make things worse.

The former Papermate building consisted of approximately 206,000 square feet of industrial space.

According to a draft environmental impact report, the proposed project consists of five buildings with a maximum of 495,000 square feet of creative arts spaces and 325 residential units. Each of the proposed buildings would have retail on the ground floor. Each building will be between five and seven stories tall.

That means hundreds or thousands of residents and employees traveling continuously in the area rather than a fixed number of Papermate employees that didn't contribute as much to Santa Monica's already congested streets.

It also means revenue generated for the Santa Monica economy that Westside residents will never see, Handal said.

"I think everyone is sick and tired of Santa Monica dumping traffic in our district with no mitigations possible," Handal said. "The agenda is to build and grow, which is fine if it's done in a responsible way."

The development agreement for the project that the City Council approved in August requires traffic management measures on the part of the developer. Those can include incentives to take public transportation, like the incoming Exposition Light Rail line, bicycle facilities and more.

Westside neighbors' opposition found a ready ally in many Santa Monicans who also oppose the project on the basis of traffic and other impacts.

Their point of contact, as noted on the meeting's agenda, is Diana Gordon of the group Santa Monica Coalition for a Livable City, which has opposed the Papermate project, and many other developments, from the outset.

That group has actively worked against the Papermate project for several years, and is reaching out to other organizations beyond the Santa Monica community for support.

Gordon did not want to comment for this article.

The neighborhoods also have a ready ear in L.A. City Councilmember Bill Rosendahl.

Rosendahl, who has become a vocal advocate for his constituents in the area regarding the Santa Monica Airport, said Friday that he met with City Manager Rod Gould to discuss the Bergamot Village project.

There are already 200,000 cars that go through his district to get to Santa Monica, Rosendahl said, and it's critical that Santa Monica work to mitigate the traffic that it causes.

"It's a big deal," Rosendahl said. "I'm expecting that the city manager will follow through with the conversation we had and do work with neighborhood councils."

One potential solution could be increased affordable housing, which would keep people from crisscrossing the Santa Monica/West L.A. border ad nauseum.

That's made more difficult now that the largest source of funding for affordable housing in Santa Monica — the Redevelopment Agency — was dissolved by the California Supreme Court on Feb. 1.

The councils in Brentwood, West L.A., Venice, Mar Vista and the Palisades will be bellwethers of that expected cooperation, Rosendahl said, and he'll be checking with them to ensure they've been invited to participate in the process.

ashley@smdp.com

LAPD
FROM PAGE 3

Sometimes the notes recorded in police files were detailed, such as the officer who reported that a local sandwich shop was close to a mosque and said the store was closed during Friday prayers.

"The majority of the customers are religious Muslims." the document said.

Downing said he did not have figures on how many people had been targets of LAPD intelligence-gathering operations in recent years, but he said it was "not even close" to hundreds.

New York Mayor Michael Bloomberg defended the NYPD intelligence-gathering Friday during his weekly radio show, calling it legal, constitutional and appropriate.

His comments followed a week of criticism from several college administrators, including the president of Yale University, as well as civil rights groups and mayors of other cities.

Los Angeles Mayor Antonio Villaraigosa was out of town Friday, but Deputy Mayor Eileen Decker praised police, saying the city is proud of the LAPD "focusing on activities rather than ethnic origin."

The LAPD's Suspicious Activity Reporting system for collecting information follows guidelines from the civilian Police Commission, which conducts annual audits of intelligence files, Downing said.

Surveillance is conducted only if there is a suspicion that a crime is occurring or is about to be committed, and such investigations are not based on ethnicity or religion, Downing said.

"We don't profile people," he said. "We do profile criminality. We profile criminal behavior."

Constitutionally protected free speech, such as shouting anti-American slogans during a rally, would not spark surveillance, but police might investigate someone who publicly identifies with a terrorist group and makes threats against a specific target, such as a bridge, Downing said.

At least 600,000 Muslims live in Los Angeles and perhaps as many as 1 million reside throughout Southern California, said Salam Al-Marayati, president of the Muslim Public Affairs Council.

Muslims in the region have ongoing contact and discussions with police, he said.

"When the going gets tough, we come to the table and have these difficult conversations about issues," he said. "That's what makes us good partners. On the other hand, NYPD is presenting a model of, they are buried in their departments and they do not engage communities.

"It doesn't help fight crime," he said. "Nobody wants to cooperate with a police department like that."

CAN'T FIND A DAILY PRESS NEWSTAND IN YOUR AREA? WE'LL TRY TO GET ONE TO YOU!
smdp.com Santa Monica Daily Press office (310) 458-7737

OSCARS
FROM PAGE 1

Kodak film, the industry's increasing use of digital editing and projection has ravaged the company's printing business.

About half of the world's commercial screens now show movies from digital projectors, and by some estimates, film reels will soon be a thing of the past.

"35-millimeter is coming to the end of its life," said David Hancock, head of film and cinema for research firm IHS Screen Digest. "In four years' time there will be no film printing business."

Kodak film has long been a favorite of cinematographers. But more and more movies are shot using digital cameras, and the notion of a "cutting-room floor" littered with celluloid scraps has given way to studios with computerized tools such as Avid Technology Inc.'s Avid DS and Apple Inc.'s Final Cut Pro.

At their peak, motion pictures accounted for more than 12 billion feet of film processing each year, enough to reach the moon and back five times, according to IHS. This year, IHS predicts film processing will shrink to about 4 billion feet as an increasing number of theaters receive their "films" by satellite or via hard drives delivered by courier.

"We no longer ship (film) to most theaters," Philippe Dauman, chief executive of Paramount Pictures owner Viacom Inc., told a conference last month. "We have helped them implement digital distribution so we don't have to make so many prints."

The billions of dollars that major studios save on film — and its costly ingredient, silver — has resulted in revenue declines for the Kodak division that once accounted for the vast majority of the company's overall revenue.

In the first half of 2011, revenue from the division that makes motion picture stock film was $763 million, about half the $1.57 billion it posted in the same period in 2008.

Film printing volume was crucial to Kodak. Although it takes about 1 million feet to shoot a feature film, studios need about 100 million feet to print enough copies for the widest of North American releases.

Kodak sees its future in commercial imaging devices and printing. Still, the motion picture business is significant, accounting for somewhere under a quarter of its revenues. The company filed for Chapter 11 bankruptcy in January with $6.7 billion in debt.

Kodak is unable to afford the marketing boost the Oscars once gave it.

Last week, a bankruptcy court judge approved its early exit from a 20-year naming rights deal it signed with Kodak Theatre owner CIM Group in 1999. As a result, Kodak won't have to pay the $3.6 million annual naming fee.

The Kodak Theatre, which was custom-built for the awards show and first played host to the ceremony in 2002, will be described to millions of viewers on Sunday simply as the "Hollywood & Highland Center."

The judge's decision came too late to remove the signs outside, which may cast a sense of gloom over an industry already rocked by technological change.

"I think everyone looks at Kodak's name coming off the theater with a degree of sadness mixed with respect," said Chris McGurk, chief executive of Cinedigm Digital Cinema Corp., which installs digital projectors for thousands of movie screens and is getting into the business of putting live video feeds into theaters. "It's just that the tide has shifted. The digital rollout is moving great guns. It's unfortunate that the great companies that helped build the film business can't all be part of it going forward."

The Academy of Motion Pictures Arts and Sciences, which declined to comment for this story, is reportedly considering a move to a different venue.

The Academy won't suffer financially from the unpaid fee, since it doesn't have a direct relationship with Kodak and most of its $100 million annual budget comes from licensing the Oscar ceremony's broadcast, according to Moody's Investors Service. The Academy leases the space from CIM Group.

It's not as if Kodak didn't see the digital future coming. Last October, Kodak licensed its patented laser projection technology to Imax Corp. to allow digital projectors to work in domes and other huge theaters that were once reserved for film.

Even if its name is gone from the Oscars, Kodak will still be a part of filmmaking, as long as Academy voters continue to pick movies with that rich, grainy "film look." Kodak stock film was used to shoot Oscar-nominated movies such as "War Horse," "The Tree of Life," and "The Help," even though the captured images were converted for digital editing and delivery.

Mark Graziano, senior vice president of post-production at "War Horse" maker DreamWorks Studios, said the end of the sponsorship serves as a reminder of the "lost art" of film production, and of the workers who once had titles like "negative cutter." It used to take two weeks, for example, just to prepare a rough cut for studio executives to view in screening rooms. The process is nearly instantaneous now.

"It makes you nostalgic for the days when we only worked with 35-millimeter film," Graziano said, noting that film still has a place at many studios. "You look at many filmmakers that swear by film capture, their movies always look gorgeous. It's hard to turn your back on that."

Get Cash For Your Gold & Jewelry!

California's Premier Jewelry Buyer Is Paying The Highest Prices For:


Diamonds


Gold


Watches

WE BUY: Rolex - Cartier - Patek Philippe - Tiffany - Chopard - Van Cleef - David Yurman
Broken & Unwanted Gold Jewelry - 10k - 14k - 18k - 24k - Silver - Coins and More!

LIMITED TIME SPECIAL OFFER!
$25 INSTANT BONUS
On Any Transaction Over $100
$50 INSTANT BONUS
On Any Transaction Over $500!
Offer Ends Soon!
(Bonus not valid on coin sales)
Lic. No. 19651221



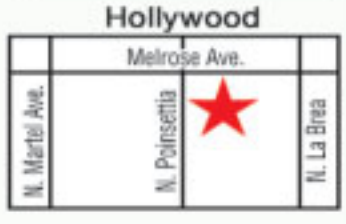
DIAMOND & GOLD exchange

Santa Monica
2629 Wilshire Blvd.
Santa Monica 90403
(310) 829-9800

Hollywood
7280 Melrose Ave.
Los Angeles 90046
(323) 653-9009

Mon - Fri 10am to 6pm, Sat 11am to 5pm
www.DiamondAndGoldExchangeUSA.com

Santa Monica


Hollywood


Keep it positive!
POSITIVE EXISTENCE
Printing & Design Experts
310-314-3537 www.pepriniting.com
Celebrating 18 years of providing quality printing solutions to Santa Monica businesses.



SURF REPORT



RIPCURL LIVE THE SEARCH
1451 THIRD STREET PROMENADE • SANTA MONICA, CA • 310-656-2875

Surf Conditions **Water Temp:** 61°

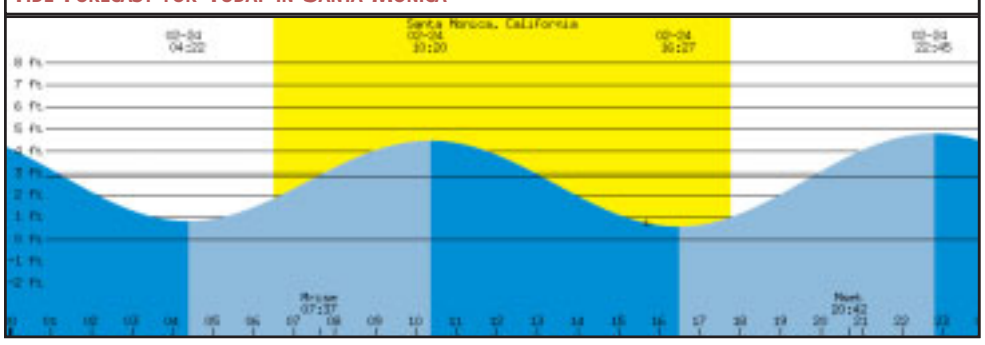
Swell Forecast

Looks like a chest to head high day for west facing breaks.

Long Range Synopsis

Weekend should start out more along the lines of chest+, but our next NW swell is due Sunday the 26th, some of which may start to increase late in the day on Saturday the 25th.

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 22, 2012**

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 -- 2
- Number of beach closures due to a sewage spill -- 0
- Number of wet days -- 3
- Number of A grades for dry/wet weather -- 22 / 19
- Number of (C,D,F) grades for dry/wet weather -- 0 / 0

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

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

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

Heal the Bay

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.

© 2010 Copyright Heal the Bay. All rights reserved. Printed on recycled paper (unless faxed).

MLB

Don Mattingly confident in L.A.'s late-inning pitchers

BY JANIE MCCAULEY
AP Baseball Writer

GLENDALE, Ariz. Javy Guerra worked as a closer in the minor leagues and showed last season he is perfectly comfortable with the pressure-packed ninth inning and recording the final three outs. Kenley Jansen is more than willing to pitch whenever his name is called, too.

Dodgers manager Don Mattingly is taking a shot that his two young relievers can carry the load for Los Angeles in the back end of the bullpen — even if they have some growing pains along the way.

"Javy has been here one year," Mattingly said. "It's a competition, you still have to perform. There have been a lot of guys in their first year were really good and struggled the next year. Kenley was a perfect example, as he wasn't himself (to start 2011) that he was the year before. It took him a half a season with little problems here and there, and he was in the minors for a little bit, but next thing you know he emerged back to what we had seen the year before."

Mattingly appreciates having both reliable right-handers returning after each made strong impressions last year. Jonathan Broxton is gone to the Kansas City Royals, though Los Angeles didn't see much of him in 2011 because of an elbow injury that required surgery.

With much of the focus centered on Dodgers ace Clayton Kershaw and slugger and 2011 MVP runner-up Matt Kemp, Mattingly has said it will take more consistency and improved performances from his entire roster throughout the year for the Dodgers to contend in the NL West.

The 26-year-old Guerra made his major league debut on May 11 and went 2-2 with a 2.31 ERA and 21 saves as a rookie. The team's fourth-round draft pick in 2004 is ready to take on a greater role.

"I don't worry about that stuff. Overall I think we have tons of arms in here, and my goal is to just throw strikes," Guerra said.

With Guerra and Jansen proving themselves last year, the Dodgers felt comfortable moving forward without the two-time All-Star Broxton. He was 1-2 with a 5.68 ERA and seven saves last season after closing out 58 games during 2009-10.

He didn't pitch again after May 3, the day before he went on the disabled list with bone spurs in his right elbow that required surgery in September.

Jansen picked up five saves in 2011 and went 2-1 with a 2.85 ERA and 96 strikeouts to 26 walks in 51 appearances and 53 2-3 innings.

"We go into camp thinking Javy is the guy," Mattingly said. "Javy, to me, didn't do anything last year to say he shouldn't be that guy. More than anything, Kenley was saying 'Hey I can do that too' by the way he pitched. It's a good problem for us to have."

If his team stays healthy and more players have big years, Mattingly believes the Dodgers will challenge the defending division champion Arizona Diamondbacks and 2010 World Series champion San Francisco Giants in the pitching-heavy West. Los Angeles went 82-79 in Mattingly's first season in 2011 for a third-place division finish.

Jansen plans to help change the Dodgers' fortunes.

"The eighth inning is just like the ninth inning," he said. "Bottom line, it doesn't matter. When the game is close, you just have to focus to close it out. We'll both try to help the organization win the World Series."

The 24-year-old Jansen — a native of the Caribbean island of Curacao — is penciled in as a set-up man. He signed with the Dodgers in 2004 and has pitched regularly in the big leagues the past two seasons. When he reported to spring training earlier this week, the pitcher said he has diligently worked to watch his diet to avoid further heart trouble. Jansen went on the 15-day disabled list in late July after being admitted to a hospital for an irregular heartbeat. He was placed on blood thinners and sidelined for a month.

It was a wakeup call to say the least, especially for a professional athlete in his 20s. He has even cut back on eating his favorite dish from home, his mother's curried stew roti wraps.

"I've got to limit the fat," he said, noting he'll do whatever it takes to prolong his career.

The Dodgers are counting on the hard-throwing pitcher to stay healthy.

"With Kenley, you feel like you can kind of do anything," Mattingly said.

Anderson SURFBOARDS
310.578.5860
www.andersonsurfboards.com

MOVIE TIMES

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

Saturday, Feb. 25, 2012

A Trip to the Moon (G) 14min
The Extraordinary Voyage (G) 1hr 18min
7:30pm

Sunday, Feb. 26, 2012

Call theater for details.

AMC Loews Broadway 4
1441 Third Street Promenade
(888) 262-4386

Ghost Rider: Spirit of Vengeance (PG-13) 1hr 35min
12:15pm, 3:00pm

Safe House (R) 1hr 57min
11:50am, 2:40pm, 5:20pm, 8:10pm, 11:00pm

Star Wars: Episode I - The Phantom Menace 3D (PG) 2hrs 11min
12:20pm, 3:25pm, 6:40pm, 10:10pm

Rampart (R) 1hr 45min
11:55am, 5:10pm, 10:35pm

Ghost Rider 3D: Spirit of Vengeance (PG-13) 1hr 35min
5:35pm, 8:15pm, 10:45pm

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

Safe House (R) 1hr 57min
11:10am, 2:00pm, 4:40pm, 7:40pm, 10:30pm

Journey 2: The Mysterious Island (PG) 1hr 34min
11:45am, 5:15pm, 10:30pm

Secret World of Arrietty (Kari-gurashi no Arietti) (G) 1hr 34min
11:25am, 2:05pm, 4:45pm, 7:20pm, 10:00pm

Act of Valor (R) 1hr 41min
10:50am, 11:30am, 1:30pm, 2:10pm, 4:15pm, 5:00pm, 7:00pm, 7:50pm, 10:00pm, 10:45pm

Ghost Rider 3D: Spirit of Vengeance (PG-13) 1hr 35min
11:30am, 2:10pm, 4:50pm, 7:30pm, 10:15pm

Chronicle (2012/ I) (PG-13) 1hr 23min
11:55am, 2:25pm, 5:00pm, 7:25pm, 9:50pm

Journey 2: The Mysterious Island 3D (PG) 1hr 34min
2:30pm, 8:00pm

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

The Help (PG-13) 2hrs 26min
11:00am

Albert Nobbs (R) 1hr 52min
11:00am

On the Ice (R) 1hr 36min
1:50pm, 4:40pm, 7:30pm, 10:00pm

2012 Oscar Shorts: Documentary (NR) 2hrs 25min
11:00am, 4:20pm

Descendants (R) 1hr 55min
1:20pm, 4:10pm, 7:00pm, 9:45pm

Artist (PG-13) 1hr 40min
1:55pm, 4:30pm, 7:20pm, 9:55pm

Bullhead (R) 2hrs 04min
1:30pm, 7:10pm, 10:10pm

Sunday, Feb. 26, 2012 only:
We Need to Talk About Kevin (R) 2hrs 4min
11:00am

AMC Criterion 6
1313 Third St.
(310) 395-1599

Hugo 3D (PG) 2hrs 07min
12:30pm, 3:40pm, 6:45pm, 9:40pm

Wanderlust (R) 1hr 38min
11:45am, 2:15pm, 5:15pm, 8:00pm, 10:35pm

Vow (PG-13) 1hr 44min
11:30am, 2:15pm, 5:00pm, 7:45pm, 10:30pm

This Means War (PG-13) 2hrs 00min
11:10am, 1:45pm, 4:20pm, 7:00pm, 9:50pm

Tyler Perry's Good Deeds (PG-13) 2hrs 09min
11:00am, 1:50pm, 4:40pm, 7:30pm, 10:25pm

Gone (PG-13) 1hr 25min
11:55am, 2:40pm, 5:20pm, 8:10pm, 10:40pm

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

Treat yourself, Pisces

ARIES (March 21-April 19)
★★★★ Your instincts guide you with money. A lucky hunch could bring positive results. You have a manner that draws many people. Be aware of a self-indulgent streak. Share some good news with a friend and loved ones. Tonight: It is your call.

TAURUS (April 20-May 20)
★★★★ You smile, and others respond. Getting together with friends makes you happy. You might opt to have a spontaneous celebration or party at your place. A new friendship or person on the scene could be quite interesting. Tonight: Vanish with a smile.

GEMINI (May 21-June 20)
★★★★★ Zero in on what is important. Friends play a big role in your plans. You might meet a pal for a late lunch and a movie. Clearly, those around you have a self-indulgent streak. You relish the moment while watching. Let go a little. Tonight: Only where people are.

CANCER (June 21-July 22)
★★★★ A friend supports you in gaining more understanding. An authority figure has been difficult with his or her demands. Your friend sees right into this difficult person's soul. Listen to what he or she shares. Tonight: A force to be dealt with.

LEO (July 23-Aug. 22)
★★★★ You could be surprised by how someone touts your skills. You probably did not know how much you were appreciated. Let your mind wander to great music, or make a call to a distant friend. Tonight: Opt for new, whether it be a cuisine, activity or haunt.

VIRGO (Aug. 23-Sept. 22)
★★★★ You might want to deal directly with a loved one or friend. Together, you might make plans to take off for yonder lands. A new option appears out of the blue, if you remain open. Tonight: Togetherness is the theme.

LIBRA (Sept. 23-Oct. 22)
★★★★ Others are full of fun and ideas. Sort through suggestions or put several of them together. Someone you care about lets you know how mutual the feelings are. Tonight: Say "yes" to an offer.

SCORPIO (Oct. 23-Nov. 21)
★★★ An offer has unusual appeal. You have a lot of admirers, whether you are single or attached. Proceed with care. Make a gesture toward a roommate or family member. Whether you pitch in on one of this person's projects, or simply offer a back rub makes no difference. Tonight: Keep it easy.

SAGITTARIUS (Nov. 22-Dec. 21)
★★★★ You might have difficulty finding someone with the same amount of energy as you. Schedule a physical activity somewhere in your day. Go to a flea market or art show -- somewhere you can walk. No matter what your status is, romance flourishes. Tonight: Time for a romp.

CAPRICORN (Dec. 22-Jan. 19)
★★★ Stay anchored in the present. You might seem to be distracted to a family member, loved one or friend. Stay close to home if you can. Invite others over. At the same time, let more caring into your day-to-day life. Tonight: Order in.

AQUARIUS (Jan. 20-Feb. 18)
★★★★★ Reach out for someone at a distance. How you see a situation could change radically because of an open conversation. Add more luxury to your home, and add to the quality of your life. A call could be more important than you think. Tonight: Go to a neighborhood restaurant.

PISCES (Feb. 19-March 20)
★★★★ Before meandering out the door, balance your checkbook and make sure everything is as it should be. Whether you intend to or not, you could end up spending more than you anticipated. Tonight: Your treat.

Happy birthday

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

New options appear all year long, if you are willing to see them. Your ability to express your authentic self changes situations substantially. People cannot help but respond. Acknowledge when someone attempts to pull you into control games. What might be best is not to become involved in them. If you are single, you will enjoy dating and could meet several potential suitors. If you are attached, security will build between you. You also will be able to flex better with each other. Your bond becomes stronger as a result. ARIES can be possessive.



MYSTERY PHOTO

Daniel Archuleta *daniela@smdp.com*

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

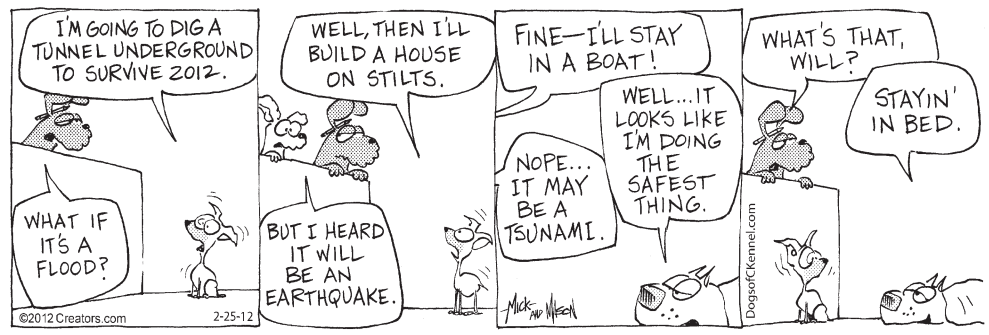
Speed Bump
By Dave Coverly



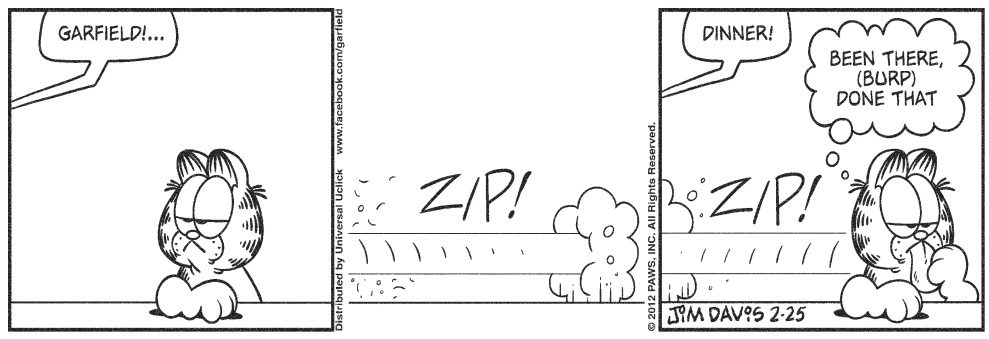
Strange Brew
By John Deering



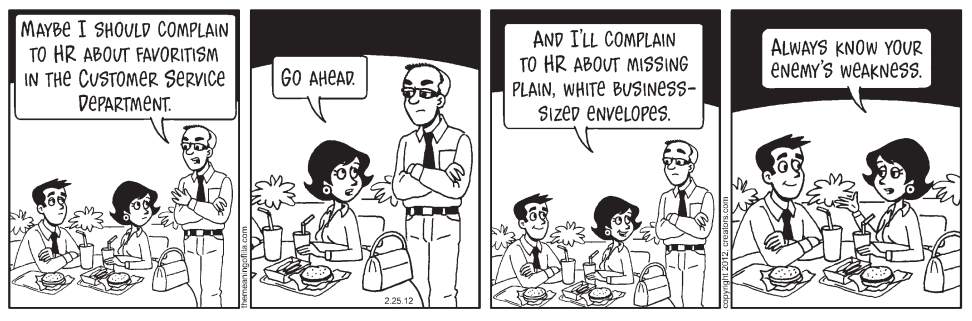
Dogs of C-Kennel
By Mick and Mason Mastroianni



Garfield
By Jim Davis



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



Sudoku

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

Difficulty Level ★★★★

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

King Features Syndicate

GETTING STARTED

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

SOLUTIONS TO YESTERDAY'S PUZZLE

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

Don't wait, CALL NOW
888.474.4125
ACCIDENT VICTIM?

- Speak to a licensed Personal Injury Attorney
- Free Case-Evaluation
- No Cost until you win
- Get the medical attention you deserve
- Collect lost or back wages
- Don't represent yourself, we'll fight for you
- Helping accident victims since 1972

JACOBY & MEYERS
America's Most Recognized Legal Network

Making a false or fraudulent Workers' Compensation claim is a felony subject to up to 5 years in prison or a fine of up to fifty-thousand dollars or double the value of the fraud, whichever is greater, or by both imprisonment and fine. This is not a guarantee, warranty of prediction. Not a referral service. Paid for by these participating attorneys: Spencer, Arter, Smith, Friedman, Okula, Black, Jacobson, Thompson, and Maronian.

CROSSWORD

By THOMAS JOSEPH

ACROSS

1 Glitter rock
5 Ethical
10 Send in
12 Start of the Spanish year
13 Tenny-son's "— Arden"
14 Holdup
15 Safari sight
16 Twisty turn
18 Writer Levin
19 Grape-vine talk
21 Schnitzel base
22 Question for a hitcher
24 Harvest goddess
25 Be rewarded for good work
29 Chuck
30 Keys in
32 Grammys category
33 Un-matched
34 Female rabbit
35 Battle site of 1836
37 Stay away from
39 Locker art
40 Assessed
41 Clothes lines
42 Hardy girl

DOWN

1 Rock's Allman
2 "Imagine" singer
3 Quiet as —
4 Amp plug-in
5 Pills, in slang
6 Afternoon hour
7 Charitable aid
8 Turkish peak
9 True
11 "Some nerve!"
17 Practiced for a bout
20 Splinter groups
21 Drop in on
23 Hero's love
25 Man in a mask
26 Sevilla setting
27 Calm
28 Under-mines
29 Golf bunkers
31 Canary chow
33 Bumbler's word
36 Uncom-munica-tive
38 Big tub

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

Yesterday's answer

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

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

2-25

DAILY LOTTERY

MEGA MILLIONS: 1 16 19 25 27
Meganumber: 3
Jackpot: $83M

SUPER LOTTO PLUS: 1 34 37 39 41
Meganumber: 10
Jackpot: $15M

Fantasy 5: 3 8 26 30 31

DAILY 3
MIDDAY: 1 0 7
EVENING: 9 5 3

DAILY DERBY
1st: 11 Money Bags
2nd: 07 Eureka!
3rd: 05 California Classic
RACE TIME: 1:47.49

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

■ Almost No Longer Weird: (1) Fifteen firefighters on three crews (estimated cost per hour, the equivalent of $1,400) were dispatched to Norwich market in Norwich, England, in January to rescue a gull entangled on tree branches and, according to the animal rescue society, "in distress." (2) Women in Dado village on the southern Philippines island of Mindanao went "on strike" last year to persuade the men to stop their fighting over land disputes. ("If you do bad things," a September Agence France-Presse dispatch quoted one woman, "you will be cut off, here," motioning below her waist.) These sex strikes do not always work, but, reported AFP, this one did.

■ Recent Public Appearances of Jesus and/or the Virgin Mary: Wiltshire, England, June (Jesus in candle wax dripping from a church's pulpit). Anderson County, S.C., July (Jesus on a Walmart receipt). Kinston, N.C., June (Jesus' body on a cross formed by kudzu on a telephone pole). Orpington, England, December (Jesus on a sock). Fortitude Valley, Australia, January (Jesus on a tomato that had remained in an office refrigerator a little too long). Yuma, Ariz., August (Mary in a dried mango slice). Blue Springs, Mo., December (Jesus on crayons melted for a science class project ("(W)hat better sign to get than (one) right in front of you?" asked the student's mother.).

TODAY IN HISTORY

1986 - People Power Revolution: President of the Philippines Ferdinand Marcos flees the nation after 20 years of rule; Corazon Aquino becomes the Philippines' first woman president.

1991 - Gulf War: An Iraqi scud missile hits an American military barracks in Dhahran, Saudi Arabia killing 28 U.S. Army Reservists from Pennsylvania.

1992 - Khojaly massacre: about 613 civilians are killed by Armenian armed forces during the conflict in Nagorno-Karabakh region of Azerbaijan.

WORD UP!

adamantine \ ad-uh-MAN-teen \ , adjective;

1. Utterly unyielding or firm in attitude or opinion.
2. Too hard to cut, break, or pierce.
3. Like a diamond in luster.

Thank you for buying local.
Buy Local
SANTA MONICA
buylocalsantamonica.com
TM
It makes a difference!

Santa Monica Daily Press

Classifieds

$5.50 per day. Up to 15 words, 20 cents each additional word.

Call us today start and promoting your business opportunities to our daily readership of over 40,000.

YOUR AD COULD RUN TOMORROW!*

Some restrictions may apply.

Prepay your ad today!

(310) 458-7737

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

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

All classified liner ads are placed on our website for **FREE!** Check out ***www.smdp.com*** for more info.

Employment Wanted

HOUSE BOY/COMPANION for older couple. CA drivers license. Speaks english & perform all household duties. Refrences. (310)454-5798

Employment

Callison, LLC seeks FT Architectural Designer (Intl Markets) in Santa Monica, CA. Requires Masters in Arch + 3 yrs specific exp with intl mixed-use projects or Bach Arch + 5 years exp. 25% travel to Asia. See www.callison.com for complete details & reqs. Resumes: J. Hughes, 1445 Ross Avenue Suite 2600, Dallas, TX 75202.

CASHIER/SALES F/T for a Building Materials retailer, including Sat. Will train. Retail and computer exp favored. Apply in person: Bourget Bros. 1636 11th St. Santa Monica, Ca 90404

COMMISSION SALES rep needed part time with internet marketing experience. Submit resume to bsberkowitz@aol.com

LUMBER SALES F/T, including Sat. For a Building Materials retailer. Will train. Lumber/Door/Window exp favored. Apply in person: Bourget Bros. 1636 11th St. Santa Monica, Ca 90404.

Help Wanted

An administrative assistant is urgently needed. Successful candidate will provide executive and administrative support. Must be detail-oriented, organized, and adapt well to change. Proficiency with Microsoft Word, Excel and PowerPoint required. Qualified candidates should send applications to kmtadpt@aol.com

Yard Sales

GARAGE SALE
Sunday, February 26
8:30 AM - 12:30 PM
7th Avenue and Sunset Avenue
Venice
Women's designer clothing, snowboarding gear, electronics, houseware and kitchen items

For Rent

2 Story Townhome. 3bdrm 2bath, private patio, new carpets, pking & laundry. Near SM/Bundy. $2200 (310)828-4481, (310)993-0414 after 6pm.

HOWARD MANAGEMENT GROUP
(310)869-7901

10552 (Little) Santa Monica Blvd. 2Bd + 1Bth upper rear unit in triplex. No walls shared $2395

1011 Pico #18. 2Bd+1Bth+Loft. Modern building. 2 sxs parking spaces. $2375

1623 Bundy Drive, 2Bd + 1Bth. Hdwd floors, pets ok, laundry, parking. $1695.

10703 Holman Ave. 2Bd + 1Bth. One level unit w/ hdwd floors and garage. $1725

WE HAVE MORE VACANCIES ON THE WESTSIDE. PETS WELCOME

www.howardmanagement.com
rentals@howardmanagement.com

MV/MDR adj. Large Studio , near Centinela/90 Freeway. Full kitchen with stove and fridge, large closet, carpets, laundry, parking. $925/mo. (310)828-4481 or (310)993-0414 after 6p.m.

PALMS/WLA SPACIOUS I bdrm, upper, on Keystone near Palms Blvd. ample closet, stove, refrigerator, laundry, well maintained, nicely landscaped building $1150/mo with parking (310)828-4481, (310)993-0414 after 6p.m.

WEST LA
Ask about move in specials
1br $1495 and up
gated entry, tile floors
refrigerators.some have gated sub-terranian parking granite,diswashers. air-conditioning elevator, balcony, AC,
1755 Purdue
310-479-1079

Apartment Wanted



Stellar Tenant Seeks Guest House
Teacher seeks affordable mother-in-law apartment, guest house or similar situation in Santa Monica. Ideal tenant: 30 something female with stellar credit rating. Responsible, stable, quiet, organized, and doesn't smoke or do drugs. References available. (310) 526 – 1919 or mytenant2012@yahoo.com

Real Estate

Office for Psychologist, Therapist or Coach
Beautiful office with great views on San Vicente in
Brentwood. Class A Bldg with security, good parking,
Individual thermostat, call buttons and separate exit in
Professional Suite. Call 310-472-2329

Office Space for Attorney, CPA or Quiet Professional
Office available in Brentwood Class A Bldg.
200 sq ft in Professional quiet Suite, with large
windows, great views, individual thermostat &
excellent parking. West end of San Vicente Blvd.
Call Elizabeth @310-472-2329

Bookkeeping Services

Accounting & Bookkeeping Service
Call 310.828.5494

Services

GOOD CREDIT? Bad Credit? No Credit? No Problem!
Are you currently employed? Are you living paycheck to paycheck? Need cash?
We can help! Apply for a loan today!
Call 1-888-823-8766.

Tax Prep & Bookkeeping
We'll set up your system or help you get up -to-date.
Small & home business specialist. At your office or ours.

Free Consultation
Doris @ 424-246-0246 or
Doris90272@gmail.com

Services

Handyman

The Handy Hatts
Painting and Decorating Co.
SINCE 1967
RESIDENTIAL/COMMERCIAL
SPECIALISTS IN ALL
DAMAGE REPAIR
"EXPERT IN GREEN CONCEPTS"
Free estimates, great referrals
FULL SERVICE HANDYMAN FROM A TO Z
Call Brian @
(310) 927-5120
(310) 915-7907
LIC# 888736

ELECTRICAL & Kitchen/Bath Remodeling, Additions, Carpentry, Tiles, Decks, Plumbing.,Stairs,Plans.Lic#612380. 310-770-3022

Financial

GOOD CREDIT? Bad Credit? No Credit? No Problem!Are you employed? Declined by the banks? Living paycheck to paycheck? We can help! Apply for a loan today! Call 1.888.823.8766

Massage

BLISSFUL RELAXATION! Experience Tranquility & Freedom from Stress through Nurturing & Caring touch in a total healing environment. Lynda, LMT: 310-749-0621

Notices

ORDER FOR PUBLICATION OF SUMMONS OR CITATION
CASE NUMBER: CIVRS 1104914
PLANTIFF/PETITIONER: BARBARA HUNT
DEFENDANT/RESPONDENT: CORELSUN, LLC, et al.
Upon reading and filing evidence consisting of a declaration as provided in Section 415.50 CCP by JIMMY LIZAMA REGISTERED CA PROCESS SERVER, and a satisfactorily appearing therefrom that the defendant, respondent or citee CORELSUN, LLC , cannot be served with reasonable diligence in any other manner specified in Article 3, Chapter 4, Title 5 of the Code of Civil Procedure, and it also appearing froom the verified complaint or petition that a good cause of action exists in this action in favor of the plaintiff, petitioner, or citee therein and against the defendant, respondent, or citee and that the said defendant, respondent, or citee is a necessary and proper party to the action or that the party to be served has or claims an interest in, real or personal property in this state that is subject to the jurisdiction of the Court or the relief demanded in the action consists wholly or in part in excluding such party from any interest in such property: NOW, on motion of STEPHEN L. BELGUM Attorney(s) for the Plaintiff(s), Petitioner(s), or contestant(s), IT IS ORDERED that the service of said summons or citation in this action be made upon said defendan,t respondent, or citee by publication thereof in SANTA MONICA DAILY PRESS a newspaper of general circulation published at SANTA MONICA, California, hereby designated as the newspaper most likely to give notice to said defendant, that said publication be made at least once a week for four successive weeks.

IT IS FURTHER ORDERED that a copy of said summons or citation and of said complaint or petition in this action be forthwith deposited in the United States Post Office, post-paid, directed to said defendant, resopondent, or citee if his address is ascertained before expiration of the time prescribed for the publication of this summons or citation and a declaration of this mailing or of the fact that the address was not ascertained be filed at the expiration of the time prescribed for the publication.
JANUARY 17, 2012

Notices

SUMMONS
(Citacion Judicial)
CASE NUMBER CIVRS 1104914
NOTICE TO DEFENDANT: (Aviso Al Demando): CORELSON, LLC; PIZZA HUT, INC.; SOUTHERN CALIFORNIA PIZZA COMPANY, LLC; YOSHINOYA AMERICA, INC.; & Does 1 through 40, Inclusive
YOU ARE BEING SUED BY PLAINTIFF: (Lo Está Demandando El Demandante): BARBARA HUNT
NOTICE! You have been sued. The court may decide against you without your being heard unless you respond within 30 days. Read the information below.
You have 30 CALENDAR DAYS after this summons and legal papers are served on you to file a written response at this court and have a copy served on the plaintiff. A letter or phone call will not protect you. Your written response must be in proper legal form if you want the court to hear your case. There may be a court form that you can use for your response. You can find these court forms and more information at the California Courts Online Self-Help Center (www.courtinfo.ca.gov/selfhelp), your county law library, or the courthouse nearest you. If you cannot pay the filing fee, ask the court clerk for a fee waiver form. If you do not file your response on time, you may lose the case by default, and your wages, money, and property may be taken without further warning from the court.
There are other legal requirements. You may want to call an attorney right away. If you do not know an attorney, you may want to call an attorney referral service. If you cannot afford an attorney, you may be eligible for free legal services from a nonprofit legal services program. You can locate these nonprofit groups at the California Legal Services Web site (www.lawhelpcalifornia.org) the California Courts Online self-help Center (www.courtinfo.ca.gov/selfhelp), or by contacting your local court or county bar association. NOTE: The court has a statutory lien ofor waived fees and costs on any settlement or arbitration award of $10,000 or more in a civil case. The court's lien must be paid before the court will dismiss the case.
Tiene 30 DIAS DE CALENDARIO despues de que le entreguen esta citacion y papeles legales pare presenter una respuesta per escrito en esta code y hacar que se entregue una copia al demandante. Una carta o una llamada telefonica no lo protegen. Su respuesza per escrito tiene que ester en formato legal correcto si desea que procesen su caso en la corte. Es posible que haya un formulario que usted pueda usar pare su respuesta. Puede encontrar estos formularios de la corte y mas informacion en el Centro de Ayuda de las Cortes de California (www.courtinfo.ca.gov/selfhelp/espanol/), en la biblioteca de leyes de su condado o en la corte que le quede mas cerca. Si no puede pagar la cuota de presentacion, pida al secretario de la corte que le de un formulario de exencion de bago de cuotas. Si no presenta su respuesta a tiempo, puede perder el caso por incumpilmiento y corte le podra quitar su sueldo, dinero y bienes sin mas advertencia.
Hay otros requisitos legales Es recomendable que llame a un abogado inmediatamente. Si no conoce a un abogado, pueda llamar a un servicio de remision a abogados. Si no puede pagar a un abogado, es posible que cumpia con los requisitos para obtener servicios legales gratuitos de un programa de servicios legales sin fines de lucro. Puede encontrar estos grupos sin fines de lucre en el sitio web de California Legal Services, (www.lawhelpcalifornia.org), en el Centro de Ayuda de las Cortes de California, (www.courtinfo.ca.gov/selfhelp/espanol/) o poniendose en cantacto con la corte o el colegio de abagados locales.
The name and address of the court is: (El nombre y direccion de la corte es):
SAN BERNARDINO SUPERIOR COURT
8303 Haven Avenue
Rancho Cucamonga, CA 91730
The name, address, and telephone number of plaintiff's attorney, or plaintiff without an attorney, is: (El nombre, la dirección y el número de teléfono del abogado del demandante, o del demandante que no tiene abogado, es):
STEPHEN L. BELGUM, ESQ (SBN 53143)
LAW OFFICE OF STEPHEN L. BELGUM
1905 E. Route 66, Suite 102
Glendora, CA 91740
Telephone: (626) 914-9806
Date (Fecha): 5/16/2011
KARIM BENAVIDES, Deputy (Adjunto)
SEAL
NOTICE TO THE PERSON SERVED: You are served as an individual defendant
Published SANTA MONICA DAILY PRESS
FEBRUARY 25, MARCH 3, 10, 17

DBAS

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012007286 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/12/2012 The following person(s) is (are) doing business as OREILLY AUTO PARTS. The full name of registrant(s) is/are: CSK AUTO, INC 2540 E. AVENUE S PALMDALE, CA 93550. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:TOM MCFALL. This statement was filed with the County Clerk of LOS ANGELES County on 01/12/2012. 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 02/11/2012, 02/18/2012, 02/25/2012, 03/03/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012007285 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/12/2012 The following person(s) is (are) doing business as OREILLY AUTO PARTS. The full name of registrant(s) is/are: OREILLY AUTO PARTS 4792 Peck Road El Monte, CA 91732. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:OREILLY AUTO PARTS. This statement was filed with the County Clerk of LOS ANGELES County on 01/12/2012. 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 02/11/2012, 02/18/2012, 02/57/2012, 03/03/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012008273 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/13/2012 The following person(s) is (are) doing business as LA BIRTH CERTIFICATE APOSTILLE AGENTS, NIGHT AND DAY NOTARY LA. The full name of registrant(s) is/are: Michael Senz 1440 Veteran Ave. #210 Los Angeles, CA 90024. 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 Senz. This statement was filed with the County Clerk of LOS ANGELES County on 01/13/2012. 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 02/11/2012, 02/18/2012, 02/25/2012, 03/03/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012020289 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/03/2012 The following person(s) is (are) doing business as CA BIRTH CERTIFICATE APOSTILLE AGENTS, CA NOTARY AND APOSTILLE CO., CA APOSTILLE AGENTS, CALIFORNIA APOSTILLE AGENTS. The full name of registrant(s) is/are: Michael Senz 1440 Veteran Ave. #210 Los Angeles, CA 90024. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)02/03/2012. /s/: Michael Senz. This statement was filed with the County Clerk of LOS ANGELES County on 02/03/2012. 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 02/11/2012, 02/18/2012, 02/25/2012, 03/03/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012014630 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/26/2012 The following person(s) is (are) doing business as VIGILANT INVESTMENT SOLUTIONS. The full name of registrant(s) is/are: Laura A Vossman 3703 E Colorado St Long Beach CA 90814. 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/:Laura A Vossman. This statement was filed with the County Clerk of LOS ANGELES County on 01/26/2012. 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 02/25/2012, 03/03/2012, 03/10/2012, 03/17/2012.

DBAS

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012014628 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/26/2012 The following person(s) is (are) doing business as MARVELOUS MUD. The full name of registrant(s) is/are: Tracy Y. Thomas 3703 E Colorado St Long Beach CA 90814. 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/:Tracy Y. Thomas. This statement was filed with the County Clerk of LOS ANGELES County on 02/26/2012. 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 02/25/2012, 03/03/2012, 03/10/2012, 03/17/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012014272 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/20/2012 The following person(s) is (are) doing business as NORTHRIDGE SUIT OUTLET. The full name of registrant(s) is/are: Talar Kornalian 11225 Ruffner Ave. Granada Hills CA 91344. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/2012. /s/: Talar Kornalian. This statement was filed with the County Clerk of LOS ANGELES County on 02/20/2012. 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 02/25/2012, 03/03/2012, 03/10/2012, 03/17/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012014255 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/26/2012 The following person(s) is (are) doing business as NORTHRIDGE SUITS AND TUX. The full name of registrant(s) is/are: Talar Kornalian 11225 Ruffner Ave. Granada Hills CA 91344. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/2012. /s/: Talar Kornalian. This statement was filed with the County Clerk of LOS ANGELES County on 01/26/2012. 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 02/25/2012, 03/03/2012, 03/10/2012, 03/17/2012.

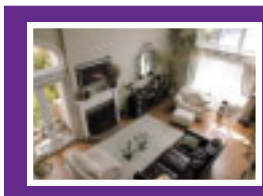
FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012015087 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/26/2012 The following person(s) is (are) doing business as FEARLESS WOMEN GLOBAL. The full name of registrant(s) is/are: JOSEPH CROYLE 3202 DOS PALOS DR. LOS ANGELES, CA 90068, MARY ANN HALPIN 3202 DOS PALOS DR. LOS ANGELES, CA 90068. This Business is being conducted by: Husband and Wife. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JOSEPH CROYLE. This statement was filed with the County Clerk of LOS ANGELES County on 01/26/2012. 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 02/20/2012, 02/27/2012, 03/05/2012, 03/12/2012.



Kate Bransfield

Estates Director
Society of Excellence
Previews Properties Specialist
Coldwell Banker - Montana Avenue
310.395.1133

COLDWELL BANKER PREVIEWS INTERNATIONAL





New Listing
1018 4th Street #304
$5,900 per month



Hurry Won't Last

2 Bedroom
2.5 Bath
Almost 2000 sq ft
Loft
Roof-top Deck
Remodeled 2005

1424 Marguerita Avenue
North of Montana
Wonderful, Corner Lot

5 Bed + 4.5 Bath

Soaring Ceilings &
Sky-High Windows

$2,999,000

Call Kate for a Private Showing



619 Euclid Street
North of Montana
Great, Quiet Street

5 Bed + 4.5 Bath
Great Square Footage

$2,899,000

Open Sunday
February 26th
1:00 pm - 4:00 pm



12220 Dorothy Street

Brentwood Flats Traditional
Custom French Country Kitchen
4 Bed + 4 Bath
$2,099,000
Open Sunday
February 26th
1:00 pm - 4:00 pm



1053 17th Street

Great Opportunity to Renovate or Rebuild
2 Bed + 1 Bath
$989,000
Open Sunday
February 26th
1:00 pm - 4:00 pm



Average Price of **ALL** Santa Monica
Single Family Homes
From **ALL** agents in **ALL** companies
Listed for Sale As of Late - February 2012

Santa Monica Canyon	=	$1,995,000
North of Montana	=	$3,145,000
Between Wilshire & Montana	=	$1,450,000
South of Wilshire	=	$899,000
Sunset Park	=	$1,197,500
Ocean Park	=	$1,649,000

Statistics updated every Monday

11 Marine Terrace #1



Stunning Ocean Views
3 Bed + 3.5 Bath
$28,000/ Month

Call Kate for a Private Showing

1751 Appian Way #101



Only ONE unit left!
Gorgeous Ocean Views

1 Bedroom + 1 Bath

$4,999 / Month

Kate Bransfield
Proud Sponsor Of:

FRANKLIN Elementary School
Roosevelt Elementary School
LINCOLN MIDDLE SCHOOL SANTA MONICA, CA
Santa Monica LITTLE LEAGUE

What is Your Home Worth? Contact Me to Find Out!

This is not intended as a solicitation if you currently have a broker. The information has been retrieved from the Multiple Listing Service. Some of these properties have been sold or listed with other Real Estate Agents.