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Santa Monica Daily Press

MONDAY, MARCH 2, 2015 Volume 14 Issue 95 smdp.com Santa Monica Daily Press

LITTLE LEAGUE OPENS SEE PAGE 8

Talk of shortened runway heats up

BY DAVID MARK SIMPSON
Daily Press Staff Writer

SMO How short can an airport's runway be before it is no longer an airport?

A 1948 agreement between City Hall and the Federal Aviation Administration (FAA) — called the Instrument of Transfer — requires that the former operate the Santa Monica Airport in perpetuity but the July expiration of a 1984 agreement may give City Hall the right to close a portion

SEE SMO PAGE 8

Molding minds in a modern age

PANELISTS DISCUSS APPROACHES, CHALLENGES IN EDUCATION

BY JEFFREY I. GOODMAN
Daily Press Staff Writer

CITYWIDE A public schools superintendent, a private school dean and a charter school official walk into an auditorium.

No joke.

In an event hosted by Lincoln Middle School, Santa Monica-Malibu schools Supt. Sandra Lyon joined Harvard-Westlake head Jon Wimbish and Knowledge Is Power Program Los Angeles (KIPP LA) chief Sarah Hughes for a panel discussion Feb. 26 about the state of education in the region, the

SEE EDUCATION PAGE 9

Council likes one-way street near SMC Expo station

BY DAVID MARK SIMPSON
Daily Press Staff Writer

16TH STREET City Council voted unanimously to move forward with plans to convert 16th Street traffic to one-way northbound between Colorado Avenue and Olympic Boulevard at their last meeting.

The one-way conversion would free up space for additional parking and drop-off areas near the Santa Monica College Expo station.

Additionally, council liked the idea of adding pedestrian connections and bikeways to the area.

The plans come out of the early phases of the Memorial Park Neighborhood Plan — which, when approved, will set forth land-use strategies for the area — and discussions with area stakeholders about the neighborhood plan.

The plans approved by council on Tuesday are temporary measures designed to keep the area around the station flowing smoothly until the Memorial Park Neighborhood Plan is adopted.

A one-way northbound 16th Street would allow for front-in, angled parking on the west side of the street, bordering the park.

"Parking includes metered parking as well as short term parking for drop-off and loading," city officials said in a report. "Transit drop-off and kiss-and-ride zones are provided on the northern half of the east side of the street to serve Metro rail patrons."

Peter Yu, who is involved with Santa Monica Little League baseball, asked that the sports league have an opportunity to give its voice in the process.

His main concern, he said, was safety. Councilmember Sue Himmelrich asked Yu if he was concerned that the one-way street would contribute to cars driving faster in the area.

"Given that it's a one-way street and it might become the main one-way access way to the kiss-and-ride portion, of that street, there's definitely a concern," he said.

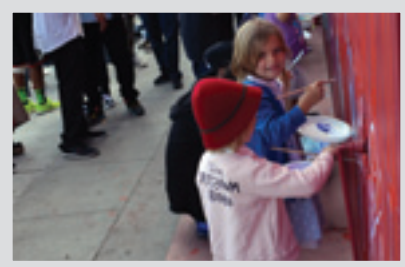
Councilmember Ted Winterer asked city officials about the speed-reducing measures planned for the area.

"We'd be putting in angled parking there which,

SEE EXPO PAGE 7







NEW PAINT

Matthew Hall matt@smdp.com

On Feb. 28, Beautify Earth brought artists of several generations together for a new work on Wallpaper City & Flooring, located at 1758 Lincoln Blvd.



GOLDEN TICKET

Matthew Hall matt@smdp.com

Local girl scouts held a Golden Ticket promotion on Feb. 28. Customers who purchased a special box of cookies won a months supply courtesy of the local girl scout council. Eduardo Salazar, a local police cadet and employee at SMC, bought Santa Monica's winning box from Nikita Bahadur and Eleanor Moss (Troop 2855) at Bob's Market.

Faces of Silicon Beach

BY ERIK HUBERMAN
Special to the Daily Press

NailSnaps is an app that will let you import your own Instagram photos to create unique nail stickers, arranged and zoomed with custom settings. It was founded by Angel Anderson, a UX designer, after she struggled to find a way to create nail art out of photos. Erik Huberman, CEO of Hawke Media, talks to Angel about her design background, Santa Monica and NailSnaps.

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

Angel Anderson: Is it OK if I say I didn't initially set out to be an entrepreneur? I consider myself a user experience designer. I've been working as a UX designer for about 15 years. The thing that drives me, the thing I'm real-

SEE FACES PAGE 7

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What's Up Westside

OUT AND ABOUT IN SANTA MONICA

March 2

International Women's Day breakfast

The Santa Monica Chamber of Commerce, Santa Monica Commission on the Status of Women and Organization of Women Leaders will host their annual inspirational networking breakfast in honor of International Women's Day and Women's History Month. Le Meridien Delfina, 530 Pico Blvd., 7 - 9 a.m., $50 (Members), $65 (Non-Members), call (310) 393-9825 x114 for more information.

Architectural Review Board

The ARB generally meets on the first and third Mondays of each month unless there is a holiday. Meetings are held in the City Council Chambers at City Hall unless otherwise noted. Visit http://www.smgov.net/Departments/PCD/Boards-Commissions/Architectural-Review-Board for more information. 7 p.m., City Hall, 1685 Main St.

Homework help

Get help with your homework. This drop-in program offers a separate study area, basic supplies, and friendly volunteers to assist with homework questions. For students in grades 1-5 only. 3:30 p.m., Fairview Branch Library, 2101 Ocean Park Blvd.

Study zone

Space for quiet study. Grades K-12. Children under 8 years must be accompanied by an adult. Montana Avenue Branch Library, 1704 Montana Ave., 3:30 p.m.

Girl Scout cookie sales

Pavilions, 820 Montana Ave. 3:30 p.m. - 6:30 p.m.

March 3

Nickel & Dimed with Cheryl Spector

The storyline of Longbourn evokes questions of class and the ways in which those in the service professions struggle to get by even today. CSUN professor Cheryl Spector presents this lecture tying Longbourn together with Barbara Ehrenreich's timely portrait of minimum wage workers, Nickel & Dimed. Main Library, 601 Santa Monica Blvd., 7 - 8:30 p.m.

College Scholarship Resources

Learn about the resources available to find scholarships. Presented by C2 Education. For parents and students in grades 9-12. Montana Avenue Branch Library, 1704 Montana Ave., 7 - 8 p.m.

SMC Environmental and Urban Issues Lecture Series

Local Leaders Blaze the Trail toward Sustainability

SMC Director of Sustainability Genevieve Bertone and experts from Sustainable Works (including Kaya Foster) return for the traditional opening night to show us how the college and community have become more efficient and sustainable and how you can join. For more information, call (310) 434_4743, or visit www.smc.edu/ceus. Santa Monica College, 1900 Pico Blvd., Humanities and Social Sciences Building, Room 263, 6:45 p.m.

Social Security Workshop

Learn how to optimize your Social Security benefits and avoid the pitfalls. John Pak, certified Financial Planner and host of KFWB's "Smart Money Fundamentals," will discuss common and lesser known rules. Q&A to follow. (90 min.) Fairview Branch Library, Fairview Branch Library, 2101 Ocean Park Blvd., 6 - 7:30 p.m.

Ocean Park Film Program: "Mean Streets" (1973)

Film historian Elaina Archer screens and discusses this classic Martin Scorsese film about the daily struggles of a wannabe hood to keep his

SEE **LISTINGS** PAGE 3

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

LISTINGS
FROM PAGE 2

morals straight on the streets of Little Italy. Starring Harvey Keitel, Robert De Niro, Richard Romanus and Amy Robinson. (Film runtime: 110 min.) Ocean Park Branch Library, 2601 Main St., 6 p.m.

Bettye LaVette to perform at Pepperdine University
Smothers Theatre
24255 Pacific Coast Highway, 8 p.m.
The two-time Grammy nominee and Rhythm & Blues Pioneer Award winner Bettye LaVette comes to Pepperdine University. Tickets, priced starting at $22 for the public and $10 for full-time Pepperdine students, are available by calling (310) 506-4522 or online at http://arts.pepperdine.edu/. More information: http://bettyelavette.com

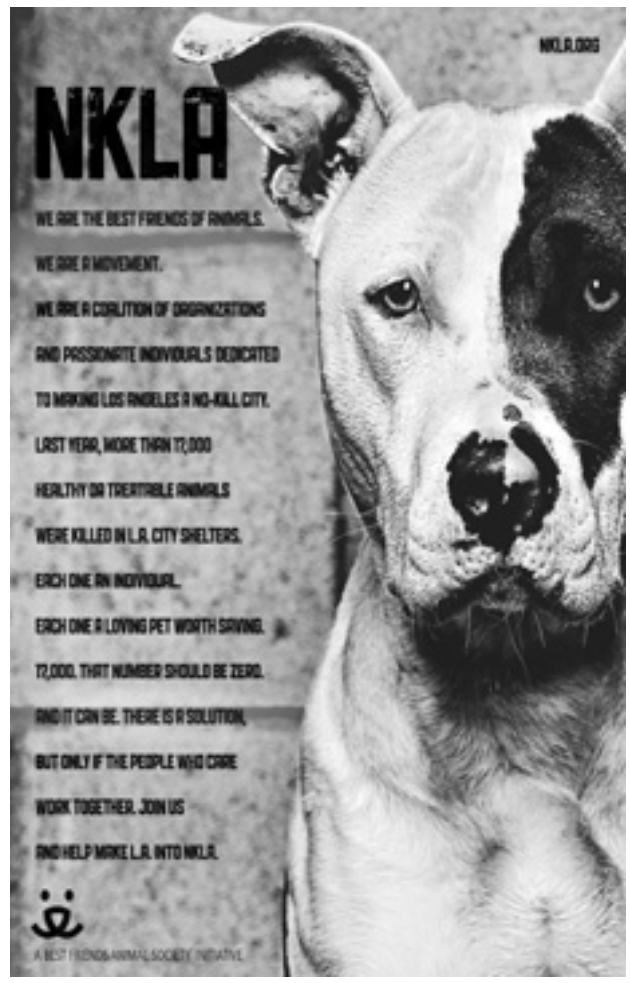
March 4

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

Green Living Workshop
Learn what you can do on a personal level to live more sustainably while connecting with your neighbors and community. Join a free Green Living Workshop offered by the City of Santa Monica's Office of Sustainability and the Environment and Sustainable Works. Learn ways to save money, positively impact your family, community, and ultimately the planet. Topics include: water, energy, waste, chemicals, transportation, and shopping & food. Main Library, 601 Santa Monica Blvd., 7 p.m.

An Evening with Lisa See
Lisa See, the author of beloved favorites like Snow Flower and the Secret Fan, Peony in Love and Shanghai Girls, celebrates the paperback release of her latest novel, China Dolls. Free tickets for Auditorium seating will be released one hour prior to program, until supply is depleted. Seating is first come, first served. A book sale and signing follows. Main Library, 601 Santa Monica Blvd., 7 p.m.

Downtown Farmers' Market
Enjoy one of Santa Monica's farmers markets, widely considered to be among the best on the west coast and featuring field-fresh produce, hundreds of kinds of vegetables, breads, cheeses, delicious foods, live music and more. Arizona Ave & 2nd St, 8:30 a.m. - 1:30 p.m.



COMMUNITY BRIEFS

Main Library

Nickel & Dimed at Longbourn with Cheryl Spector

Santa Monica Public Library will present Nickel & Dimed at Longbourn with Cheryl Spector on Tuesday, March 3, at 7 p.m. in the Main Library's Martin Luther King, Jr. Auditorium, 601 Santa Monica Blvd.

Santa Monica Reads 2015 is in full swing, with hundreds of readers in Santa Monica reading and discussing the novel Longbourn by Jo Baker. Set in the Bennet household made famous in Jane Austen's Regency Period classic Pride and Prejudice, Longbourn takes readers below stairs to learn about the lives of the servants working there. We witness their backbreaking struggles simply to make it through each day, with no thought of going to a fine country dance, or marrying a mate who will whisk them away from the edge of financial ruin. Readers may find themselves conversely struck by how much things have changed, and yet how they've stayed the same.

With that kernel of thought, join organizers as the Santa Monica Public Library welcomes CSUN Professor Cheryl Spector for a discussion of the parallels between Longbourn and our contemporary world. Most specifically, she will discuss the plight of workers portrayed in Barbara Ehrenreich's nonfiction book, Nickel & Dimed: On (Not) Getting By in America, a vivid portrait of the struggles minimum and poverty wage workers face just to pay the rent or put food on their kitchen tables every day. Professor Spector discusses the very real barriers of class and privilege that still exist, two hundred years after the events portrayed in Longbourn.

This special event is a part of Santa Monica Reads, the city's annual community reading program. Now in its thirteenth year, Santa Monica Reads encourages everyone in Santa Monica to read and discuss the same novel. For more information on Santa Monica Reads 2015 programming, visit http://smpl.org/Longbourn2015.

This program is free and open to the public. Seating inside the auditorium is first come, first served. Santa Monica Public Library is wheelchair accessible. For special disabled services, call Library Administration at (310) 458-8606 at least one week prior to event. The Main Library is served by Big Blue Bus routes 1, 2, 3, 7, 8, 9 and 10. Ride your bike. Bicycle parking racks are available at the library.

For more information on this and other public programs, visit www.smpl.org or contact the Santa Monica Public Library at (310) 458-8600.

- SUBMITTED BY ROBERT GRAVES

Main Library

An Evening with Lisa See at Santa Monica Public Library

Santa Monica Public Library will present An Evening with Lisa See on Wednesday, March 4, 2015 at 7 p.m. in the Main Library's Martin Luther King, Jr. Auditorium, 601 Santa Monica Blvd.

In 1995, Los Angeles-based author Lisa See burst onto the literary scene with her moving family history "On Gold Mountain: The One-Hundred-Year Odyssey of My Chinese-American Family." In the decades since, she has gone on to mesmerize readers with her intricately-woven and methodically-researched novels, including the Red Princess mystery series, "Snow Flower and the Secret Fan," "Peony in Love," and the Shanghai Girls series. Join organizers as she visits the Santa Monica Public Library to discuss her latest novel, "China Dolls," the story of Chinese-American nightclub performers of the 1930s and '40s. A book sale and signing follows.

This author event is open to all ages and is ticketed. Tickets are free, and will be distributed beginning one hour prior to the program in the lobby outside the Martin Luther King, Jr. Auditorium. One ticket per person. Guests must be present to receive a ticket. Seating inside the auditorium is first come, first served.

Santa Monica Public Library is wheelchair accessible. For special disabled services, call Library Administration at (310) 458-8606 at least one week prior to event. The Main Library is served by Big Blue Bus routes 1, 2, 3, 7, 8, 9 and 10. Ride your bike. Bicycle parking racks are available at the library. For more information on this and other public programs, visit www.smpl.org or contact the Santa Monica Public Library at (310) 458-8600.

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LETTERS TO THE EDITOR

Send comments to editor@smdp.com

Airport facts

Editor:

I am writing to correct the misinformation and distortion in Whitney Scott Bain's letter entitled "Airport rent hikes shouldn't fly".

First, the misinformation. He complains the airport commission intends to "raise the rates" on all the businesses at the airport. That's not the case. What the commission proposes is to eliminate the "gift of public funds" subsidies that the aviation tenants have been getting for decades (enabling them to pay rent far below market value rates - and then making a profit off those taxpayer subsidies by sub-leasing their property). Whitney's concerns about the "art community, theater arts group, restaurants and small businesses" are unfounded. They already pay market rates. Their rates will not go up. Why are taxpayers giving aviation tenants subsidies again? They shouldn't be. And the commission wants to end that. Who on earth but an out-of-state corporate jet lobbyist could complain about that?

Secondly, the distortion. Whitney takes particular issue with people who purchased homes by the airport, stating "...you knew that there was an airport there. As a matter of fact, it's been there since 1917."

Yes, the airport was there for a hundred years, but the jets haven't been. When thousands of people bought their homes, there were only a handful of jet operations per month. That was fine. Then those jet operations started growing exponentially in the late 90s to the point there are now almost 20,000 per year. And climbing, I might add. So what is Whitney saying exactly? That this small commuter airport most people moved next to gets to just keep growing and growing and growing and the residents have to just eat it? How many jet operations is too many? 60,000 a year? 200,000 a year like Van Nuys? Because with fractional jet ownership, that's where we are going.

An airport can take many forms ... and the form that the Santa Monica Airport has taken is way out of balance with its community. The local PM 2.0 pollution spike from a single jet take-off is 440 TIMES the background PM 2.0 level of the entire. Each jet take-off spews known carcinogens over thousands of people's homes, impacting not only adults but children as well (who are more susceptible to lung and DNA damage). Those jets are literally poisoning the air we breathe. And yet all we hear from airport supporters is that there is no proven link between jet fuel and health damages. Maybe someone should show them how to use the Google.

The airport isn't being a good neighbor. It's time for the jets to go (again).

Steve Binder
Santa Monica





My Write

Bill Bauer Send comments to editor@smdp.com

Don't count the homeless out

THE RESULTS ARE IN AND THE WINNER is ... ? Of course, I'm talking about the annual homeless count results. The good news is that our homeless population seems to have stabilized over the last six years.

The 2015 count was conducted the night of January 28. Hundreds of volunteers fanned out over Santa Monica counting people sleeping or camped on public streets, in parks, on the beach, in vehicles and on private property. Those figures were added to counts of homeless people in shelters, medical and other institutional facilities to obtain a complete tally.

Released last Monday, the 2015 count found 738 homeless people in Santa Monica as opposed to 742 in 2014. In 2013, 780 individuals were counted, 769 individuals were counted in 2012, 740 in 2011, 742 in 2010 and 915 in 2009.

This year the "on-the-streets" count rose 16 percent with 402 people counted on the street compared to 346 counted in January, 2014. However, the sheltered population dropped 15 percent with 336 people counted in shelters this year while 396 individuals were sheltered during 2014's count.

One of the problems with the annual count is that volunteers don't make contact with the people they encounter. On the street, they literally count lumps under blankets and persons sitting on benches. Counters are advised not to disturb persons they see. So information like: Where are you from? How long have you been in Santa Monica? Are you homeless? isn't obtained.

Statistics regarding age, sex and ethnicity data isn't collected either. Counters don't know whether an individual napping on a bus bench is homeless or waiting for a late-night Metrobus.

People often come here from back East or even from foreign countries and sleep on the sand at night even though it's illegal on Santa Monica's beaches. Is the person asleep near a lifeguard tower or under the Santa Monica Pier a local chronic homeless person, a (housed) inebriate who's passed out, a tourist from Cincinnati or a backpacker from France? Who knows?

A question involves the number of Santa Monica's homeless who may be in the closest winter shelter - the 160 bed shelter in the West L.A. Armory at the Veteran's Administration. Officers from the Santa Monica Police Department's Homeless Liaison Team (HLP) pass out flyers and urge the homeless to go to the cold weather shelter which takes in persons on a per-night basis throughout the winter months. It's unknown exactly how many daytime homeless in Santa Monica were in West L.A., January 28.

HLP Team officers also gather information that helps guide them and City Hall's Human Services staff in developing strategies for directing persons with needs to programs and services, including housing, drug and alcohol rehabilitation, job training, mental health programs, etc.

Homeless people come and go. Some are here for a night or for years. The Santa Monica Police Department's civilian outreach service West Coast Care has been responsible for sending literally thousands of homeless individuals all around the country to family and friends over the last eight years. In conjunction with the Human Services Division, "Project Homecoming" has been phenomenally successful with a very low recidivism rate and 76 percent of its participants still housed according to their six-month follow-ups.

Still, for everyone who leaves, another comes in. It would appear that the count, as raw as the data may be, shows that the array of available services isn't a magnet attracting more people than can be currently handled. This is also good news.

While we'd all like to see the raw numbers dwindle to just a few, given the area and the region, perhaps stability is the best we can achieve under the city's present political structure.

CITY WATER: A GOLDEN STREAM?

City Council approved a compromise between City Hall staff who wanted a 78 percent water rate increase (on top of a mandatory 20 percent water use cutback) and residents opposed to the increase. The compromise was a 53.9 percent water rate increase over five years.

City officials said that council's action will keep the Water Fund in the black and allow for some capital improvement projects to the city's aging water infrastructure.

City Hall is sitting on $30-million in Housing Trust Funds - some or all of those monies could have been transferred to the Water Fund to make the improvements to the city's water delivery system thereby avoiding any (or establishing more modest) rate increases. However, resident needs don't mean much to this City Council

Their top priority is subsidized public housing for out-of-towners. In other words, their social agenda is more important than our safe drinking water - a situation that's ghastly and deplorable.

When are voters going to realize that the obsessive pursuit of socialistic public housing policies is screwing all of us by either unjustifiably raising taxes or risking the city's ability to deliver basic services to its citizenry at a reasonable price?

PRICEY DIGS

According to LA.Curbed.com (Tuesday, Feb. 24), the most expensive rentals in the Los Angeles area are right here. Quoting a study by Zumper, the online apartment rental website, the most expensive median rent for a one bedroom apartment in January was a staggering $2,800/month in Santa Monica. Marina Del Rey came in second at $2,600.

Bel Aire/Beverly Crest was $2,500, Venice's one bedroom median was $2,450, Beverly Hills and Westwood medians were both $2,200. Downtown L.A was $2,390. Brentwood came in at a paltry $1,930 while Mar Vista was $1,610. Hollywood was $1,350 while West Hollywood's median was $1,950.

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SEE NEWS HAPPENING OR HAVE SOMETHING TO REPORT?

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Santa Monica, CA 90401
OFFICE (310) 458-PRESS (7737)
FAX (310) 576-9913
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The Santa Monica Daily Press is published six days a week, Monday through Saturday.

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

PUBLISHED BY NEWLON ROUGE, LLC

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



Life Matters

Dr. JoAnne Barge
Send comments to editor@smdp.com

What to do with the homeless neighbor?

Dear Life Matters,

My husband has been bugging me for some time now about how I treat the homeless man that we often see in the park near our home. My husband and I both have big hearts and feel bad for him but we part ways when it comes to what we should or should not do for him.

Sometimes I just want to take him home, feed him and fix him up, but that will never happen with my husband around.

Would like to know what you think.

Signed,
Compassionate

Dear Compassionate,

It is lovely that you care like you do and many people have similar sentiments. But on the other hand, many people feel angry with the homeless and wish that they would get off our streets.

The argument is that considerable money as been donated to help and that there is a number of homeless shelters but often they simply will not go.

And actually this is true. Many homeless people prefer to be homeless and will only go to shelters occasionally to clean up a bit and get a hot meal, but they won't stay.

Now I am not talking about the recent recession that forced some families onto the streets. These people want help and want out and usually find a way to get back to something close to their normal.

One of the reasons that the homeless avoid shelters and things that could be good for them is because a very high percentage of them are mentally ill and many have substance abuse problems as well. They do not want to be held to someone else's rules and someone else's idea of how things should be. Some are paranoid and simply cannot tolerate being in a shelter.

Given the high degree of mental illness, I think you should be very careful when befriending a homeless person who may have some disturbing thoughts that you know nothing about.

Your comment that you would like to fix him concerns me. I think you need to be careful and I would say be kind but keep your distance. Leave this to the professionals who know how to deal with this problem and with mental illness.

We have two recent, very unfortunate stories to draw from here. Think about the American sniper who, upon returning home, feeling somewhat lost, began trying to help veterans with PTSD, after a suggestion by a psychiatrist who recommended the idea to Kyle.

Perhaps because he was so strong and a survivor of four tours in Iraq, the psychiatrist thought Kyle would recognize when someone was dangerous. Reasonable thinking, but a bad idea because the truly mentally ill can totally turn on you for no apparent reason. It is not something that you have done that causes them to turn; it is something in their mind that is distorted and dangerous.

Then there is the lady in Las Vegas who was shot by a young man that she had been feeding, giving clothes and some money to. He became enraged over some traffic thing and word has it that she took it upon herself to track him down to help him calm down. Whatever her motivation, her taking care of him did not save her. She had apparently been caring for him for years. But he shot her and she is dead, probably due to paranoia in his mind or psychotic rage.

If you befriend someone like this, there is a very good chance that he did or does not have a loving home, someone to care about and protect him. This is what can draw us in, but the thing to recognize it that they often began to like it and want more and when they can't have all of you or begin to see your family as an obstruction, the ideas they develop might, and should, really alarm you.

There is a tragic case of a local social worker who felt sorry for one of her patients because he had no one. She brought him home on a few Saturdays, gave him lunch and he spent a few hours around her house, helping her with gardening, chatting with her very young son. She became the good mother he never had. And when he realized that he was not going to have her for his own he became very agitated, drove by her home one day and threw a homemade bomb into her house. She was not hurt because she was not home, but her husband and son were both killed. Absolutely tragic - and she was a mental health professional. Her compassion got the best of her.

I think you should listen to your husband who loves you and is looking out for you.

Be kind, be compassionate and give what you can, but do it in a smart way.

DR. JOANNE BARGE is a licensed psychologist and licensed marriage and family therapist with offices in Brentwood. Visit her at www.drbarge.com or send your anonymous questions to newshrink@gmail.com.

City of Santa Monica

SANTA MONICA RENT CONTROL BOARD
NOTICE OF PUBLIC HEARING
Thursday, March 12, 2015

A public hearing on the following topic will be conducted at the regular Santa Monica Rent Control Board meeting on Thursday, March 12, 2015 at 7:00 p.m. in the Council Chamber, City Hall, 1685 Main Street, Santa Monica, CA 90401.

An amendment to Rent Control Regulation Chapter 9 to add a new section 9011, authorizing the Board to accept the filing of, and maintain for public inspection, offers to pay tenants to move from controlled units.

All interested persons are invited to present their views. Copies of the staff report will be available prior to the hearing from the Board's office in Room 202 of Santa Monica City Hall, 1685 Main Street, and on the Board's website at: www.smgov.net/rentcontrol.

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KNOW BEFORE YOU GO



Expo Light Rail Line

For the week March 2, please note the following activities:
14th Street at Colorado Avenue - Scheduled signal outage Thursday, March 5, and Friday, March 6 during non-peak hours. Traffic will be maintained.
5th Street between I-10 and Broadway - Southbound street closure and Northbound reduced to one lane until March 7th, 2015.
Colorado Avenue between 5th & 19th Streets - Expect westbound and eastbound lane closures during daytime hours. Alleys on the north side of Colorado between 6th and 18th Street will have limited access at Colorado.
20th Street between Olympic Blvd. and Broadway Ave. - Construction scheduled during daytime hours. Lane closures planned and traffic will be maintained.
26th Street between Olympic Blvd. and Cloverfield Ave. - Construction scheduled during daytime hours. Lane closures planned and traffic will be maintained.
Stewart St. between Olympic Blvd. and Exposition Blvd.- Northbound and southbound lane closures during daytime hours, traffic will be maintained.
Olympic Blvd. between 20th St. and Stewart St. - Eastbound and westbound lane closures between 9 a.m. and 3 p.m. from Monday to Friday.
For more information about the Expo Line project, visit BuildExpo.org or call (213) 922-EXPO (3976).

Citywide Bus Stop Shelters:

For the week of March 2 - March 8, citywide installation of new bus shelters will continue. Construction will involve stop closure, intermittent vehicle lane, bicycle lane, and sidewalk closures, in addition to the use of parking lanes. Construction will take place at the following stops:
Main
1819 Main between Pico and Olympic Dr. (West side Main)
Ocean
1514 Ocean between Broadway and Colorado (West Side Ocean)
Olympic
2600 Olympic between Stewart and 26th (South side Olympic)
2601 Olympic between Stewart and 26th (North side Olympic)
Pico
333 Pico Blvd between 4th & Main (North side Pico)
214 Pico between Main and 3rd. (South Side Pico)
4th Street
1530 4th between Broadway and Colorado Midblock (West side 4th)
1210 4th St. between Wilshire and Arizona (West Side 4th)
1207 4th St. between Wilshire and Arizona (East Side 4th)
1855 4th St. between Civic Center and Olympic Dr. (East Side 4th)
6th Street
1400 6th between Santa Monica and Broadway (West side 6th)
14th Street
1601 14th between Colorado and Olympic (East side 14th)
Traffic control measures will be employed in all work zones. Use alternate routes whenever possible. For all bus boarding information, please visit www.bigbluebus.com/bsip or call (310) 451-5444. For construction information, please contact Alex Parry, Project Manager at (310) 458-8981.

Annual Tree Trimming

For the week of March 2, the City's annual tree pruning program will occur on:
2nd St - Montana Ave. to Wilshire
2nd St - Montana Ave. to Wilshire
2nd St - Montana Ave. to Wilshire / 11th St - Pico to Ocean Park
11th St - Pico to Ocean Park/ 11th St - Wilshire to Idaho
11th St - Wilshire to Idaho
For questions, please contact the City's Urban Forester, Matthew Wells, at (310) 458-2201, ext. 5182.

Annual Paving & Sidewalk Repair Project

For the week of March 2, the contractor will be performing dig-outs which are localized asphalt repairs on various streets in the northeast quadrant of the City, north of Arizona Ave and east of 15th Street. Notices have been distributed to impacted residents and No Parking Signs posted on the streets.

Water Main Replacement Project

For the week of March 2, 2015, the contractor will be installing water main pipe on Ocean Ave. between California Ave. to Wilshire Blvd. (M-Th 8 a.m. to 6 p.m.), Ocean Ave. between Colorado Ave. and Moomat Ahiko Way, and on Olympic Blvd. Between 17th St. to 19th St. (M-F 8 p.m. to 6 a.m.). For more information, please contact Eric Schoenen, CM/Inspector at (424) 625-3445 or City's contact: Carlos Rosales, PM at (310) 458-8721, x2620.

Private development

Southern California Edison (SCE) - Underground Structure replacements: at Broadway between 5th and 6th: Lane closure due to vault removal; at Main & Pico: conduit installation, northbound lanes closed, detours; at Montana Avenue between 12th and 17th: laying AC paving, lane closures; at Main & Marine: paving operations; at Colorado between Ocean and 2nd St. right lane closed on Colorado. For electrical emergencies, please call 800-611-1911.
Santa Monica-Malibu USD - Santa Monica High School. Michigan Ave. sidewalk closed bet. 7th Ct. and 7th St. will be closed for ongoing Construction Work through 2015. Signs are posted to direct pedestrians to use the crosswalk and reach the campus from the Southwest corner of Lincoln and Michigan. For more information, please contact Gary Bolin at (310) 399-5865 ext.79-394.
Macerich Arclight Theatre - Construction of new Arclight Theatre at Colorado Ave and 4th Street. Possible southbound lane closures on 4th Street and Westbound Colorado Ave.

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

FACES

FROM PAGE 1

ly passionate about, is making things easy and fun for people to do. In high school and college, I saw my mom struggle with technology. It bummed me out that so many cool things were happening but it was hard for someone - like my mom - who didn't grow up with a computer to understand how to have fun with these things and how to use them. It becomes a real problem when everything is digital, paying tickets, bills or getting a license. My whole reason for being is really about making things easy for people to use.

EH: Tell me about NailSnaps.

AA: When I discovered that nail wraps were a thing, I fell in love with the idea. I don't have time for nail polish, or the skill to do the kind of cool, crazy nail art that has become really popular. I thought it was a really great way to enjoy nail art without all the fuss or mess or smelly chemicals that polish has. As soon as I got really excited about it, I became sort of jaded with nail wraps. If nail art is supposed to be all about creativity and personal expression, buying an off-the-shelf, pre-fabricated design really takes all the fun away from it. Nail art is one of the last personal expressions of body art that can be changed really quickly, without the commitment of cutting your hair or getting a tattoo. I created NailSnaps as a way for anyone to create easy, beautiful, totally unique designs. Users can upload an image, a design or create an image and decide placement.

EH: How are you changing the world?

AA: I do think fingernails is an interesting place to be. Nail art is really about personal creativity and personal expression, returning to that capability of personal expression. Right now, there are millions and millions of people sharing the nail art they are doing in their homes. If you look on Pinterest or Instagram, it's one of the top five tags on either platform, and there are 2.5 million searches for nail art on Google every single month. There's this giant appetite for nail art and tons of great people creating amazing, cool designs, but they're limited in their reach. If I'm a super talented nail artist in Idaho, I'm limited to sharing my art with the people who can walk into my salon, and if I'm not a manicurist and I'm just doing this at home, I'm not really able to do it for anyone. I wanted to democratize this and allow for not only the ability to inspire each other, but for a person in Idaho to upload their designs that can be worn by a person in Southern California. So, the next stage of it is not only to be able to upload your own photo, but it to able to upload photos and design for sale.

EH: Why Santa Monica?

AA: I was already living in Los Angeles. I have a lot of design connections on the Westside of town. When I had this idea and wanted to bring it to life, I started talking to designers in this area, and that's actually how I met my partner. It was very organic, but I've actually been very grateful to be in Silicon Beach rather than Silicon Valley. From what I've seen, Silicon Valley can be a bit of a boys club, but Silicon Beach is actually very friendly to female entrepreneurs.

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

AA: Partner with somebody. It's so much work. There's so much to do in addition to whatever your idea is that is absolutely essential to your success. Partner with someone you like, who shares your values and is just as hard-working as you are.

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

AA: NailSnaps is a brand that is all about personal expression. We've been excited to see that nail art spans generations and gender lines. It's really a canvas for you, or the perfect gift for someone else. It's totally beautiful and unique, but under $20 which means it's a great gift for nearly anyone on your list.

EXPO

FROM PAGE 1

while it's not the most sophisticated traffic calming approach, it certainly serves to reduce the width of the right-away and slow down traffic," he said.

"A concept has been developed for the Memorial Park Plan that's a little more extensive than this," city planner Francie Stefan responded. "That includes bulb-outs mid-block that would create a shorter crossing and also have an additional effect of creating a mitigating effect for anybody who might try to speed through that area."

City Hall doesn't yet have funding for those more extensive measures, she said.

"We had the opportunity to proceed with this improvement in coordination with our annual re-paving program," she said of the plans approved by council, "which is why we separated them."

The project will be constructed in the spring.

Council is taking a close look at all the public (and private) land surrounding the three Expo stations. On Tuesday, they also approved a project designed to make pick-up and drop-off at the Downtown station easier.

Council just rebooted a plan to develop the Bergamot Station Art Center, which is situated, in part, on public land near the Bergamot Expo station.

DAVE@smdp.com

City of Santa Monica

CITY OF SANTA MONICA
REQUEST FOR PROPOSALS

NOTICE IS HEREBY GIVEN that the City of Santa Monica requests sealed proposals for:

RFP NO. 23 – TRANSIT RIDERSHIP SOFTWARE & NTD CERTIFICATION ASSISTANCE

- **Submission Deadline Is APRIL 2, 2015 at 3:00 PM Pacific Time.**

The Request for Proposal can be downloaded at:

- **http://vendors.planetbids.com/SantaMonica/QuickSearch.cfm**

Request for Proposals information may be obtained by e-mailing your request to **SABRINA SALAZAR AT SABRINA.SALAZAR@SMGOV.NET**

Proposals must include forms furnished by the City of Santa Monica.

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

SURF REPORT



SURF FORECASTS

WATER TEMP: **60.6°**

MONDAY – **POOR** – SURF: **1-2 ft** knee to thigh high
BIGGEST EARLY; Fading NW windswell, with minor WNW and SSW swells mixing in; Lightest wind/cleanest early; Big high tide in the morning

TUESDAY – **POOR TO FAIR** – SURF: **2-3 ft** knee to waist high
Small NW windswell; New/building SSW groundswell - providing larger SSW sets at standout exposed breaks before dark; Lightest wind/cleanest early; Big high tide in the morning

WEDNESDAY – **POOR TO FAIR** – SURF: **3-5 ft** waist to head high
Occasional 6' SSW sets for select magnets - Mix of primary/peaking SSW groundswell and secondary/easing NW windswell; Possible offshore wind in the AM

THURSDAY – **FAIR TO GOOD** – SURF: **2-3 ft** waist to head high
Occasional 6' SSW sets for select magnets - Mix of primary/holding SSW groundswell and minor NW windswell; Possible offshore wind in the AM

BEACH REPORT CARD

NORTH LOS ANGELES COUNTY

Grades for this report are based on monitoring data from the previous 30 days up to the ending date of **January 12, 2015**

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

QUICK STATS (for the last 30 days)
- Number of sewage spills -- 0
- Number of beach closures due to a sewage spill -- 0
- Number of wet days -- 14
- Number of A grades for dry/wet weather -- 33 / 20
- Number of (C,D,F) grades for dry/wet weather -- 5 / 19

The Beach Report Card is made possible by: SMA Swain Barber Foundation

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

LOCATION	DRY	WET
Leo Carrillo Beach, at Arroyo Sequit Creek mouth.	A+	A+
Nicholas Beach at San Nicholas Canyon Creek mouth.	A+	A+
El Pescador State Beach, between Lechusa and Los Alisos creeks.		
Encinal Canyon at El Matador State Beach.	A+	A+
Broad Beach at Trancas Creek mouth.	B	A+
Zuma Beach at Zuma Creek mouth.	A+	A+
Walnut Creek, projection of Wildlife Rd. (private).	A+	F
Paradise Cove Pier at Ramirez Canyon Creek mouth.	F	A+
Escondido Creek, just east of Escondido State Beach.	A+	F
Latigo Canyon Creek mouth.	F	A+
Solstice Canyon at Dan Blocker County Beach.	A+	D
Puerco State Beach at creek mouth.	A+	A+
Marie Canyon storm drain at Puerco Beach, at 21572 Malibu Rd..	A+	F
Surfrider Beach at Malibu Colony fence.	A+	F
Surfrider Beach (breach location)- daily.	A	F
Malibu Pier - 50 yards east.	ns	F
Carbon Beach at Sweetwater Canyon.	A+	F
Las Flores State Beach at Las Flores Creek (point zero).	A+	A+
Big Rock Beach at 19948 PCH stairs.	A+	A+
Pena Creek at Las Tunas County Beach.	A+	F
Tuna Canyon.	ns	ns
Topanga State Beach at creek mouth.	A	B
Castlerock Storm Drain at Castle Rock Beach.	ns	ns
Santa Ynez Storm Drain at Castle Rock Beach.	B	F
Will Rogers State Beach at 17200 PCH (1/4 mile east of Sunset drain).	B	A+

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

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

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

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

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

SMO

FROM PAGE 1

(The Western Parcel) of the airport and shorten the runway.

City Council discussed shortening the runway at an important meeting last March but the topic has not been addressed head-on. At last week's Airport Commission meeting, commissioners discussed the potential options for a smaller runway.

The airport has long been a thorn in the side of the nearby residents, who complain about the noise and pollution created by the aircraft. Some fear for their safety as the runway is located about 300 feet from homes.

Advocates of the airport say it'd be essential in the case of a widespread emergency and claim that it generates revenue for the region.

Some opponents of the airport have suggested a strangulation approach: Keep the airport open but make it less attractive to pilots and eventually it will crumble, they say. Shortening the runway falls within the strangulation approach.

Last March, council voted to move toward chipping away at the airport rather the all-or-nothing goal of total closure. It may bring leases up to market rate. It may regulate environmental impacts of planes and leaseholders alike. Shortening the runway came up as well, but was not discussed at length.

"The City could design and submit for approval a new Airport Layout Plan that would shorten the runway on the western end by excluding the Western Parcel, which is not covered by the Instrument of Transfer," city officials said in the report to council.

SMO's runway is already relatively short, according to city officials.

In another section of the March 2014 report to council, city officials reviewed some of the benefits of closing the Western Parcel.

"Shortening the runway," they said, "would create a buffer between the runway end and the residential neighborhood."

"Adverse impacts on Airport neighbors would likely be reduced because the shorter runway would impact Airport usage," they said.

Last Monday, with the agreement expiration only four months away, Airport Commissioners discussed shortening the runway in the midst of a conversation about leases at the airport.

"I'm just pondering about making this really clear that isn't something that you just sort of play around with," Commissioner Stephen Mark said. "That it's going to be not part of the airport."

"What you would do is, on July 1, 2015, go out there and paint a big white stripe across the runway," Chair David Goddard responded.

"Or urinate all over it," Commissioner Peter Donald suggested.

"No," Goddard said. "A big white stripe and just take it out of aviation use."

The Airport Commission is absent of any pilots and several members have expressed a desire to close SMO, leading to calls of bias from aviation advocates.

"If it's just painting a white line on the concrete," Mark said, "it doesn't take much for somebody to march in and say take that line off again"

"That's true," Goddard said, "but we're not trying to violate any of our agreements. We're exercising our rights. If somebody doesn't like our rights, they challenge us in court."

Bill Worden, president of the Santa Monica Airport Association, said that just might happen.

"The Federal government has taken the position that the 1948 instrument of transfer gave the city the entire airport with its 4789' runway," he said. "They do not view the 1949 quit claim on the western parcel as relevant and would most certainly step in if the city were to try to close part of the runway."

Worden said a shorter runway would not be safe for pilots.

"The council may try it anyway and end up back in court," he said. "They seem to like to do that."

Mark suggested forming some kind of vision for the Western Parcel.

"I keep thinking that we should be making some plan to do something with that," he said.

"The City Council agrees with you," Goddard responded.

DAVE@smdp.com















PLAY BALL

Matthew Hall matt@smdp.com

Santa Monica Little League held its opening day on Feb. 28 at Memorial Park. The event included the ceremonial opening pitch, a home run derby and several games by local teams. For more information on the league, visit http://www.smll.com or https://www.facebook.com/pages/Santa-Monica-Little-League/112413585510308.





EDUCATION

FROM PAGE 1

similarities and differences between their respective campuses and the common challenges of teaching in the 21st century.

Lincoln principal Suzanne Webb served as moderator.

What follows is a sampling of the administrators' comments on several key topics, edited for length and clarity.

HOLISTIC APPROACH

The three administrators agreed that social and emotional development have become critical aspects of education.

Hughes said her network of free, open-enrollment public schools in underserved Los Angeles communities integrates seven pillars into academic settings: grit, zest, gratitude, optimism, self-control, social intelligence and curiosity.

Lyon said students must learn not only how to approach academic challenges but also how to mature individually and interact with others.

"We're in the business of raising children, and partnering with families to do that is something we take seriously," Wimbish said. "Issues seem to appear younger and younger. Students feel more out of control, more pressure. There are so many things to keep up with."

ACHIEVEMENT GAPS

Although they oversee dramatically different student bodies, the administrators found common ground in the difficulty of meeting the needs of students across the performance spectrum.

KIPP LA schools have implemented computer software that allows students to read news clippings at their comprehension level, Hughes said. She added that it's important to recognize a student's strengths in one particular discipline — robotics, for example — even if the student is struggling in language arts.

At Harvard-Westlake, a private school for students in grades 7-12, students and teachers have overlapping free periods to facilitate tutoring for both struggling learners and high achievers. Independent study options are also available, Wimbish said.

"It's always a challenge," Lyon said. "Every child has unique learning needs. Even students who are not struggling … may have one approach that works better for them. We have to think about how we give them an experience in a variety of settings. There are four questions: What do we expect kids to know? How will we know when they do? What do we do when they don't get it? And what do we do when they already know it? No class comes shrink-wrapped at grade level."

SCHOLASTIC SCOPES

Perhaps not surprisingly, Santa Monica-Malibu schools, KIPP LA sites and Harvard-Westlake vary greatly in their academic systems, from Common Core implementation and length of school year to foreign language and elective opportunities.

At Harvard-Westlake, where a typically year includes 160-165 days of instruction, nearly three-fourths of students stay after the final bell at 3:05 p.m. for athletic or other extracurricular commitments. And although the private school is not bound by Common Core standards, Wimbish said teachers there "use quite a bit of it because it's good stuff." The school requires each student to complete three levels of Latin, French, Spanish or Mandarin Chinese.

The charter network, meanwhile, provides an extended school year — mid-August to the end of June — and a day that goes from 7:30 a.m. to about 4:30 p.m., Hughes said. She added that KIPP LA educators are embracing the transition to Common Core standards. Spanish is offered to all students at KIPP LA schools, which have numerous English learners.

Of the three entities, SMMUSD probably has the least wiggle room. The school year includes a state-mandated 180 days of instruction, and close attention must be paid to Common Core standards. Lyon said the district is interested in developing foreign language instruction for its elementary schools.

MAGIC NUMBER?

If you believe smaller learning groups contribute to academic success, then Harvard-Westlake might be attractive. Its classes typically have 13 to 17 students, some of its specialty arts classes are even smaller.

For the KIPP LA charter network, facilities often dictate class sizes. Hughes said elementary classes typically carry 25 to 30 students, while middle school classes have up to 32.

"Longitudinal studies have not shown that class size has the impact on learning that we think it does," Lyon said. "You have to get down in the 13-to-15 range to have a huge impact. There is an impact, sure. I was a teacher. I taught English. When you're carting home 150 or 180 essays, there's an impact on what you're able to do. We work hard to address class sizes."

Lyon said it's an ongoing challenge to monitor enrollment data, determine what staff is needed at each site and manage inter-district transfer rates.

"I really don't believe there is a magic number," she said.

Administrators noted the advantages of breaking larger classes into partners or groups for certain activities.

CAUSES FOR CONCERN

When asked what keeps them up at night, the three administrators veered in different directions.

Lyon focused on keeping Santa Monica-Malibu district employees inspired in what can feel like a 24-hour job.

"How can our staff continue to support all of the adults to have the same vision for our schools?" she said. "What do we need to do to do better? And how do we do it in a way that doesn't overwhelm our staff?"

Hughes said she worries about finding qualified teachers and adequate facilities as KIPP LA expects to serve some 10,000 students by 2020. These obstacles will be faced in what she said has become a highly politicized environment.

Wimbish said his main concerns revolved around students' interactions with each other.

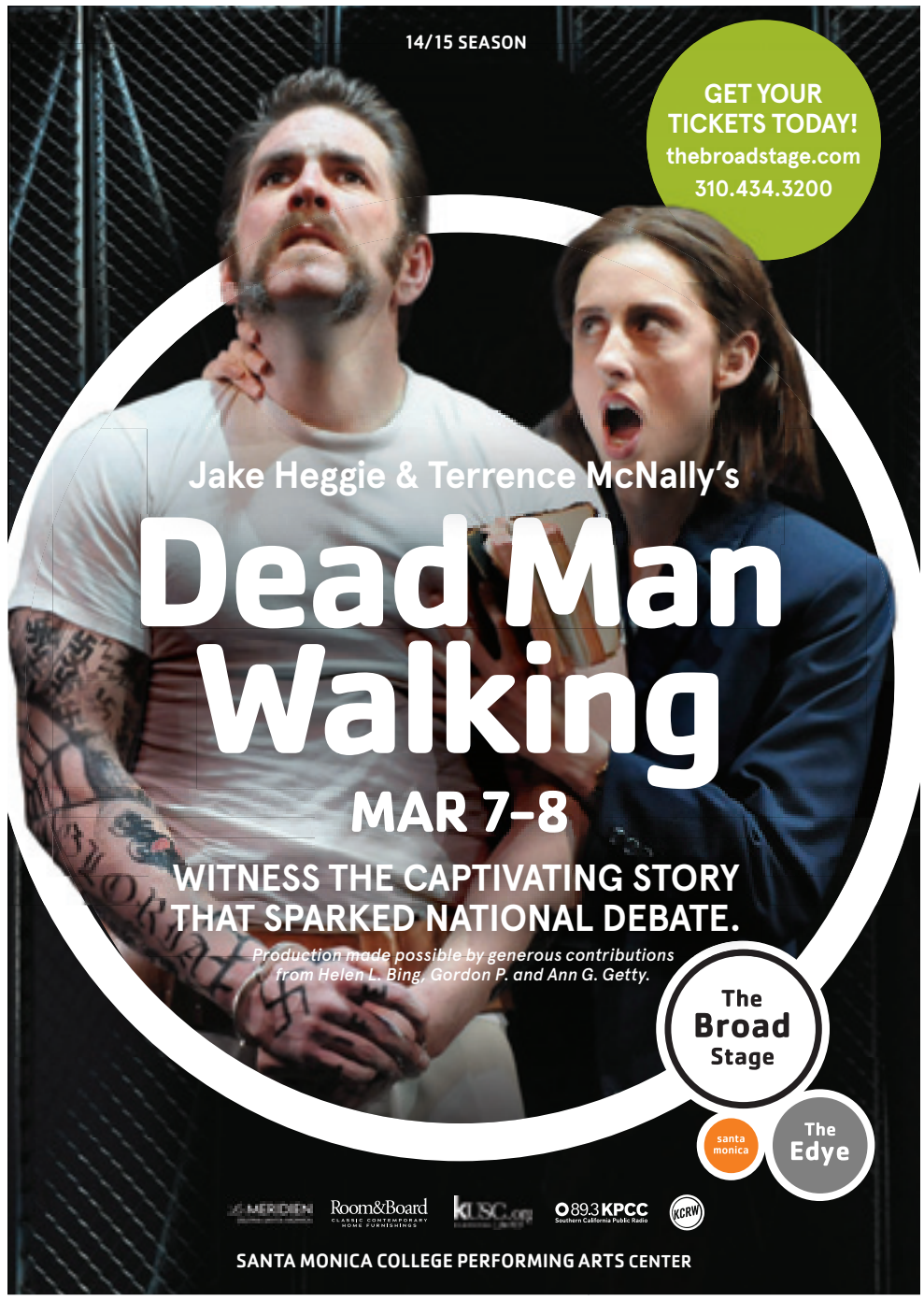
"The fact that we've been given this charge to make sure we're raising the next generation of upstanding citizens, adults who will form a community, who are empathetic and kind and trustworthy — getting students to develop those characteristics is what keeps me up at night," he said.

Wimbish added that efforts to curb bullying have become even more difficult as children flock to social media sites.

"What you used to have to say to someone, see their reaction and watch their feelings get hurt can now be said anonymously from quite a distance," he said. "It can be much more damaging and much more public. It's a constant battle."

JEFF@smdp.com

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CROSSWORD

By THOMAS JOSEPH

ACROSS

1 King with a golden touch
6 Milk choice
10 Take as one's own
11 Lushes
13 Cruise ship
14 "— of Two Cities"
15 Great weight
16 Have lunch
18 Confessional topic
19 Texters' devices
22 Play division
23 Smoke source
24 Western spread
27 Calendar items
28 Lake near Buffalo
29 Lively dance
30 Wise guys
35 Glutton
36 Reuben bread
37 Near the ground
38 Make a speech
40 New Zealand native
42 Glossary entries
43 Ore sources
44 Speaker's stand
45 Regions

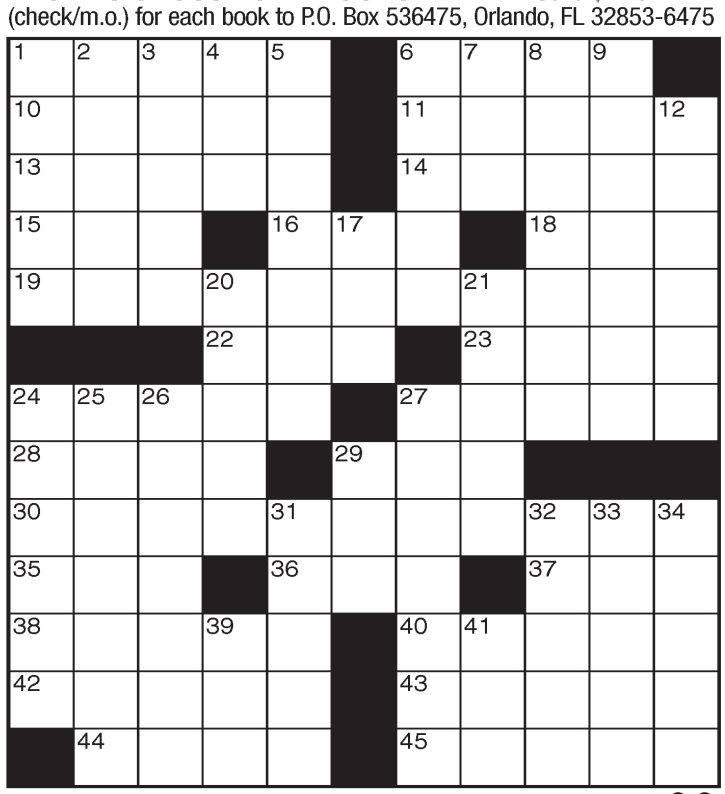
DOWN

1 Soda fountain treats
2 Figure of speech
3 Disco's Summer
4 Gorilla, for one
5 Start calisthenics
6 Mown strip
7 First aid case
8 Peeved
9 "Tartuffe" writer
12 Taste and smell
17 Fitting
20 Indy entrant
21 Mature
24 Filmed anew
25 Like a tank
26 River with famous falls
27 Predicament
29 Crested bird
31 Lock of hair
32 Exact copy
33 Seoul setting
34 Reuben cheese
39 "I don't need the details," for short
41 Vacuum lack

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

Saturday's answer

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



3-2

MYSTERY PHOTO

Matthew Hall *matt@smdp.com*



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Sudoku

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

Difficulty Level ★

GETTING STARTED

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

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

SOLUTIONS TO YESTERDAY'S PUZZLE

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

King Features Syndicate



TODAY IN HISTORY

1955 - King Norodom Sihanouk of Cambodia abdicates the throne in favor of his father, King Norodom Suramarit.

1956 - Morocco gains its independence from France.

1962 - In Burma, the army led by General Ne Win seizes power in a coup d'état.

1962 - Wilt Chamberlain sets the single-game scoring record in the National Basketball Association by scoring 100 points.

1965 - The US and South Vietnamese Air Force begin Operation Rolling Thunder, a sustained bombing campaign against North Vietnam.

1969 - In Toulouse, France, the first test flight of the Anglo-French Concorde is conducted.

1969 - Soviet and Chinese forces clash at a border outpost on the Ussuri River.

1970 - Rhodesia declares itself a republic, breaking its last links with the British crown.

1972 - The Pioneer 10 space probe is launched from Cape Canaveral, Florida with a mission to explore the outer planets.

1978 - Czech Vladimír Remek becomes the first non-Russian or non-American to go into space, when he is launched aboard Soyuz 28.

NEWS OF THE WEIRD BY CHUCK SHEPARD

■ Mastering the Technology: (1) Donald Harrison, 22, wanted for assault in Ambridge, Pennsylvania, made police aware of his whereabouts when he posted a "selfie" on Facebook from a Greyhound bus with the notation, "It's Time to Leave Pa." He was picked up at a stop in nearby Youngstown, Ohio. (2) Police in Houston arrested Dorian Walker-Gaines, 20, and Dillian Thompson, 22, after they posted selfies on Facebook of themselves enjoying a handful of $100 bills -- photos they took on an iPad they had stolen on Jan. 8 and whose photos automatically uploaded to the victim's iCloud account. (Incidentally, Walker-Gaines has, tattooed across his chest, "BRILLIANT.")

■ Additional details reported by the Toronto Sun in January on an August 2014 News of the Weird item reveal that the motorist who hit three bicycling teenagers in Innisfil, Ontario, in 2012 (killing one, putting another in a wheelchair) is suing the victims for $1.35 million for "emotional trauma" the incident caused her (though she was not otherwise injured) because they "were incompetent bicyclists" and "did not apply their brakes properly." The boys wore reflective jackets and had no alcohol in their systems, but the driver, Sharlene Simon, admitted to at least one drink and to speeding. (On the other hand, her husband, who was following in another car, is a police officer, and Simon was neither charged nor breath-tested.)

Pall bills tonight, Cancer

ARIES (March 21-April 19)
★★★★ You are likely to wake up with extra energy. You might be taken aback by others' responsiveness. Use this moment to complete a project that is near and dear to your heart. The unexpected will work out in your favor. Tonight: Act as if there were no tomorrow!

TAURUS (April 20-May 20)
★★★★ You will want to find out what is ailing a loved one. Understand that this person could have difficulty verbalizing what the issue is, as he or she might not even know what it is. Demonstrate patience when trying to root out the source of the problem. Tonight: Create fun.

GEMINI (May 21-June 20)
★★★★ You might be confused about which direction to head in. Return calls before you initiate a set of plans. What you hear could color your choices. The unexpected is likely to be in your favor, even if you doubt it. Opportunities could present themselves. Tonight: Full of fun.

CANCER (June 21-July 22)
★★★★ You see a situation very differently from how the majority of people see it. You could have difficulty convincing others of your perceptions. Use caution when dealing with your finances. Avoid risk-taking, and work with the unexpected. Tonight: Pay bills first.

LEO (July 23-Aug. 22)
★★★★★ You feel empowered and will need to act like it as well. Use your high energy to straighten out a problem with a key associate or partner. This issue could revolve around money. You might be stunned by where this person is coming from. Tonight: As you like it.

VIRGO (Aug. 23-Sept. 22)
★★★ Reflect before making a choice or scheduling your day. You might feel as if you don't want to deal with a contentious associate. Try to look at the issue from a different perspective. The situation could remind you of a similar one in your past. Tonight: Do something just for you.

LIBRA (Sept. 23-Oct. 22)
★★★★ Focus on your goals, but remain attentive to a friend who means a lot to you. Bringing this person into a project might be your solution, but it probably won't be good for him or her in the long run. Try to understand what this individual feels. Tonight: Say "yes" to an offer.

SCORPIO (Oct. 23-Nov. 21)
★★★★ You might want to change directions and understand what is happening with someone whom you must answer to. Your responsiveness will be remembered in the long run. Be willing to chip in as much as needed, but don't run over another person. Tonight: In the limelight.

SAGITTARIUS (Nov. 22-Dec. 21)
★★★★ You will see events in a new light. You might feel motivated to go for what you want, yet others' aggravation could present an obstacle. An unanticipated call could open the door to a different approach. Tonight: Enjoy brainstorming with a friend who has a clear vision.

CAPRICORN (Dec. 22-Jan. 19)
★★★★ You'll want some quality time with one person. You know what a difference those one-on-one encounters will make. You also might want to consider initiating this type of interaction with other key individuals in your life. Tonight: Set the mood for an important chat.

AQUARIUS (Jan. 20-Feb. 18)
★★★★ You might believe that your plans are set, but you quickly will find out otherwise. Unexpected developments open the door to change. You could see a personal matter very differently, given some time. Meanwhile, be responsive to calls. Tonight: With favorite people.

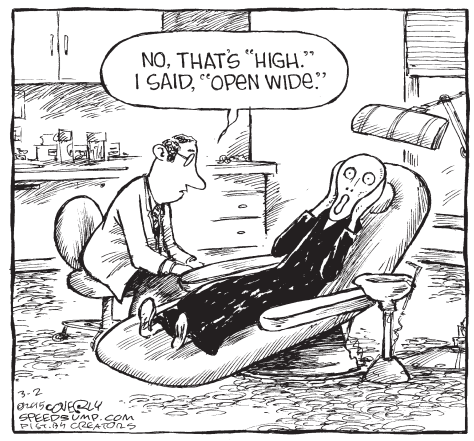
PISCES (Feb. 19-March 20)
★★★★ You'll want to start a conversation, but you might find it difficult. An unexpected situation will open up many possibilities for you. Be careful when dealing with your personal finances. Try not to be so willing to say "yes" immediately. Tonight: Beam in more of what you want.

Monday, March 2, 2015

This year many opportunities open up that could change the quality of your life. Choosing which path you would like to follow might be difficult. Time will be your friend. Use caution with money, as you seem to pull the wild card here. If you are single, you have far more magnetism than you realize. After mid-August, you will attract quite a few potential sweeties, and one of them could be perfect for you. If you are attached, the two of you are likely to make a big purchase this year. Make sure you don't go overboard. You also might develop a hobby together. LEO always makes you smile.

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

Speed Bump
By Dave Coverly



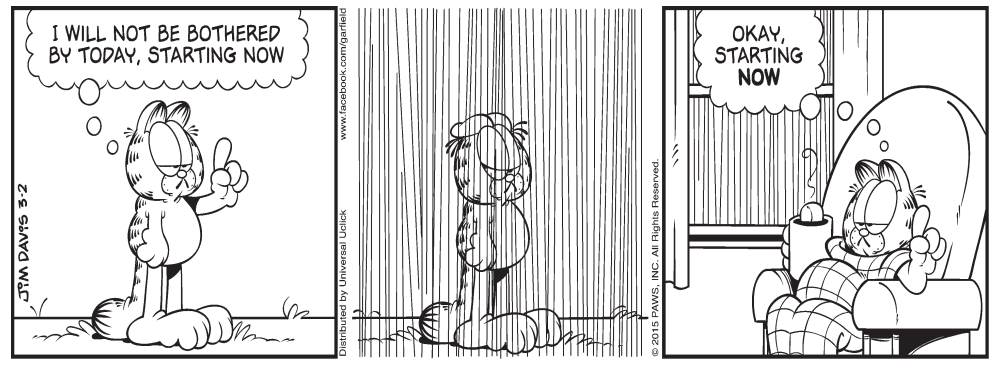
Strange Brew
By John Deering



Dogs of C-Kennel
By Mick and Mason Mastroianni



Garfield
By Jim Davis



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



CRIME WATCH
BY DAILY PRESS STAFF



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

ON FEB. 17 AT APPROXIMATELY 5 P.M.

Officers were driving on the 1200 block of Pico Boulevard when they observed a white male pushing a shopping cart. Upon being detained for further investigation, the subject stated he did have any type of identification in his possession, yet he went on to identify himself as James Otis Holden, 59, homeless. The shopping cart in Holden's possession was labeled "Santa Monica Glatt Market" on the handle. Due to not being able to verify Holden's identity, he was arrested for the appropriation of lost property. The subject was transported to the Santa Monica Jail to be booked and positively identified via fingerprinting. No bail was issued.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015042889 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/18/2015 The following person(s) is (are) doing business as Borneo Wildlife Preservation. 578 WASHINGTON BLVD STE. 704 , MARINA DEL REY, CA 90292. The full name of registrant(s) is/are: PYGMY ELEPHANT FOUNDATION 4835 W. 139TH ST. HAWTHORNE, CA 90250. 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/:Katerina Pirelli . PYGMY ELEPHANT FOUNDATION . This statement was filed with the County Clerk of LOS ANGELES County on 02/18/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/23/2015, 03/02/2015, 03/09/2015, 03/16/2015. DBA Filing

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

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

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

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

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

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015 009443 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/13/2015 The following person(s) is (are) doing business as JADE ELORA PHOTOGRAPHY. 1118 E. PALMER AVE. #204 , GLENDALE, CA 91205.Ä The full name of registrant(s) is/are: JADE COPPLE 1118 E. PALMER AVE. #204 GLENDALE, CA 91205. This Business is being conducted by:Ä an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JADE COPPLE. JADE COPPLE.Ä This statement was filed with the County Clerk of LOS ANGELES County on 01/13/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/09/2015, 02/16/2015, 02/23/2015, 03/02/2015.

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

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

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

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

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

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

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

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

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

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015034991 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/09/2015 The following person(s) is (are) doing business as SMOOTH MOVERS . 2427 BEVERLY AVE , SANTA MONICA, CA 90405. The full name of registrant(s) is/are: LUCAS CHARBONNEAU 2427 BEVERLY AVE SANTA MONICA, CA 90405, JESUS FAJARDO JR. 4084 REDWOOD AVE APT 5 LOS ANGELES, CA 90066, CHRIS IBARRA 12215 CULVER BLVD APT. 2 CULVER CITY, CA 90066. This Business is being conducted by: a Partnership. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:LUCAS CHARBONNEAU. LUCAS CHARBONNEAU, JESUS FAJARDO JR. , CHRIS IBARRA. This statement was filed with the County Clerk of LOS ANGELES County on 02/09/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/23/2015, 03/02/2015, 03/09/2015, 03/16/2015.

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

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

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

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015 015994 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/20/2015 The following person(s) is (are) doing business as IDETA COMPANY. 25837 OAK STREET #128 , LOMITA, CA 90717.Ä The full name of registrant(s) is/are: SHIGEKI IDETA 25837 OAK STREET #128 LOMITA,

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

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

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

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

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

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DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/16/2015, 02/23/2015, 03/02/2015, 03/09/2015.

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

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

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

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

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

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

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

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015035595 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/10/2015 The following person(s) is (are) doing business as LOADWATCHER.COM. 1441 12TH STREET #A , MANHATTAN BEACH, CA 90266. The full name of registrant(s) is/are: TAG LOGISTICS LLC 1441 12TH STREET #A MANHATTAN BEACH, CA 90266, ALISSA KOVALL 1441 12TH STREET #A MANHATTAN BEACH, CA 90266. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:ALISSA KOVALL, OWNER . TAG LOGISTICS LLC, ALISSA KOVALL . This statement was filed with the County Clerk of LOS ANGELES County on 02/10/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/23/2015, 03/02/2015, 03/09/2015, 03/16/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015042890 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/18/2015 The following person(s) is (are) doing business as EVROWEST INTERNATIONAL , MESETA CENTRAL , BST SRL, MANCHAMAR SL. 1734 S. WESTGATE AVE #1 , LOS ANGE-

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LES, CA 90025. The full name of registrant(s) is/are: JOSE L. VELA 1734 S. WESTGATE AVE #1 LOS ANGELES, CA 90025. 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/:JOSE L. VELA. JOSE L. VELA. This statement was filed with the County Clerk of LOS ANGELES County on 02/18/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/23/2015, 03/02/2015, 03/09/2015, 03/16/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015034699 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/09/2015 The following person(s) is (are) doing business as HAUS OF MINIS . 14850 CALVERT ST , VAN NUYS, CA 91411. The full name of registrant(s) is/are: EA UNITED 32541 SEACLIFF DR RANCHO PALOS VERDES, CA 90275. 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/:KEVIN EMAMIAN. EA UNITED . This statement was filed with the County Clerk of LOS ANGELES County on 02/09/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/23/2015, 03/02/2015, 03/09/2015, 03/16/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015024816 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/29/2015 The following person(s) is (are) doing business as WHISSLER.COM. 2445 28TH STREET SUITE C , SANTA MONICA, CA 90405. The full name of registrant(s) is/are: UESA, INC. 2445 28TH STREET SUITE C SANTA MONICA, CA 90405. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)11/15/15. /s/: MICHAEL G. PARKER, CEO . UESA, INC. . This statement was filed with the County Clerk of LOS ANGELES County on 01/29/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/23/2015, 03/02/2015, 03/09/2015, 03/16/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015042891 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/18/2015 The following person(s) is (are) doing business as ALLIED POST, LOS ANGELES POST PRODUCTION GROUP . 1144 21ST ST. #2 , SANTA MONICA, CA 90403. MAILING ADDRESS: 1158 26TH ST. #272 SANTA MONICA, CA 90403. The full name of registrant(s) is/are: ALLIED MEDIA INC 1144 21ST ST. #2 SANTA MONICA, CA 90403. 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/:GEOFFREY WOODHALL . ALLIED MEDIA INC. This statement was filed with the County Clerk of LOS ANGELES County on 02/18/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/23/2015, 03/02/2015, 03/09/2015, 03/16/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015018568 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 01/22/2015 The following person(s) is (are) doing business as SCHEAR EVENT CONCEPTS. 3639 BAGLEY AVE #4 , LOS ANGELES, CA 90034. The full name of registrant(s) is/are: SKY SCHEAR 3639 BAGLEY AVE #4 LOS ANGELES, CA 90034. 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/:SKY SCHEAR . SKY SCHEAR . This statement was filed with the County Clerk of LOS ANGELES County on 01/22/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE

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COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 02/16/2015, 02/23/2015, 03/02/2015, 03/09/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015022004 NEW FILING This statement was filed with the County Clerk of LOS ANGELES on 01/27/2015 The following person(s) is (are) doing business as PLAYA LAW FIRM , PLAYA LAW . 1801 CENTURY PARK EAST, 2400 , LOS ANGELES, CA 90067. The full name of registrant(s) is/are: PLAYA LAW FIRM, APC 1801 CENTURY PARK EAST, 2400 LOS ANGELES, CA 90067. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)12/2014. /s/: SABA ZAFAR, PRESIDENT . PLAYA LAW FIRM, APC. This statement was filed with the County Clerk of LOS ANGELES County on 01/27/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/02/2015, 03/09/2015, 03/16/2015, 03/23/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015038945 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/12/2015 The following person(s) is (are) doing business as JULIA TURETSKAYA, PSY.D., DR JULIAS PRACTICE . 321 S. BEVERLY DR. SUITE T , BEVERLY HILLS, CA 90212. The full name of registrant(s) is/are: JULIA TURETSKAYA 11856 MOORPARK ST. #B STUDIO CITY, CA 91604. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)02/12/2015. /s/: JULIA TURETSKAYA, OWNER . JULIA TURETSKAYA. This statement was filed with the County Clerk of LOS ANGELES County on 02/12/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/02/2015, 03/09/2015, 03/16/2015, 03/23/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015030986 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/04/2015 The following person(s) is (are) doing business as TECHNOLOGY SHERPA . 130 ALTA AVENUE, UNIT H , SANTA MONICA, CA 90402. The full name of registrant(s) is/are: ADAM PAPER 130 ALTA AVENUE, UNIT H SANTA MONICA, CA 90402. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)12/3/14. /s/: ADAM PAPER, PRESIDENT/OWNER. ADAM PAPER. This statement was filed with the County Clerk of LOS ANGELES County on 02/04/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/02/2015, 03/09/2015, 03/16/2015, 03/23/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015046989 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/23/2015 The following person(s) is (are) doing business as PREFERRED PAINTERS , PREFERREDPAINTERSLA.COM. 1105 PALMS BLVD , VENICE, CA 90291. The full name of registrant(s) is/are: JAMES P. BURKE 1105 PALMS BLVD VENICE, CA 90291. 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/:JAMES P. BURKE . JAMES P. BURKE . This statement was filed with the County Clerk of LOS ANGELES County on 02/23/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/02/2015, 03/09/2015, 03/16/2015, 03/23/2015.

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.FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015050162 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/25/2015 The following person(s) is (are) doing business as THE DRAMA CLUB MOVIE . 7760 HOLLYWOOD BLVD #102 , LOS ANGELES, CA 90046. The full name of registrant(s) is/are: JOHN MCCLEAN 7760 HOLLYWOOD BLVD #102 LOS ANGELES, CA 90046. 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/:JOHN MCCLEAN. JOHN MCCLEAN. This statement was filed with the County Clerk of LOS ANGELES County on 02/25/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/02/2015, 03/09/2015, 03/16/2015, 03/23/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015042140 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/17/2015 The following person(s) is (are) doing business as CA CLEANING . 17819 REGENTVIEW AVE. , BELLFLOWER, CA 90706. The full name of registrant(s) is/are: BRENDAN COLE ALGRA 17819 REGENTVIEW AVE. BELLFLOWER, CA 90706. 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/:BRENDAN COLE ALGRA. BRENDAN COLE ALGRA. This statement was filed with the County Clerk of LOS ANGELES County on 02/17/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/02/2015, 03/09/2015, 03/16/2015, 03/23/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015045760 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/20/2015 The following person(s) is (are) doing business as HONORS AND DETENTION . 516 BAY STREET SUITE A , SANTA MONICA, CA 90405. The full name of registrant(s) is/are: EVAN SILVER 516 BAY STREET SUITE A SANTA MONICA, CA 90405. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)02/19/2015. /s/: EVAN SILVER . EVAN SILVER . This statement was filed with the County Clerk of LOS ANGELES County on 02/20/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/02/2015, 03/09/2015, 03/16/2015, 03/23/2015.

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. SS025096
Superior Court of California, County of Los Angeles
Petition of ILSUN JOSEPH PAE for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: ILSUN JOSEPH PAE filed a petition with this court for a decree of changing names as follows: ILSUN JOSEPH PAE to JOSEPH ILSUN PAE. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: 04/10/2015, Time: 8:30 AM, Dept: K, Room:
The address of the court is SUPERIOR COURT OF CALIFORNIA - COUNTY OF LOS ANGELES, 1725 MAIN STREET, SANTA MONICA, CA 90401
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: FEBRUARY 10, 2015

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015041717 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/17/2015 The following person(s) is (are) doing business as 1212. 1212 3RD STREET PROMENADE , SANTA MONICA, CA 90401. The full name of registrant(s) is/are: GLOBAL-DINING INC. OF CA 1212 3RD STREET PROMENADE SANTA MONICA, CA 90401. This

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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/:Toru Toyokawa, CFO. GLOBAL-DINING INC. OF CA . This statement was filed with the County Clerk of LOS ANGELES County on 02/17/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/02/2015, 03/09/2015, 03/16/2015, 03/23/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015031401 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/05/2015 The following person(s) is (are) doing business as ALL THE RAGE APPAREL. 11915 BURBANK BLVD APT. 16 , VALLEY VILLAGE, CA 91607. The full name of registrant(s) is/are: JUAN CARLOS CHAVEZ 11915 BURBANK BLVD APT. 16 VALLEY VILLAGE, CA 91607. 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/:JUAN CARLOS CHAVEZ. JUAN CARLOS CHAVEZ. This statement was filed with the County Clerk of LOS ANGELES County on 02/05/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/02/2015, 03/09/2015, 03/16/2015, 03/23/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015029207 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/03/2015 The following person(s) is (are) doing business as TILLYS . 140 STONEWOOD ST , DOWNEY, CA 90241.MAILING ADDRESS: 10 WHATNEY IRVINE, CA 92618 The full name of registrant(s) is/are: WORLD OF JEANS & TOPS 10 WHATNEY IRVINE, CA 92618. 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/:ROCHELLE MYERS, VP OF FINANCE . WORLD OF JEANS & TOPS . This statement was filed with the County Clerk of LOS ANGELES County on 02/03/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/02/2015, 03/09/2015, 03/16/2015, 03/23/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015046931 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/23/2015 The following person(s) is (are) doing business as CALZADA VISUALIZATION , WWW.ANDRESCALZADA.COM. 2122 OCEAN PARK BLVD #10 , SANTA MONICA, CA 90405. The full name of registrant(s) is/are: ANDRES CALZADA 2122 OCEAN PARK BLVD #10 SANTA MONICA, CA 90405. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)02/21/2015. /s/: ANDRES CALZADA. ANDRES CALZADA. This statement was filed with the County Clerk of LOS ANGELES County on 02/23/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/02/2015, 03/09/2015, 03/16/2015, 03/23/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015048221 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/24/2015 The following person(s) is (are) doing business as SEFAA. 2157 W 31ST ST NUM 2161 , LOS ANGELES, CA 90018. The full name of registrant(s) is/are: SHASHAMANE ETHIOPIA FEDERAL AGENTS ASSOCIATION THE 2157 W 31ST ST NUM 2161 LOS ANGELES, CA 90018. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/2015. /s/: DEVINDRA POLITTE SOMADHI JR, SECRETARY . SHASHAMANE ETHIOPIA FEDERAL AGENTS ASSOCIATION THE. This statement was filed with the County Clerk of LOS ANGELES County on 02/24/2015. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 03/02/2015, 03/09/2015, 03/16/2015, 03/23/2015.

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