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Not keeping pace with costs.

smdp
Santa Monica Daily Press

Volume 23 Issue 83 WEDNESDAY 3/13/24 smdp.com

American Film Market moves to Las Vegas



File Photo

AFM NO MORE: The American Film Market used to fill the Loews hotel before its closure but will now occupy hotel rooms in Las Vegas.

MATTHEW HALL
Daily Press Editor

One of Santa Monica's premier entertainment events, the American Film Market, will no longer be held in the city after organizers announced this year's program will move to Las Vegas.

While officials didn't specifically criticize Santa Monica when making the announcement, AFM moved to a new location last year prompting complaints from some attendees.

The Festival began in 1981 with 34 sales companies and hundreds of buyers descending on Los Angeles. It moved to Santa Monica in 1991 and was held at the Loews Hotel up until 2023.

The Loews closed that year and while it has been sold, rebranded and remodeled, it has yet to reopen. Instead, the 2023 AFM was moved to the nearby Le Meridien Delfina but attendees were critical of the new venue.

The Independent Film and Television Alliance, who operate the festival, praised the ease of access to Las Vegas and its adjacent entertainment options.

"Las Vegas presents easy travel options, including domestic and international flights from over 160 locations, and its

SEE **AFM** PAGE 8



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Tux Creative Agency is California dreamin' one year on from their move to LA



Courtesy photo

TUX: Santa Monica has become a home personally and professionally for the family.

ANTOINETTE DAMICO
SMDP Intern

Over the past year, the folks behind TUX have found the city suits them.

TUX Creative House works closely with consumer brands such as Loreal, Lancome, Converse, and more to deliver luxe marketing through a variety of modes such as design, branding, production, media, and digital content. Self-described as a "full-service shop," TUX aims to be man's best friend in the consumer world, with a fully integrated service that encourages brands to fulfill their highest potential as they enter the market and cultivate their unique identity.

"What we think is different with Tux is that we do have a really good connection to just cultural pulse, " said Ciupka.

Many things stand out about TUX, especially their progressive work culture, but there would be no TUX without endearing co-founders and couple Dominic Tremblay and Ludwig Ciupka

Ciupka and Tremblay met 15 years ago after crossing paths on a creative project. Ciupka, a fashion photographer at the time, and Tremblay, a brand director at L'Oreal, began dating soon after, and have been encouraging each other both personally and in their artistic endeavors since.

Their shared drive is what has brought them and their family of four to Santa Monica over a year ago, in search of a fresh start and the chance to take in the more relaxed energy that California has to offer. The more bohemian, surfer, and beachy aesthetics have drastically transformed both their company but also their family, which is evident in the bright decor of their mid-century style home.

To their pleasant surprise, Santa Monica has offered a more walkable and family-based community than they expected, always meeting other families at their kids' events. Santa Monica has provided them with the perfect balance of all their favorite activities such as hiking, swimming, and biking, that they used to only be able to do outside of Montreal in the surrounding country.

"We feel so at home, to be honest. I mean, the kids, us, we've been feeling at home since our arrival," said Dom.

With an impressive catalog of over 1000 clients and staff spanning from Montreal to now LA, the company is as personal to the couple as their own relationship, having been born out of a cause very close to their heart. 15 years ago after the pair decided to do a pro-bono event together for the AIDS Foundation back in Montreal, and from there TUX was born.

"This was personal. It was just us two working and then from that moment, we just decided to, let's do it together to try it and see where it goes," said Dom.

15 years on and two kids later, the company and founders have gone far, moving to California over a year ago, after opening up a second TUX office in their dream destination: Santa Monica.

"[It's] the only place in the US where we can see ourselves living. I think LA has... a progressive mindset. People are socially advanced. We're obviously a queer family, so it's an environment that's this progressive," said Dom.

With an economy the size of Germany, California also opened TUX up to a massive market, and has given the company the opportunity to acquire another agency, Another Creative, and expand on their own creative abilities including working with CGI and AI.

"When you make it here, you really understand there's a dynamic here [that] can only exist here, even [in] California," said Dom.

At the heart of the company's thriving business lies strategic and inclusive work policies that have advanced their creative capabilities. A 4 day work week has drastically advanced their internal culture. Known for a high turnover rate, the creative industry's turnover rate in the US and Canada reached

SEE **TUX** PAGE 11

Letter carrier robberies continue as the US Postal Service, union and lawmakers seek solutions

DAVID SHARP
Associated Press

When the U.S. Postal Service launched Project Safe Delivery last year, officials pledged they would be "doubling down" on their efforts to combat growing rates of letter carrier robberies.

The crackdown has led to hundreds of arrests, and robberies slowed toward the end of the year. But, overall, the number of postal carriers who were robbed in 2023 rose again and the number who were injured nearly doubled as criminals continue to target carriers for their antiquated "arrow keys" that allow access to mailboxes.

This week, legislation is being introduced in Congress to accelerate the replacement of tens of thousands of mailbox keys, boost prosecutions and review sentencing guidelines.

All of it can't come soon enough for letter carriers.

"We're like sitting ducks out there," said Houston mail carrier Tijuana Abbott, who accused postal leadership of failing to do enough to address the problem. "Enough is enough."

Postal carrier robberies climbed to 643 last year, an increase of nearly 30%, and the number of robberies resulting in injuries doubled to 61 last year, according to figures provided by the U.S. Postal Inspection Service in response to a Freedom of Information Act request by The Associated Press.

All told, robberies grew sixfold over the past decade and the number of postal carriers held at gunpoint increased even more, according to an analysis of the postal statistics.

Under Project Safe Delivery, which was launched last May, there have been more than 1,200 arrests for mail thefts and letter carrier robberies. The Postal Inspection Service also conducted targeted law enforcement surges in trouble spots including Chicago, San Francisco and cities across Ohio.

The effort also included the deployment of more than 10,000 high-security blue boxes in high-risk locations, and the installation of nearly 30,000 electronic locks on mail receptacles.

There is a glimmer of hope.

Postal robberies dipped 19% over the past five months, while arrests for letter carrier robberies grew 73% so far in the 2024 fiscal year, said Jeff Adams, postal service spokesperson.

"We have been unrelenting in our pursuit of criminals who target postal employees and the U.S. mail. The efforts of our postal inspectors and law enforcement partners have yielded positive results," Postmaster General Louis DeJoy said. "We are not done."

Postal leaders and the letter carrier union were incensed when a federal judge in San Francisco last month sentenced a man who held a gun to a postal carrier's head to just 30 days behind bars.

DeJoy called it "unacceptable." The leader of the letter carriers union called it "absolutely ludicrous."

"Postal carriers should be able to do their job without any concern of someone putting a gun in their face or in any way assaulting them while they're just trying to do their job and deliver to the American people their mail," said U.S. Attorney Kenneth Parker, whose district in southern Ohio dealt with growing postal carrier robberies.

In addition to being traumatizing for letter carriers, Parker said the robberies represent a "threat to democracy" because in addition to envelopes containing personal checks, prescriptions and other important items, many now use the mail to send in ballots.

This week, a bill is expected to be introduced in Congress to appropriate federal dollars to help replace the antiquated keys with electronic versions that have no value to criminals, require all 93 U.S. attorneys to designate a prosecutor for postal crime, and to review sentencing guidelines for postal crimes, said Brian Renfroe, president of the National Association of Letter Carriers.

The bipartisan legislation "provides resources to protect our dedicated postal service workers while making sure we are punishing criminals to the fullest extent of the law," said Rep. Brian Fitzpatrick, R-Pennsylvania, the lead sponsor in the House.

Jeremiah Grant, a postal carrier in Oklahoma City, was held up in April 2022 by a man wearing a mask. He clambered to take off his thick leather belt to which his key was attached while a gun was being pointed at him. The gunman also snatched his cellphone and smashed it.

Unnerved by the experience, Grant had difficulty sleeping and decided not to go back to his route.

"I'm no longer a letter carrier. I'm a clerk, because I don't feel safe going out there," Grant said. "It's not a feeling that I can shake, and it's been almost two years now."

Abbott, the Houston mail carrier, was victim of an attempted rape in which she fought off the knife-wielding attacker on her postal route 20 years ago. Ten years later, she was robbed of her arrow key.

Abbott worked through the trauma and still delivers mail. But she questions the sincerity of postal officials' efforts to stop crime.

"I believe they abandoned us. We are getting robbed of the keys and they're not doing anything about it," she said. "I feel like they don't care."

Though unique circumstances led to the 30-day sentence in the San Francisco case, federal law allows for a sentence of up to 10 years for an assault on a postal worker, and up to 25 years for a subsequent offense, officials said. Mail theft carries a penalty of up to five years in prison, and possession, concealment or disposal of property carries a sentence of up to 10 years in prison.

"There used to be mindset among the public that those are federal employees," Renfroe said. "If you mess with them you're going to be in big trouble. That's what we have to make a reality again."



Surf report

WATER TEMP: **58.6**

WEDNESDAY — *FAIR*
SURF: 2-3ft Thigh to waist
Day kicks off with the leftover NW swell mix from the start of the week. Refresh of steep-angled NW swell expected through the second half of the day.

THURSDAY — *POOR*
SURF: 2-3ft Thigh to waist
Rideable surf continues off steep-angled NW swell. Selective new S/SSE swell creeps in through the day. Santa Ana winds to setup breezy offshore NE flow — favored areas offshore all day.

Weather

Wednesday: Patchy fog before 11am. Otherwise, cloudy through mid morning, then gradual clearing, with a high near 74.
Wednesday Night: Mostly clear, with a low around 52. Breezy, with a north northwest wind 15 to 20 mph.
Thursday: Sunny, with a high near 71. North northeast wind 10 to 15 mph becoming west northwest in the afternoon.
Thursday Night: Clear, with a low around 53.

Date	Day	Time (LST/LDT)	Predicted	(ft)	High/Low
2024/03/13	Wed	06:20 AM	-0.28		L
2024/03/13	Wed	12:26 PM	3.96		H
2024/03/13	Wed	5:57 PM	0.94		L
2024/03/14	Thu	12:22 AM	5.58		H
2024/03/14	Thu	07:21 AM	-0.10		L
2024/03/14	Thu	1:36 PM	3.18		H
2024/03/14	Thu	6:26 PM	1.66		L
2024/03/15	Fri	01:06 AM	5.29		H
2024/03/15	Fri	08:40 AM	0.15		L
2024/03/15	Fri	3:29 PM	2.66		H
2024/03/15	Fri	6:53 PM	2.30		L
2024/03/16	Sat	02:03 AM	4.89		H
2024/03/16	Sat	10:26 AM	0.21		L
2024/03/17	Sun	03:28 AM	4.54		H
2024/03/17	Sun	11:59 AM	0.02		L
2024/03/17	Sun	7:56 PM	3.27		H
2024/03/17	Sun	11:18 PM	2.99		L
2024/03/18	Mon	05:08 AM	4.47		H

Daily Lottery

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

POWERBALL
Draw Date: 3/11
1 3 7 16 66
Power#: 5
Jackpot: 559 M

MEGA MILLIONS
Draw Date: 3/8
19 20 22 47 58
Mega#: 1
Jackpot: 735 M

SuperLotto Plus
Draw Date: 3/9
4 7 13 22 46
Mega#: 18
Jackpot: 17 M

Fantasy 5
Draw Date: 3/11
8 11 14 15 25

Daily 3
Draw Date: 3/11
EVENING: 1 1 7
Draw Date: 3/11
MIDDAY: 1 6 6

Daily Derby
Draw Date: 3/11
1st: 09 - Winning Spirit
2nd: 05 - California Classic
3rd: 03 - Hot Shot
Race Time: 1:45.11

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The Santa Monica Daily Press publishes Monday - Saturday with a circulation of 8,200 on weekdays and 8,000 on the weekend. The Daily Press is adjudicated as a newspaper of general circulation in the County of Los Angeles and covers news relevant to the City of Santa Monica. The Daily Press is a member of the California Newspaper Publisher's Association, the National Newspaper Association and the Santa Monica Chamber of Commerce. The paper you're reading this on is composed of 100% post consumer content and the ink used to print these words is soy based. We are proud recipients of multiple honors for outstanding news coverage from the California Newspaper Publishers Association as well as a Santa Monica Sustainable Quality Award.

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Santa Monica Daily Press

Classifieds

Public Notice

County of Los Angeles
Department of the Treasurer and Tax Collector

Notice of Divided Publication

Pursuant to Revenue and Taxation Code (R&TC) Sections 3702, 3381, and 3382, the Los Angeles County Treasurer and Tax Collector is publishing in divided distribution, the Notice of Online Public Auction of Tax-Defaulted Property Subject to the Tax Collector's Power to Sell in and for the County of Los Angeles, State of California, to various newspapers of general circulation published in the County. A portion of the list appears in each of such newspapers.

Notice of Online Public Auction of Tax-Defaulted Property Subject to the Tax Collector's Power to Sell (Sale No. 2024A)

Whereas, on Tuesday, January 9, 2024, the Board of Supervisors of the County of Los Angeles, State of California, directed the County of Los Angeles Treasurer and Tax Collector (TTC), to sell certain tax-defaulted properties at the online public auction.

The TTC does hereby give public notice, that unless said properties are redeemed, prior to the close of business on Friday, April 19, 2024, at 5:00 p.m. Pacific Time, the last business day prior to the first day of the online public auction, the TTC will offer for sale and sell said properties on Saturday, April 20, 2024, beginning at 3:00 p.m. Pacific Time, through Tuesday, April 23, 2024, at 12:00 p.m. Pacific Time, to the highest bidder, for not less than the minimum bid, at online public auction at www.bid4assets.com/losangeles.

The minimum bid for each parcel is the total amount necessary to redeem, plus costs, as required by R&TC Section 3698.5.

If a property does not sell during the online public auction, the right of redemption will revive and remain until Friday, May 31, 2024, at 5:00 p.m. Pacific Time.

The TTC will re-offer any properties that did not sell or were not redeemed prior to Friday, May 31, 2024, at 5:00 p.m. Pacific Time, for sale at online public auction at www.bid4assets.com/losangeles beginning Saturday, June 1, 2024, at 3:00 p.m. Pacific Time, through Tuesday, June 4, 2024, at 12:00 p.m. Pacific Time.

Prospective bidders should obtain detailed information of this sale from the County of Los Angeles Treasurer and Tax Collector at ttc.lacounty.gov. Bidders are required to pre-register at www.bid4assets.com and submit a refundable $5,000 deposit in the form of wire transfer, electronic check, cashier's check or bank-issued money order at the time of registration. Registration will begin on Friday, March 15, 2024, at 8:00 a.m. Pacific Time and end on Tuesday, April 16, 2024, at 5:00 p.m. Pacific Time.

Pursuant to R&TC Section 3692.3, the TTC sells all property "as is" and the County and its employees are not liable for any known or unknown conditions of the properties, including, but not limited to, errors in the records of the Office of the Assessor (Assessor) pertaining to improvement of the property.

If the TTC sells a property, parties of interest, as defined by R&TC Section 4675, have a right to file a claim with the County for any proceeds from the sale, which are in excess of the liens and costs required to be paid from the proceeds. If there are any excess proceeds after the application of the minimum bid, the TTC will send notice to all parties of interest, pursuant to law.

Please direct requests for information concerning redemption of tax-defaulted property to the Treasurer and Tax Collector, at 225 North Hill Street, Room 130, Los Angeles, California 90012. You may also call (213) 974-2045, Monday through Friday, 8:00 a.m. to 5:00 p.m. Pacific Time, visit our website at ttc.lacounty.gov or email us at auction@ttc.lacounty.gov.

The Assessor's Identification Number (AIN) in this publication refers to the Assessor's Map Book, the Map Page, and the individual Parcel Number on the Map Page. If a change in the AIN occurred, the publication will show both prior and current AINs. An explanation of the parcel numbering system and the referenced maps are available at the Office of the Assessor located at 500 West Temple Street, Room 225, Los Angeles, California 90012, or at assessor.lacounty.gov.

I certify under penalty of perjury that the foregoing is true and correct. Executed at Los Angeles, California, on February 6, 2024.

KEITH KNOX
Treasurer and Tax Collector
County of Los Angeles
State of California

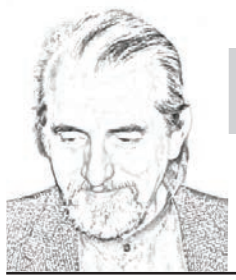
The real property that is subject to this notice is situated in the County of Los Angeles, State of California, and is described as follows:

PUBLIC AUCTION NOTICE OF SALE OF TAX-DEFAULTED PROPERTY SUBJECT TO THE POWER OF SALE(SALE NO. 2024A)

4465 AIN 4238-001-026 HANSON,VANITA AND HANSON,VICKI LOCATION CITY-LOS ANGELES $4,066.00

CN104661 534 Feb 29, Mar 6,13, 2024

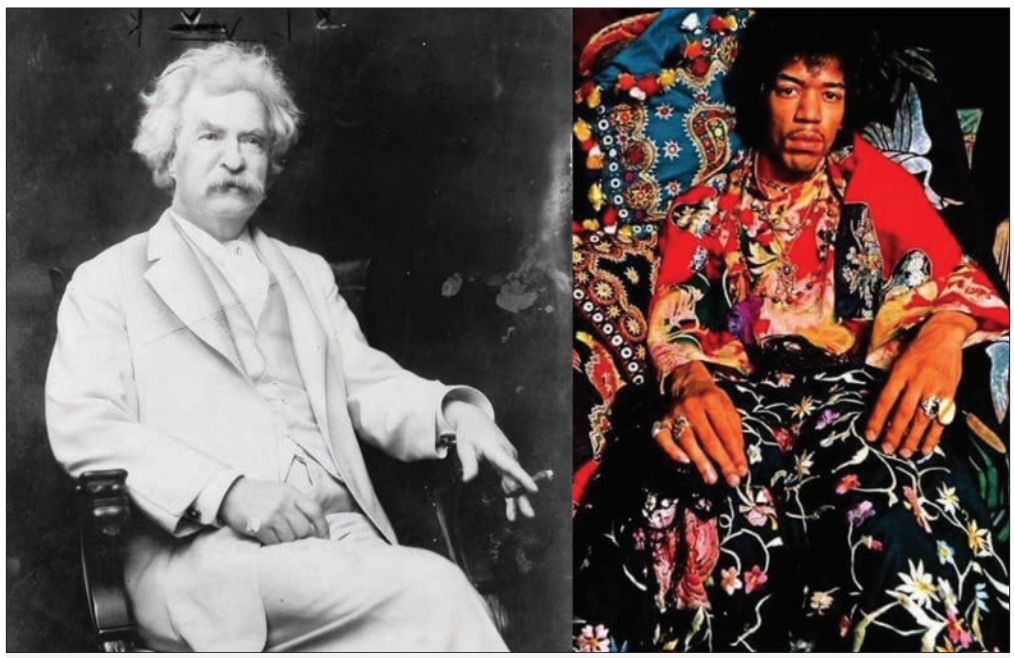
HOURS MONDAY - FRIDAY 9:00am - 5:00pm **LOCATION** 1640 5th Street, Suite 218, Santa Monica, CA 90401



OPINION **CURIOUS CITY**

Charles Andrews | Send comments to editor@smdp.com

How to fix everything (HA)



Courtesy photos

WORDS OF WISDOM

WRITING IS A FUNNY THING

An odd duck, as an everyday tool, or as an art form. Writing for print is the most open to misinterpretation. I have written for TV and radio, and what may be insufficient in the words can be conveyed with the voice, or facial expression or body language.

Among the many things we are taught in school that turn out to be off the mark, is that English is the most expressive, most articulate of the world's many languages. I wonder if French, Japanese, Swahili and Norwegian kids are taught the same thing about their languages? A little research reveals that linguists are reluctant to award the top prize to any language (though Arabic, English and ancient Greek are favored). The consensus seems to be that while some languages have an advantage in some areas of description – Arabic has 400 words for "lion" (and 300 for "sword") – an educated speaker of almost any language can get the meaning across accurately, even precisely. English probably has the most words, more than a million... and the most curse words. There is an argument that Arabic and Mandarin are the most difficult languages for a native English speaker to learn.

Like most lazy Americans, I speak and write only one language. Although some of my readers might dispute even that claim. Four years of forced Latin in a Catholic high school is sometimes useful for figuring out unfamiliar English words, because Latin is the root of many, but I can't order off an Italian menu any better than you. I have been fascinated with those English words and phrases since I was a kid, using them mostly in print, and all those years have taught me a few things.

MOST PEOPLE DON'T READ, OR LISTEN

They think they do. But there seems to be a built-in propensity to hear or read a few words and then let the mind race off on what they think is coming next, but usually isn't. The other factor is that while we are all using the same (million) words, we often have very different definitions of them. And, since most people think they are good listeners... if someone says, you JUST said THAT, and the other person insists, no I didn't, they are both certain they are right. And almost everyone thinks they are a good writer.

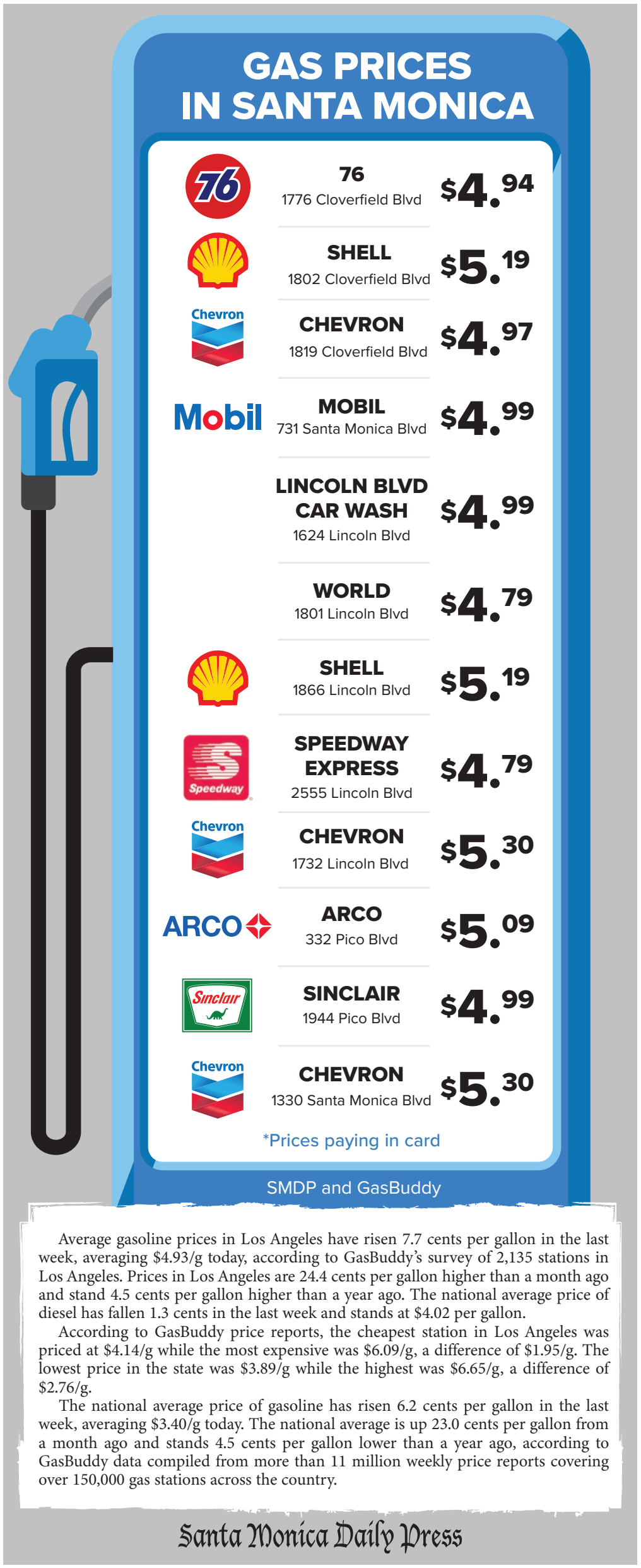
I know, I'm getting into the word weeds here, but for a reason. A writer needs to understand these widespread human weaknesses for taking in what you have written, and adjust for them. If you want to be understood by the most people, and aren't just writing for the "art" of it. (Which is fine.)

It's the reason, for example, that MSNBC's Rachel Maddow (very smart, very well educated, Stanford, Oxford) repeats her points, rephrases them, then doubles back and throws them out there again, slightly reworked. She goes one up on the standard wisdom of "tell them what you are going to tell them, tell them, then tell them what you told them." I've heard her say she does that so her viewers can really get it, and accurately repeat to someone else what they heard. If you say it clearly and people nod their heads, they still might not be able to explain it the next day.

YOU CAN DO THAT

In an hour long TV broadcast. If you

SEE **CURIOUS CITY** PAGE 11



Average gasoline prices in Los Angeles have risen 7.7 cents per gallon in the last week, averaging $4.93/g today, according to GasBuddy's survey of 2,135 stations in Los Angeles. Prices in Los Angeles are 24.4 cents per gallon higher than a month ago and stand 4.5 cents per gallon higher than a year ago. The national average price of diesel has fallen 1.3 cents in the last week and stands at $4.02 per gallon.

According to GasBuddy price reports, the cheapest station in Los Angeles was priced at $4.14/g while the most expensive was $6.09/g, a difference of $1.95/g. The lowest price in the state was $3.89/g while the highest was $6.65/g, a difference of $2.76/g.

The national average price of gasoline has risen 6.2 cents per gallon in the last week, averaging $3.40/g today. The national average is up 23.0 cents per gallon from a month ago and stands 4.5 cents per gallon lower than a year ago, according to GasBuddy data compiled from more than 11 million weekly price reports covering over 150,000 gas stations across the country.

Santa Monica Daily Press



City of Santa Monica

NOTICE OF UNCLAIMED PROPERTY

Notice is hereby given that the City of Santa Monica has posted a list of unclaimed checks – any stale dated check older than three years as of **December 31, 2023** - and claim forms on the City's website at https://santamonica.gov/unclaimed-property-notice and at the following physical location: the Public Notices board in the City Hall Lobby. If said funds are not claimed by **April 22, 2024** these funds will become the property of the City of Santa Monica in accordance with California Government Code Sections 50050 – 50056. These funds may be released to the depositor, their heir, beneficiary or duly appointed representative provided a claim form has been completed with the required information detailed below and an original signature.

Required claim information includes name, address, phone number, tax identification number, amount of claim, and grounds on which claim is founded. Claims must be submitted to the Finance Department, Attn: Financial Operations, 1685 Main Street, Mail Stop 09, Santa Monica, CA. 90401 or by email to finance.mailbox@santamonica.gov. Once a claim is submitted; the Finance Department will determine the validity of the claim and if additional information is required to process the claim. The City of Santa Monicareserves the right to deny any claim that is submitted with incomplete or invalid information.

City of Santa Monica

COURTESY NOTICE OF A PUBLIC HEARING BEFORE THE SANTA MONICA PLANNING COMMISSION

SUBJECT: **Recommendation to the City Council on Adoption of Amendments to Santa Monica Municipal Code Chapter 9.22, Density Bonus, for Compliance with Updates to State Density Bonus Law Adopted by Assembly Bill 1287.**

A public hearing will be held by the Planning Commission to consider adoption of a resolution recommending to the City Council that the Council adopt amendments to Santa Monica Municipal Code Chapter 9.22, Density Bonus, for compliance with updates to State Density Bonus Law applicable to housing projects as set forth in Assembly Bill 1287. This notice is being provided only as a courtesy as the Planning Commission continued this item from the March 6, 2024 hearing.

DATE/TIME: **WEDNESDAY, MARCH 20, 2024 AT 6:00 PM**

LOCATION: City Council Chamber, Second Floor, Santa Monica City Hall, 1685 Main Street, Santa Monica, California

HOW TO COMMENT

The City of Santa Monica encourages public comment. Members of the public unable to attend a meeting but wishing to comment on an item(s) listed on the agenda may submit written comments prior to the public hearing via email to planningcomment@santamonica.gov or via mail to the address listed below. Comments received prior to 12 p.m. on the day of the meeting will be distributed to the Planning Commission prior to the meeting and posted online. All written comments shall be made part of the public record. Please note the agenda item in your comments.

You may also comment in-person at the Planning Commission hearing. Please check the agenda for more detailed instructions on how to comment.

Address your comments to: **Jing Yeo, AICP, Planning Manager**
Re: AB 1287 Implementation

VIA E-MAIL: planningcomment@santamonica.gov
VIA MAIL: City Planning Division
1685 Main Street, Mail Stop 28
Santa Monica, CA 90401

MORE INFORMATION

If you want more information regarding implementation of AB 1287, please e-mail housingupdates@santamontica.gov. For disability-related accommodations, please contact (866) 311-7266 at least 72 hours in advance of the meeting. Every attempt will be made to provide the requested accommodation. All written materials are available in alternate languages provided the request is received 72 hours prior to the meeting. Santa Monica Big Blue Bus Lines serve City Hall and the Civic Center area. The Expo Line terminus is located at Colorado Avenue and Fourth Street, and is a short walk to City Hall. Public parking is available in front of City Hall, on Olympic Drive, and in the Civic Center Parking Structure (validation free).

Pursuant to California Government Code Section 65009(b), if this matter is subsequently challenged in Court, the challenge may be limited to only those issues raised at the public hearing described in this notice, or in written correspondence delivered to the City of Santa Monica at, or prior to, the public hearing.

ESPAÑOL

Esto es una noticia de una audiencia pública para revisar applicaciónes proponiendo desarrollo en Santa Monica. Si deseas más información, favor de llamar a Carmen Gutierrez en la División de Planificación al número (310) 458-2201 ext. 5547.

SEND YOUR NEWS TO THE EDITOR

Santa Monica Daily Press editor@smdp.com

Spreading a contagious love for accounting

They say the secret to being an outstanding teacher is to love what you teach. Students will sense that affection and perhaps come to share it.

That's exactly what happened to Omari Gordon in Santa Monica College Accounting Professor Greg Brookins' Accounting 1 class.

"Professor Brookins 'brainwashed' me," says the 30-year-old Atlanta native.

Brookins has been "brainwashing"—in the best possible way—students for 25 years. The beloved accounting professor begins each semester detailing his early years in the trade.

"My experiences as an accountant were fun," Brookins says, referring to his time with Big Four accounting firm Ernst & Young and Fox Entertainment and of traveling around the world on business—Caracas, Rio de Janeiro, Panama, Rome, Tokyo, and Seoul—all before he turned 30.

His professor's enthusiasm proved contagious to Gordon, who will be transferring to Cal State Northridge as an accounting major.



Courtesy photo

GREG BROOKINS

BREAKING THE STEREOTYPE

Accounting suffers from an outdated reputation and Brookins sees it as his mission to break the stereotype. Evangelizing for the accounting profession is especially important now, when it faces a crisis due to shortages in the student pipeline.

"I really do try to make it as entertaining as it can be," Brookins says, of his teaching method.

Though stereotypes stubbornly linger in pop culture, the accountant's role has changed dramatically in the information age. Today's accountant is at the forefront of important business decisions, using cutting-edge digital tech to guide diverse organizations.

Two weeks into his Accounting 1 class with Brookins, Gordon knew better than to think of an accountant as someone at a desk "just doing balances and bank reconciliations."

After his epiphany, Gordon asked his professor about SMC's accounting program. Brookins happily explained the options. Later, he connected Gordon with the California Society of CPAs, where the latter is now employed as a student recruiter.

IN HIS DNA

Born and raised in the Jefferson Park neighborhood of Los Angeles, Brookins discovered accounting as a teenager. An aptitude test taken in 11th grade career guidance class at University High clearly pointed him in that direction. "I never looked back from there."

After graduating with bachelor's and master's degrees from USC's Leventhal School of Accounting, he went to work for Ernst & Young. Brookins says, "I actually counted votes for the preliminaries of the Golden Globes while working for Ernst & Young." A couple of years later, he moved over to Fox Inc. Internal audits took him to TV stations in major markets like New York, Dallas, Houston and Washington, D.C. and once he transferred to Fox's corporate offices, began traveling around the world.

Though Brookins comes from a family of educators, it never dawned on him to try his hand at teaching until he started coaching baseball. But he found coaching Little League so satisfying that he started seriously thinking about making a career adjustment: Instead of practicing accounting, why not teach it?

"Teaching was in my DNA, I guess," he says, with a chuckle. Brookins's career at SMC grew from an adjunct faculty job in 1999 to a full-time appointment in 2001. He is now a tenured professor.

"And here I am almost 25 years into it, and I'm still really enjoying this place," he says.

Brookins knows he could earn two or three times as much working in the private sector, but he loves everything about his current life. His wife, Charlie, is an admissions associate, film/television development consultant and entrepreneur with a faith-based health and fitness business. They live in the Windsor Hills neighborhood with their two sons, James, 16, and Jordan, 13.

He loves the diversity he encounters every day at SMC, where he routinely hears a dozen to twenty different languages being spoken in his classrooms. And Brookins got involved with the Black Collegians Umoja Community as soon as he started teaching at SMC. He and other African American and Latinx men on campus collaborated in the aftermath of George Floyd's murder to form the Men of Color Action Network. He was also a faculty lead for two cohorts of "Equitizing Gateway Courses", in which colleagues learn and collaborate on practices aimed at reducing equity gaps for Black and Latinx students.

He relishes the faculty service roles he plays. For 15 years, Brookins served enthusiastically on the Academic Senate. Other leadership positions include past chair of the Student Affairs Committee and 10 years helming the Honor Council. SMC was the first California community college to have an honor code, he notes with pride.

"That's important to me, because honesty, integrity, respect, social responsibility and civility are important," he says. "I'm an accountant, after all, and we take ethics exams to become CPAs."

SMC offers an Associate in Arts Degree in Accounting and several certificates, including a CPA Track Certificate of Achievement. For more information, visit smc.edu/accounting.

Article courtesy of the SMC Public Information Office

California's minimum wage isn't enough to keep up with workers' costs of living, report says



Salgu Wissmath for CalMatters

WORKERS: Cook Martha Garcia preps food in the kitchen at Verde Mexican Rotisserie in South Lake Tahoe on Oct. 6, 2021. Domi Chavarria, the owner of Verde Mexican Rotisserie, lost about $10K worth of inventory when they shut down for two weeks due to the Caldor Fire evacuation.

ALEJANDRA REYES-VELARDE
Special to the Daily Press

California's $16-an-hour minimum wage may be much higher than a "poverty wage" by federal standards, but high housing costs still make it difficult for low wage workers to live and make ends meet in the state, according to a new report by the state's Legislative Analyst's Office.

The report, published today, paints a picture of who low wage workers are and whether the state's minimum wage is sufficient to address poverty and inequality.

Many workers move on from low wage work to higher paying jobs as they transition from their 20s to their 30s, but that mobility slows significantly when workers enter their early 30s, according to the report.

"As a result, half of low-wage workers are over 35 and one-quarter are 50 or older," the report states. "The state's economic policies should reflect the fact that many workers hold relatively low-wage jobs through middle age and beyond."

The majority of low wage workers — defined as those who earn an hourly wage of $17.50 or less — are home health and personal care aides. Three-fourths of them are part of the state's In-Home Supportive Services program, which provides care aides to low income individuals.

Fast food workers make up the second largest low wage occupation, but that likely won't be the case once that industry's $20-an-hour minimum wage kicks in next month. Other low wage jobs include cashiers, retail salespeople, waiters, farmworkers and packagers.

Nearly 6 in 10 low wage workers are Latino, and about half of those are immigrants. Most low wage workers live with at least one other worker and have no young children.

"We suspect that low-wage workers' high likelihood of living in three-earner (or more) households might be due largely to California's high housing costs," the legislative analyst's office said.

The office also analyzed housing affordability for minimum wage earners of varying household sizes and in various regions and found that California's major metropolitan areas and much of its Central Coast are unaffordable for minimum wage workers, regardless of whether they are single-income households, double-low-income households or if they have children.

For minimum wage workers with a more "favorable" ratio of income to expenses — for example those without children and those with two earners in a household — housing in some rural and mid-size metro areas may be affordable.

But there are eight coastal counties in the state where even two minimum wage workers in a household with one child would face housing costs exceeding half their gross income, according to the report.

For minimum wage earners who are single parents and have at least one child, housing is unaffordable in all but three California counties, Modoc, Trinity and Colusa, according to the report. In all counties except Modoc, a single parent of three who earns minimum wage can expect housing costs that exceed half their gross income.

It's even more challenging to afford housing in counties that don't have local minimum wages.

The report analyzed wage differences across California regions. Average wages in Imperial County, Monterey County and most of the San Joaquin Valley are 20% lower than the state average. In the Bay Area, wages are 20% higher, and in some counties, 50% higher than the state average.

Many of the high wage regions don't have local minimum wages, which impacts low wage workers' ability to afford living there.

In five of the state's most expensive counties — Marin, Monterey, Orange, Santa Barbara and Santa Cruz — only one city, Novato, has a local minimum wage higher than the state's.

"Going forward, the Legislature may wish to consider taking a more active role — perhaps by setting different minimum wages in different regions or by helping local governments coordinate their minimum wage policies," the legislative analyst's office said.

This article was originally published by CalMatters.

COMMUNITY NEWS

SMC

Santa Monica College to Stage "Ken Ludwig's Sherwood: The Adventures of Robin Hood" March 22-31

The Santa Monica College (SMC) Theatre Arts Department will perform "Ken Ludwig's Sherwood: The Adventures of Robin Hood" March 22-31 in the Theatre Arts Main Stage on the main SMC campus, 1900 Pico Blvd., Santa Monica.

"Ken Ludwig's Sherwood: The Adventures of Robin Hood" — a swashbuckling tale packed with thrills, romance, laughter, and unforgettable characters like Little John, Friar Tuck, and the adventurous Maid Marian — tells the enduring story of Robin Hood, a hero of the people who takes on the ruthless powers that be.

The SMC production is directed by Dr. Adrianne Harrop.

Show times are 7:30 p.m. on Friday, March 22 and March 29, and Saturday, March 23 and March 30. Matinees are at 2 p.m. on Sunday, March 24 and March 31.

Advance (pre-sale) tickets, which range from $18 to $20 ($15 for SMC students and staff) plus a modest service charge, can be purchased online at smc.edu/tickets at any time, or by calling 310-434-3005 Monday through Friday. Tickets purchased on performance weekends at the Events Box Office (at the Theatre Arts building) are $3 higher. Parking is free, and information on parking, transportation, and directions can be found at smc.edu/transportation.

All performances subject to change or cancellation without notice. "Ken Ludwig's Sherwood: The Adventures of Robin Hood" is presented by arrangement with Concord Theatricals on behalf of Samuel French, Inc. (concordtheatricals.com).

SUBMITTED BY GRACE SMITH

Citywide

State-of-the-art A-fib treatment debuts at Providence Saint John's Health Center

Four patients suffering from potentially life-threatening atrial fibrillation underwent the latest high-tech procedure this week at Providence Saint John's Health Center, the first patients treated in the Greater Los Angeles Area since the treatment was approved.

All four patients, three men and a woman, were doing well in the hours following pulsed field ablations, said electrophysiologist Shephal Doshi, M.D., who previously had performed approximately 20 of the procedures in U.S. clinical trials and in Europe.

"This is a paradigm shift for the management of the A-fib patient, allowing procedures to be done more easily, significantly faster, safer and with excellent outcomes," said Dr. Doshi, director of Providence Saint John's cardiac electrophysiology and pacing program, the Sandra and Vin Scully Heart Rhythm Center and executive director of the hospital's Minerd Heart and Vascular Institute.

Among these firsts was Rob Sears, who has suffered for eight years with the heart pounding that comes with A-fib. Sears, 79, traveled to Santa Monica from his home in Western Washington to undergo the new procedure. Two other treatments had failed since he was first diagnosed in 2016. Recently he awakened after surgery and knew the procedure had worked.

"To stand up and not feel dizzy is kind of new to me," he said.

Boston Scientific's FARAPULSE PFA System, approved Jan. 31 by the Food and Drug Administration, involves the application of high-voltage electrical impulses to destroy the scarred heart tissue that causes the irregular beat.

"It's a gamechanger," Dr. Doshi said. "This technology allows us to do these procedures safely and more quickly with less anesthesia. Most patients will go home after just a few hours."

The procedure, called PFA, is the latest generation of a treatment that destroys tissue on the heart that causes A-Fib, an erratic heartbeat that if untreated can lead to stroke or heart failure. PFI takes a fraction of the time – about 30 minutes – compared to four or five hours for standard ablations. It's also more effective in deadening defective heart tissue to stop A-Fib, is significantly safer, does not damage surrounding tissue and results in a quicker recovery.

And because PFA takes much less time, more patients can be treated in a single day, avoiding weeks of waiting to be scheduled for the procedure.

Cardiac ablations are performed by inserting a tool into a thin tube called a catheter, which is manipulated through a blood vessel in the groin – or sometimes through the shoulder or neck – to the heart. An estimated 300,000 cardiac ablations are performed each year in the U.S. Ablations are up to 95% effective, including cases where the procedure is repeated.

The risk of complications considerably low for standard ablation procedures, and even lower with PFA, studies show. Traditional ablations cauterize or freeze the problem tissue. While considered safe, burning or freezing tissue has been linked to a low rate of complications including damage to the esophagus, the phrenic nerve and the arteries.

Pulsed field technology is also growing in cancer treatment. In 2023, the FDA approved the procedure for soft tissues, and clinical trials are showing promise for the treatment of solid tumors.

Providence Saint John's is a leading regional heart center in Southern California, committed to investing in new technology to advance safe and effective care. Dr. Doshi was the first in the nation to implant the WATCHMAN device in a patient after FDA approval in 2015. That device is an alternative to blood thinning medications for heart patients.

"We are continuing a long list of firsts in cardiac electrophysiology in the U.S. and the Los Angeles Area," Dr. Doshi said.

SUBMITTED BY PATRICIA AIDEM, DIRECTOR, PUBLIC RELATIONS

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AFM

FROM PAGE 1

close proximity to Los Angeles, with over 35 daily flights, expands the options and allows AFM participants easy stopovers," said the announcement. "Furthermore, Las Vegas offers a wealth of dining, sleeping, entertaining, and shopping opportunities, providing added value for AFM participants."

Historically, the event books out about 30 movie theaters in the area to screen more than 400 movies on about 700 screens.

AFM describes itself as more than just a place to buy and sell. In their materials they say it is the destination for all players in the industry to meet face-to-face, do business, and have thoughtful conversations about new films and the ever changing marketplace. The event incorporated on-demand video several years ago and moved to an online-only model during the pandemic.

The 2024 event will be held from Nov. 5 - 10 at the Palms Casino Resort. Officials said the decision to move came after launching a multi-city search and careful consideration of their needs.

"After extensive research, discussions with the Board and invaluable feedback from stakeholders, this move underscores our determination to evolving AFM to meet today's industry needs," said Clay Epstein, IFTA Chairperson and President of Film Mode Entertainment. "The strength of the AFM lies in its ability to create community and present a sophisticated platform for all our participants' activities in one convenient location. The Palms enables us to do all of that and beyond."

AFM specifically said the newly renovated rooms, dedicated conference space and an on-site multiplex were reasons for choosing the Palms.

"This move to Las Vegas is generating support and enthusiasm from colleagues around the world and we are excited to welcome everyone to AFM 2024 in November," said Epstein.

When AFM signed a six-year renewal in 2011 to stay in Santa Monica, its value to the community was estimated at $100 million over the total time frame.

Santa Monica Travel and Tourism CEO Misti Kerns said the loss was serious.

"At its peak, the estimated economic value of AFM to Santa Monica's local economy was typically around $20 million," she said. "However, in the last two years since the pandemic, the economic impact of AFM was still ramping up and those numbers were down slightly. With the move of this festival out of our city, we expect our hotels, restaurants and retail partners will feel the loss of this spend in what is typically our off season."

However, she said the city's reputation would draw other events down the line perhaps even reacquiring the AFM event.

"For more than 30 years we've been honored to welcome the American Film Market to Santa Monica," she said. "We are proud of our beach side city's legacy as a top destination for creative meetings and events. With an impressive line-up of world-class hotel product, an abundance of restaurants renowned for their chef talent and luxury shopping experiences all steps from a magnificent stretch of the Pacific Ocean, we are confident in the experience Santa Monica delivers for those looking to host a truly one-of-a-kind event.

While we are deeply disappointed to see this event relocate next year, we wish success to AFM. As always, our doors remain open to all entities who seek to host an event in Santa Monica, unparalleled with its creative community, spirit of hospitality and beachfront location in an urban metropolis. We look forward to the future and the possibility of once again welcoming AFM in the future."



File Photo

HOTEL: The Loews has been closed since last year.

Jean Prewitt, IFTA President & CEO commented: "AFM was created by the Independents and remains the Independents' market. The industry has called for a fresh look at how the market can better serve a rapidly changing business. The Board has made a monumental decision that allows us to better serve these needs. We look forward to introducing everyone to the new AFM venue and its offerings."

In the past couple of years the city has become home to other events, like the Frieze art festival and a planned return of Cirque du Soleil. It also attracted one-time events, particularly on the Pier. However it also lost the Los Angeles Marathon who moved their finish line from DTSM to Century City in 2021.

The precarious nature of the city's event business prompted several councilmembers to call for an analysis of the city's events business.

"And so the idea is to address some of the impediments to whether it's bringing the events directly to Santa Monica, or having events that are being held in nearby venues and making sure that folks who are attending those events come to Santa Monica, to stay in our hotels to eat at our restaurants to enjoy our shore," said councilwoman Gleam Davis last year.

Council is still waiting on a report back from staff on ways to make the city more attractive to events.

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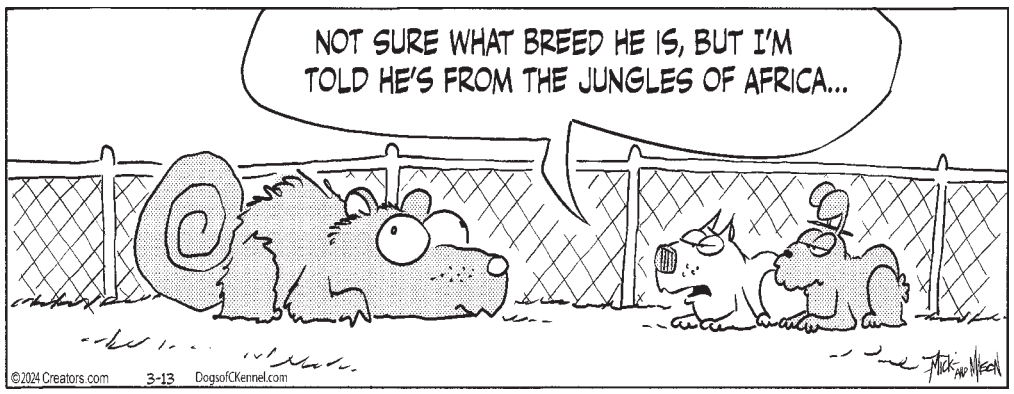
Agnes

By TONY COCHRAN



Dogs of C-Kennel

By MICK & MASON MASTROIANNI & JOHNNY HART



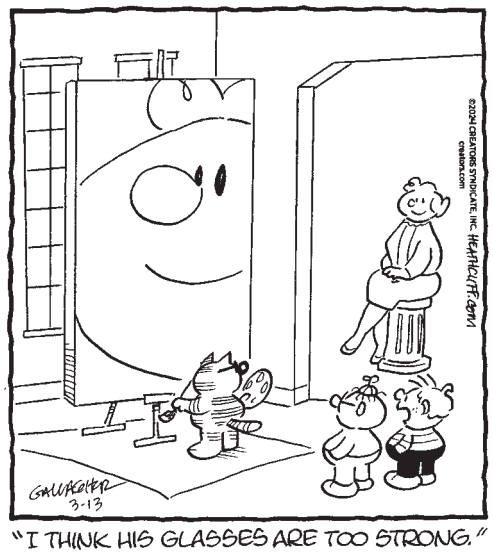
Zack Hill

By JOHN DEERING & JOHN NEWCOMBE



Heathcliff

By PETER GALLAGHER



"I THINK HIS GLASSES ARE TOO STRONG."

Strange Brew

By JOHN DEERING



FIND THE WORDS

This is a theme puzzle with the subject stated below. Find the listed words in the grid. (They may run in any direction but always in a straight line. Some letters are used more than once.) Ring each word as you find it and when you have completed the puzzle, there will be 27 letters left over. They spell out the alternative theme of the puzzle. © australianwordgames.com.au 6148

Darling Downs

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

Airport
Allora
Boonah
Bull
Bushfire
Cecil Plains
Coal
Cunningham
Dalby
Drought
Ewes
Farm
Feedlots
Fertile
Field
Flowers
Forest
Fruit
Gatton
Herd
Holiday
Lambs
Maranoa
Meat
Megafauna
Milk
Museum
Nanango
Nobby
Notice
Oakey
Rams
Rich
Ripe
Sheep
Sorghum
Sown
Warwick

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TODAY'S BIRTHDAY (March 13)

You'll accomplish one worthy purpose after another this year, but your real talent is in understanding what's really worth going for. Your goals stack up to a meaningful change for you and yours. More highlights: Enjoying magical evenings and atmospheres with friends, a star encounter and a certificate to mark a major accomplishment. Virgo and Taurus adore you. Your lucky numbers are: 5, 15, 8, 1 and 30.

HOROSCOPES

ARIES (March 21-April 19). Money will be exchanged on your behalf. People will spend money to please or help you, or they will pay you for a product or service. It's practical appreciation you can feel because of the value those dollars imply.

TAURUS (April 20-May 20). There will be rewards for solving problems that affect many. You'll learn from what affects you. Inconvenience is an opportunity. If you can make it easier on yourself, you can make it easier on others.

GEMINI (May 21-June 21). Your affinity for new ideas is at a high. Life will line up just the sort of mysteries that most delight you. Ask purposeful questions and then listen and watch for clues that will help you put it all together.

CANCER (June 22-July 22). Whether an idea will work is unknowable in the abstract. The only way to find out is to try it. As you move forward, you'll be moving through the fear of being wrong, but don't let that keep you from learning.

LEO (July 23-Aug. 22). There are many spiritual lessons to be gleaned from the canine world. The dogs stay very much in the moment. They own nothing and yet wag their tails every day, usually in response to the simple joy of togetherness.

VIRGO (Aug. 23-Sept. 22). In the act of loving someone, you teach love and learn it at the same time. Tonight brings a discovery of sorts. Something has a higher value than you'd previously thought.

LIBRA (Sept. 23-Oct. 23). If you want someone to blame, you'll have plenty of directions to point it, though the fastest way is to take a breath and clean it up as you would if it were your mess. Even though it's not, this may be the fastest route to your goal.

SCORPIO (Oct. 24-Nov. 21). Even in a situation that's supposed to be fun, you think your contributions will be judged, and you're not wrong. Consider your contributions carefully. Where do your talents intersect the group need?

SAGITTARIUS (Nov. 22-Dec. 21). You feel responsible for people's reactions. The instinct to take credit for joy or assume blame for disappointment speaks to the connectedness you feel. Balance empathy with a healthy understanding of personal boundaries.

CAPRICORN (Dec. 22-Jan. 19). Though you'd prefer to have an excellent plan, today the action comes first and will seem to have its own plan, one that your conscious mind may not be privy to. Even so, you can trust yourself. Your heart is in the right place.

AQUARIUS (Jan. 20-Feb. 18). It is natural to resist change. The unknown can seem frightening. It can be uncomfortable to do things differently. But because you really want a result, you'll be emboldened to achieve it.

PISCES (Feb. 19-March 20). The urge to make yourself more lovable brings up questions worth looking into. Should you really feel so driven toward the effort? Isn't your worthiness inherent? Who is making you feel you must work hard to earn it?

SOLUTIONS TO YESTERDAY'S CROSSWORD

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

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.

SOLUTIONS TO YESTERDAY'S SUDOKU

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

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

Newsday Crossword

ON FILE by Steve Faiella
Edited by Stanley Newman
www.stanxwords.com

ACROSS

1 "Ali __ and the 40 Thieves"
5 "Look what I did!"
9 Cat-chasing cry
13 Trendy tropical berry
14 British singer of "Skyfall"
16 Dog in Oz
17 Uncool person
18 Measuring stick
19 Very often
20 What a potential employee files
23 Yes, in French
24 Superlative suffix
25 __ circle (most-trusted friends)
27 Take the wheel
29 Beach locale
33 401(k) alternative
34 Edgar Allan __
36 Amaze
37 Mind reader's skill, for short
38 What a manicurist files
42 Zodiac feline
44 Unlock, poetically
45 Noncommercial TV ad
46 Overly moody, informally
47 Hidden supply
49 More qualified
53 Occupied, as a desk
55 "__ matter of fact..."
57 Praiseful poem
58 What one with a bent fender files
63 Ink smear
64 Stopped sleeping
65 Prefix for freeze
66 Hairy Himalayan legend
67 Sulked
68 Be introduced to
69 Genesis garden
70 Low-energy light bulbs, for short
71 Tosses in

DOWN

1 Bluegrass band instruments
2 Get the better of
3 Ken's girlfriend in a 2023 movie
4 Verdi opera
5 Waterproof coverings
6 Grownups
7 Sandwich shop
8 Actor Guinness
9 Clothing discoloration
10 USA's "original 13"
11 They make amends
12 Small kid
15 Historical period
21 *Evita* surname
22 Place a knot in
26 Sharp door knock
28 "Earthquake" prefix for center
30 Rabbit cousins
31 Possess
32 Harvest a crop
35 Show-biz award quartet
38 Extra-info line in a book
39 Mileage rating agency
40 Author Asimov
41 Scientist's work room
42 __ *Misérables*
43 Corresponded electronically with
47 Threesome following R
48 Broke into, as a computer
50 Allowed to borrow
51 Spruced up for publication
52 Sends a payment
54 Sean of the *Lord of the Rings* films
56 Food for birds
59 Lamb's father
60 Army truant: Abbr.
61 "Uh-uh"
62 The Dalai __
63 "So long!"

1	2	3	4	■	5	6	7	8	■	■	9	10	11	12
13				■	14				15	■	16			
17				■	18					■	19			
20				21						22				■
23			■	24			■	■	■	25				26
27			28		■	29	30	31	32		■	33		
■	■	■	34		35	■	36			■	■	37		
■	■	38				39				40	41		■	■
42	43		■	■	44			■	45			■	■	■
46			■	47				48	■	49		50	51	52
53			54		■	■	■	55	56		■	57		
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63				■	64					■	65			
66				■	67					■	68			
69				■	■	70				■	71			

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MORE OF STAN'S CROSSWORDS! Play FREE from Stan's archives of Easy, Hard and Sunday puzzles at: tinyurl.com/stan-newman-crosswords

TUX

FROM PAGE 2

an all time high of 40% during the pandemic, only stabilizing to 25% recently, forcing Dom and Ludwig to reevaluate their priorities as a company.

"I think just because a company is [a] certified LGBTQ company, because of the ownership, we tend to attract people that have, in other organizations, have been maybe less integrated, or less developed,less part of the decision making. So I think that that's a good thing for us. So I really think that we benefit from [their diversity]," said Tremblay.

TUX's diversified and sensible office culture has ignited great success, both internally at their offices and externally in their revenue. "Now we know, our margin has increased by 24%, or retention is down to 8%. The satisfaction of clients is high. So all the metrics are positive," said Tremblay.

"This industry that's always been squeezing a bunch of creatives and whatnot, is now losing a lot of creatives, and they're not coming back. So we're like, 'Well, we have to find a way to keep the best talent – the people that are the most sensible and connected," said Ciupka.

Being B Corp certified, their commitment to their employees goes beyond just being a safe space, but allows them to extend the creative bounds of their work to hit at the individuality of each of their employees and clients.

"It's not just about featuring [our employees]. It's also understanding 'the why' you're featuring them and not just like, displaying what you think they look like and how you think they act and whatnots – And doing all of that work has always been very true to our heart," said Ciupka.

CURIOUS CITY

FROM PAGE 4

try that in print you will have such a sea of grey (type) that few will even dip their toe in. It's why I have always admired great writers so much, and long ago made peace with not being in those elevated ranks. Maybe, if I live another three quarters of a century, and pray to Mark Twain... Of all his great wisdoms, probably my favorite is, of course, short and to the point: at the conclusion of a long letter to a friend, he apologized and wrote, "If I had had more time I would have written you a shorter letter." Except, like a lot of pithy sayings attributed to the great Sam Clemens, he may not have written that, ever, and if he did he stole it from 17th century French philosopher Blaise Pascal. But it does sound like him, doesn't it?

I guess the point of all this is, in my 12+ years of writing my CURIOUS CITY column for the Santa Monica Daily Press, I have readers who think I'm a courageous speaker of truth to power, and others who think I'm a naive, lying character assassin. As with most things, the truth probably lies somewhere in between.

MY TRUTH IS

I don't hate anyone. Not even the Orange Oppressor, someone I have sympathy for as a terribly sick human, and I don't want him anywhere near the White House. I do hate some things that have been done to harm our beautiful city, nation, planet. and I want to stop the pain and take a more positive, healthy, loving path. Those harmful actions are, of course, perpetrated by individuals and groups, and in shining light on secrets and condemning actions, some may think they are being personally attacked. I only ever mean to attack any individuals. I am responsible for my language, but there is no controlling how someone perceives something. And perception is everything, isn't it?

This is the nature of politics. We have different visions, and perceptions. I believe passionately in democracy, as being the way of governing that is most fair to all. But we are discovering that many Americans, and many Santa Monicans, do not believe in democracy. They believe only in winning, by any means necessary, so their ideas will dominate the majority. But there's the rub. Determination of that majority, by vote, is sometimes tilted and tainted in serious ways. In DC, and in SM. It is the duty of journalists to expose that hidden wrongdoing, but there is no need to vilify the participants. But because of the strange nature of the printed word, as I discussed above, that is often difficult. The best things in life are usually difficult.

> When the power of love overcomes the love of power, the world will know peace
> - Jimi Hendrix

I don't think I'm that worst nightmare you may feel I am, nor am I your knight in shining armor. It's obvious we can get more done by working together on the things we agree on, than just sniping. For my part, in my next CURIOUS CITY column, having become weary of "complaining," I will try to list all the things I stand FOR, and maybe, just maybe, that can put a different paddle in the stream.

"When the power of love overcomes the love of power, the world will know peace."

– Jimi Hendrix

Charles Andrews has lived in Santa Monica for 38 years and wouldn't live anywhere else in the world. Really. Send love and/or rebuke to him at therealmrmusic@gmail.com

GET IT DAILY...



WEDNESDAY | MARCH 13

DOWNTOWN FARMERS MARKET

The largest grower-only Certified Farmers Market in Southern California and a favorite for local chefs! 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, brilliant cut flowers, breads, cheeses, delicious foods, live music and more. Runs from 8:30 a.m. to 1:30 p.m. between 4th St. and Ocean Ave.

AUTHOR TALK

Join Santa Monica College for a chat with master storyteller and international bestselling author Christopher Paolini about his return to the World of Eragon with "Murtagh," the continuation of the epic fantasy. Begins at 1 p.m. at the Santa Monica College Library, 1900 Pico Blvd. To register and submit questions for Paolini, visit https://libraryc.org/smclibrary/41236/register.

OVEREATERS ANONYMOUS NEWCOMERS MEETING

Overeaters Anonymous is a Fellowship of individuals who, through shared experience, strength, and hope, are recovering from compulsive overeating. We welcome everyone who wants to stop eating compulsively. There are no dues or fees for members; we are self-supporting through our own contributions, neither soliciting nor accepting outside donations. Begins at 5:45 p.m. at Colorado Center Community Room, 2500 Broadway.

COMMUNITY COLLECTIVE NIGHT OUT

The inaugural event for the Community Collective Night Out series begins at 6 p.m. at Viceroy Santa Monica, 1819 Ocean Ave. Connect and converse with local movers, shakers and leaders. For more information, email rsvp@viceroysantamonica.com.

THURSDAY | MARCH 14

SANTA MONICA PUBLIC LIBRARY BOARD MEETING

The Library Board meets the second Thursday of the month at 6 p.m. at the Main Library, Administrative Conference Room, 601 Santa Monica Public Library. The public is welcome to attend. Current and past agendas and minutes are available on smpl.org.

RENT CONTROL BOARD MEETING

The Rent Control Board meets to conduct business associated with the Rent Control Charter Amendment and Regulations. Begins at 7 p.m. at Santa Monica City Hall, 1685 Main St.

LIVE STAND-UP COMEDY

Long Time No See brings comedians from Netflix, SNL, Comedy Central and more to the Westside Comedy Theater, 1323-A 3rd St., beginning at 8:30 p.m. Seating for the event is first come, first serve. General admission tickets $25, can be purchased at: https://www.eventbrite.com/e/live-stand-up-comedy-tickets-811879723107.

VOLTA COLLECTIVE: COLLIDING BODIES

You are invited to attend and participate in our exciting FREE series of lectures and master classes. See smc.edu/dance or call 310-434-3467 for more information. Seating is strictly on a first-arrival basis. Presentations subject to change or cancellation without notice. Volta Collective will lead a class that explores highly physical and acrobatic partnering in a safe and grounded way. Telling stories through connection to another body uses rebound, theatricality, and gesture. Session will introduce Volta's phrasework and repertory, with a focus on how to manage and balance personal and partner weights in unusual contexts. The ensemble — passionate about presenting dance in accessible, nontraditional spaces and often collaborating with artists across mediums — has presented work in dance festivals and other events in the US and abroad.

FRIDAY | MARCH 15

CELEBRATING DAVID BOWIE W/ADRIAN BELEW & SPECIAL GUESTS @ APOGEE STUDIO

6 - 11 p.m. Apogee Electronics Corporation, 1715 Berkeley Street. an unforgettable live in studio recording of CELEBRATING DAVID BOWIE with multiple Grammy winning Let's Dance engineer/mixer BOB CLEARMOUNTAIN. This once in a lifetime in-person event will take place at Bob's APOGEE STUDIO in Santa Monica. Get ready to immerse yourself in the mesmerizing music of DAVID BOWIE up close & personal as performed by CELEBRATING DAVID BOWIE featuring legendary guitarist ADRIAN BELEW (David Bowie, King Crimson, NIN, Talking Heads, Zappa), JESSE HUGHES (Eagles Of Death Metal), LADY BLACKBIRD, TY TAYLOR (Vintage Trouble), ART ALEXAKIS (Everclear), LISA LOEB, SCROTE, ALEX GREENWALD (Phantom Planet), SCROTE, DAVID POE, & more. $100-$400. https://www.eventbrite.com/e/celebrating-david-bowie-wadrian-belew-special-guests-apogee-studio-tickets-808451689767

MOON LANDINGS: SO FAR
ORGANIZED BY THE SMC PLANETARIUM

Lecturer Sarah Vincent. The U.S. and its Apollo missions are not the only lunar landing success stories, but only five countries have actually managed to do it. Virtual 8 - 9 p.m. https://www.smc.edu/calendar/index.php#event-details/57f695a9-5aa1-43b3-8527-dc415aeb30d7

20 QUESTIONS TRIVIA @ TRIP

Free admission. Prizes for the top five teams. 20 Questions Trivia is like no other trivia show, because you're a part of the show. Wrong answers count for partial credit if they're funny. Every week the show has a theme, and all the questions and/or answers revolve around that theme. That makes it possible to figure out the answer even if you don't know it. And every question is followed by a song, which is usually an additional clue to the correct answer. Trip Santa Monica 2101 Lincoln Blvd. 7 - 9 p.m.

SATURDAY | MARCH 16

WOMEN'S HISTORY MONTH AUTHOR TALK

3 - 4 p.m. Santa Monica Public Library, 601 Santa Monica Blvd. Co-authors Cindy Mediavilla and Kelsey Knox discuss the often-overlooked women whose contributions were instrumental to the success of early Disneyland, from legendary artist Mary Blair to Tiny Kline, who at age 71 became the first Tinker Bell to fly over the park! A book sale and signing follows.

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2024
Santa Monica

You nominated them. Now it's time to vote!

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Voting Period

March 18th-31st

For any questions please contact **dina@smdp.com**

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