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# Santa Monica Daily Press

MONDAY, MARCH 16, 2015 Volume 14 Issue 107 smdp.com Santa Monica Daily Press

ZONING UPDATE OPPOSITION SEE PAGE 4

## New beach playground considered in consent calendar

BY DAVID MARK SIMPSON
Daily Press Staff Writer

Editor's note: This story is part of an ongoing series that tracks the city's expenditures appearing on upcoming Santa Monica City Council consent agendas. Consent agenda items are routinely passed by the City Council with little or no discussion from elected officials or the public. However, many of the items have been part of public discussion in the past.

**CITY HALL** City Council will consider $334,050 in a consent agenda that includes tree storage, new cars, and

SEE CONSENT PAGE 10

## Drunk Driving endangers a happy St. Patrick's Day

BY RUDY CAMARENA
Special to the Daily Press

**CITYWIDE** St. Patrick's Day brings to mind shamrocks, leprechauns, pots of gold, and good luck. But no amount of luck can save you from a drunk-driving crash. So whether you're buzzed or drunk on St. Patrick's Day, it doesn't matter. The National Highway Traffic Safety Administration (NHTSA) wants to remind everyone that Buzzed

SEE WARNING PAGE 10

# More homeless not sticking around

BY DAVID MARK SIMPSON
Daily Press Staff Writer

**DOWNTOWN** "Is there a soup kitchen around here?" asked Ty, a homeless man on Fifth Street, who said he'd just gotten to Los Angeles from Arizona.

Ty, who declined to give his last name, had been in the Midwest before Arizona. Upon arrival in L.A., he heard that Santa Monica might be the best place for him. He wasn't sure how long he'd stay but said he plans to head north along the California coast.

Ty said he was in his late 30s. Asked why he chose to come to Los Angeles, he responded: "Why not?"

Last month, when City Hall released results from its annual homeless count, which showed a rise in individuals living on the street, city officials mentioned a trend of more people like Ty — individuals who don't stick around Santa Monica for very long.

"Generally, historically, we've seen that among younger homeless people," OPCC Executive Director John Maceri told the Daily Press last month. "The younger homeless, they tend to be more travelers. Seattle, Portland, San Francisco,

SEE HOMELESS PAGE 10

## Kenyans Daniel Limo, Ogla Kimaiyo win Los Angeles Marathon






Matthew Hall matt@smdp.com

**WINNERS:** A pair of Kenyan runners powered through the heat to win the mens and womens divisions of the Los Angeles Marathon



BY ASSOCIATED PRESS

**SANTA MONICA** The Los Angeles Marathon didn't even wait for the sun to rise.

With a hot day expected, the women's race started at 6:45 a.m. local time and the men's race 10 minutes later. Hours later, Kenyan runners Daniel Limo and Ogla Kimaiyo won the races, while Jared Ward and Blake Russell captured the USA Track & Field National Championships that were run concurrently.

Limo fell behind countryman Edwin Koech around mile 20 but caught him two miles later and won going away in 2 hours, 10 minutes, 36 seconds to claim the $25,000 first prize. Lani Rutto of Kenya also caught Koech and finished second for the second straight year, this time in 2:12:43. Koech finished fourth.

Ward took the lead in Mile 16 and never faltered, finishing third overall in a

SEE MARATHON PAGE 9


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# What's Up Westside

## OUT AND ABOUT IN SANTA MONICA

## March 16

### Architectural review board meeting

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. City Hall, 1685 Main St., 7 p.m.

### Yoga at the Beach

All levels. Drop in for $15/class or sign up for series (5 week/$62, w/parking) Mon 3/16-4/13. Annenberg Community Beach House, 415 PCH, 9 a.m.

### Homework Help

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

### Study Zone at Montana

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.

### Adult Beach Volleyball

Co-ed classes Ages 16+; all levels. $25/class or $48/session incl. parking (4 classes). Annenberg Community Beach House, 415 PCH, 6 p.m.

## March 17

### Ocean Park Mystery Book Group

Join organizers as they discuss the latest authors in the mystery genre. Meets the 3rd Tuesday of the month. Emphasis on international authors and locations. Discussion Title: "The Cairo Affair" by Olen Steinhauer. All are welcome. No registration required. Ocean Park Branch Library, 2601 Main St., 7 p.m.

### Santa Monica Reads Movie: Bride & Prejudice

Pride & Prejudice goes Bollywood in this contemporary spin on Jane Austen's classic novel, with Aishwarya Rai as a young bride-to-be and Martin Henderson as the wealthy and proud businessman who steals her affections. (122 min). Pico Branch Library, 2201 Pico Blvd., 6 - 8 p.m.

### City Council Meeting

Santa Monica City Council Special Meeting. For more information, visit http://www.smgov.net/departments/council. City Hall, 1685 Main St., 5:30 p.m.

### Build Your Own Website

Learn about free website building tools for non-techies that make it surprisingly easy to create your own personal website. Seating is first come, first serve. Advanced Level. For more information, please visit the Reference Desk or call (310) 434-2608. Main Library, 601 Santa Monica Blvd., 3 - 4 p.m.

### Cardio Salsa + Back Rehabilitation

Come experience an exhilarating cardio workout. Get energized with Salsa, Merengue, and Cha Cha, then switch to Pilates for core and balance. Cool down with yoga stretches for flexibility. All levels welcome. Drop in participation available, $20. Register for classes at http://ow.ly/oZGSg. 1450 Ocean, 12:30 - 2 p.m.

### St. Paddy's Day at the Craftsman

For a hideaway from the amateur drinking night madness that is also known as St. Paddy's day, look no further than "Diesisiete de marzo." Live music featuring their house band, The Old Fashioned at 9 p.m. The

SEE **LISTINGS** PAGE 3

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

# COMMUNITY BRIEFS

Citywide

## Santa Monica Cradle to Career Initiative Launches School Readiness Campaign

The Santa Monica Cradle to Career Initiative (SMC2C) launched the community's first Kindergarten Readiness Campaign in February, reaching more than 250 families with children aged four to five years at SMMUSD School Round Up events and at various Community Corporation of Santa Monica housing locations. The Building Blocks for Kindergarten campaign aims to raise community awareness about the importance of early childhood development after data in the SMC2C Youth Wellbeing Report cards consistently revealed that only one-third of Santa Monica kindergarteners enter school at a level that is considered "very ready."

Supported by the Child Care and Early Education Task Force and spearheaded by the City of Santa Monica, the Santa Monica-Malibu Unified School District (SMMUSD), Connections for Children, and various child care and early education providers, the Building Blocks for Kindergarten campaign targets three main audiences: Families, Early Education Providers, and SMMUSD Transitional Kindergarten and Kindergarten teachers. The campaign consists of the Building Blocks for Kindergarten handbook, a portfolio for parents to share with kindergarten teachers, new web content, an e-newsletter, and presentations to parents at various community events.

The Santa Monica Public Library will support the campaign beginning in March by incorporating kindergarten readiness materials and information at weekly library story time programs. Concurrently, 15 child care and early education providers have pledged to integrate materials and information into their teaching curriculums, and will address kindergarten readiness with families with age-appropriate children during Spring 2015 parent-teacher conferencing. SMMUSD will also incorporate a new parent-teacher discussion document for all Fall 2015 entering kindergarten families (approximately 600 students).

"When parents and caregivers nurture children's academic, social and emotional skills at home, those children are better prepared for success in kindergarten and for a path of life-long learning and achievement," said Sandra Lyons, Superintendent of SMMUSD. To support this collective model of working together to address community needs, a Kindergarten Readiness Summit will take place between early childhood providers and SMMUSD Transitional Kindergarten and Kindergarten teachers in late April at the RAND Conference on Early Childhood.

"This campaign is a prime example of what the Santa Monica Cradle to Career Initiative is about. The City, SMMUSD and key partners coming together to mobilize our community assets and know-how to make a deep and real change for families with young children," said Julie Rusk, the City of Santa Monica's Community and Cultural Services Assistant Director. "We gathered data, analyzed it, and strategized on an approach and here's the result: The Building Blocks for Kindergarten campaign."

Over the next few months, the Building Blocks for Kindergarten campaign will continue to expand its efforts to reach families at community events including Santa Monica Public Library's Summer Reading Program and local community clinics with pediatric services.

Information may also be found online at www.santamonicayouth.net/kindergarten.

- SUBMITTED BY NATASHA KINGSCOTE

Malibu

## Malibu's Adamson House docent training starts in March

The Malibu Adamson House Foundation is recruiting volunteers/docents to be trained in conducting tours of the historic Adamson House and Malibu Lagoon Museum. The training will be held on Tuesday afternoon from March 17 to April 28.

Prospective docents will participate in an intensive 7-week training course, held once a week for 3 hours per session, with additional study time required. Trainees hear from expert speakers on pertinent topics and learn how to conduct effective public tours, as well as learn the history of the house and early Malibu.

Successful docents are expected to commit a minimum of 8 hours a month to give tours to the public (two four-hour sessions every other week). In addition to the minimum commitment, there are many other volunteer and enrichment opportunities.

The Adamson House is a 1930 Spanish Colonial Revival residence adjacent to Surfrider Beach, built by Rhoda Rindge Adamson (daughter of Frederick Hastings Rindge and May Knight Rindge, last owners of the Malibu Spanish land grant) and her husband, Merritt Adamson. The Rindge/Adamson families have a significant place in Southern California history. The home retains most of the family's furnishings from the 1930s to the 1960s and features extensive tile work from the family's famed Malibu Potteries. The residence and collection offer a glimpse into Malibu's past.

If interested in becoming a docent available to give tours at the Adamson House, please call (310) 459-1048 for more information.

- SUBMITTED BY PAM POPELKA

# LISTINGS

FROM PAGE 2

Craftsman Bar, 119 Broadway, 9 p.m. - 2 a.m.

### St. Patrick's Day Bar Crawl

Join organizers this St. Patrick's Day at 5 p.m. to partake in the fun, enjoy the best drink specials at the top bars, and of course - no cover at any participating venue. Register between 5 and 10 p.m. to get your BarCrawls.com wristband, cup, and map. The Britannia (registration point) 318 Santa Monica Blvd. Admission: $10-15.

## March 18

### Women's History Month Screening: ANITA: Speaking Truth to Power

Directed by Academy Award®-winning filmmaker Freida Mock, the film is both a celebration of Anita Hill's legacy and a rare glimpse into her private life with friends and family, many of whom were by her side that fateful day 24 years ago. Main Library, 601 Santa Monica Blvd., 7 - 8:30 p.m.

### Planning Commission Meeting

Regular Meeting of the Planning Commission. For more information, visit www.smgov.net/Departments/PCD/Boards-Commissions/Planning-Commission. City Hall, 1685 Main St. 5:30 p.m.

### Green Living Workshop

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 - 8:30 p.m.

### Montana Branch Book Group: The Graves Are Walking

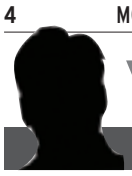
This compelling new look at one of the worst disasters to strike humankind-the Great Potato Famine-provides fresh material and analysis on the role that religion and politics played in trying to reshape Irish society. Montana Avenue Branch Library, 1704 Montana Ave., 7 - 8:30 p.m.

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## Your column here

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

# Residocracy members oppose Zoning Ordinance Update

**RESIDOCRACY IS DEDICATED TO ENSURING** that resident voices are heard and addressed by City Hall. The interests of residents must be at the forefront of all decisions being made by our City Council. Over the objections of residents, City Hall has promoted policies for developments that are too big, too much and too tall.

Right now, residents are voicing concern about the Zoning Ordinance Update. Once approved, it will codify the land use and growth policies of the LUCE (the 2010 Land Use and Circulation Element of the city's General Plan).

The LUCE set the policy for land use and growth for our beach town through the year 2030. It was sold to residents as a policy document that would "preserve the City's unique character," "carefully limit and control growth," and result in "no net new peak p.m. car trips." After the adoption of the 2010 LUCE, developers flooded City Hall with development agreement applications allowed by LUCE policies.

In 2014, our City Council approved the Hines Bergamot Transit Village, with its 7,000 additional car trips per day. They claimed the project met "controlled growth" policies. Residents disagreed. Residocracy launched a referendum petition. Our Community Network of Residents mobilized and gathered more than 13,000 signatures in fewer than 30 days. Residents vetoed the approval and were victorious.

Growth in Santa Monica is exploding past the goals for the year 2030. The LUCE projections of growth through 2030 were set at 4,955 residential dwelling units. However, a total of 4,618 new residential dwelling units were already being processed or under construction by December 2012, just two and a half years after the passage of the LUCE. Additionally, the LUCE projected a total increase in office space of

448,980 square feet and yet the defeated Hines project by itself included 374,434 square feet of office space. The real "vision" of the LUCE and the massive developments that it incentivized was exposed. The planners and architects of the LUCE were nothing more than snake oil salesmen. And now these same salesmen are trying to sell us the Zoning Ordinance Update.

Residocracy's official position on any issue is ultimately determined through our online E-petition process. Residocracy listens to the concerns of residents on key issues that are in front of City Council and that will impact the quality of life for Santa Monica residents. The Residocracy Advisory Board determines if an E-Petition is needed on any key issue by listening to resident input at public meetings, engaging in the community, and receiving feedback from our Residocracy Santa Monica Facebook Group. When it becomes clear that resident concerns are not being addressed, Residocracy launches an E-petition through our website www.Residocracy.org.

Through the E-petition process, our Community Network of Residents asks our City Council to address our concerns as residents. If our elected officials ignore our Community Network of Residents' concerns and the E-Petition process shows that there is a high likelihood of success for a formal referendum petition, then Residocracy automatically launches a referendum petition in order to veto the decision made by our elected officials. Residocracy is the checks and balances that residents have in our system of representative government. Residocracy employs direct democracy when our government fails. It is the hammer of strength that we residents hold.

**ARMEN MELKONIANS** is the founder of Residocracy.

## Faces of Silicon Beach

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

# Lil Bellies brings sustainability to kids

Claudia DiDomenico started her career in a film background, finding herself an entrepreneur after becoming a mom and needing the schedule flexibility and wish to make the world a better place for her child. The result is Lil Bellies (lilbellies.com), a high-end supply store for children focused on being environmentally and design conscious. Claudia talks to Erik Huberman, CEO of Hawke Media, about how Lil Bellies is changing the world, becoming an entrepreneur and Santa Monica.

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

Claudia DiDomenico: I never thought I'd be an entrepreneur. I moved to L.A. to be in the film business, to make movies, but when I had my first child, I decided that being a mom was the most important job I could do in that moment. But as a mom, I felt like I need to do something not only to positively affect my child, but the world around me, the world my child would grow up into. Over time, I realized I couldn't do anything but open my own business because of the busy schedule of being a mom. I needed to do something that I would be in charge of, that I would have more control of. That inspired me to get into entrepreneurship.

EH: Tell me about Lil Bellies.

CD: Lil Bellies started as an idea to affect a child's life and their future somehow. Lil Bellies is a brand dedicated to raising awareness to the importance of nature in a child's life. We focus our products on simpler designs from the past. From the time of conception to production, we focus on making products that are safe and will last a long time — being able to be passed down from generation to generation.

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

CD: Don't be afraid to fail. Through the failing is where you learn. I think a lot of people avoid becoming an entrepreneur because they think it will cost a lot of money, and they're afraid to fail. But it's through those difficulties that you learn how to be better. It seems for me, that when I go into business, I think, "This is exactly what people need," but then I get into it and have to change and mold to what people actually want. Don't be afraid to change and listen to your public.

EH: How are you changing the world?

CD: Through wanting to make a difference in the world of tomorrow and acting today and everyday and hope I'm making a difference. We live in a time of food, climate and water crises. As a mom, I can't sit home and do nothing knowing these things are going on. Lil Bellies has partnered with Kiss the Ground, a nonprofit here in California. Their solution — which I love because it's attainable and simple — is to regenerate the soil using carbon, helping the soil retain more water and make the food more nutritious. Together we educate, host events and go to schools to teach the children how to regenerate soil, compost, be non-wasteful and learn the importance of recycling. Nature is our life source and children are the future. We want to inspire children because they can do anything they want. They have a world of possibility.

EH: Why Santa Monica?

CD: We love the community, we feel it's a small, nurturing community that's very family oriented. Most families we find here are really worried about their children's futures. They're very eager to make a difference in the world for their children's futures. It's the perfect place to start a brand like Lil Bellies. There's a ton of incentives for new business, which you don't see in a lot of places. Santa Monica is perfect.

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

CD: I'd like to say that I'm grateful. I'm grateful for them and how well they've received us. They've allowed us to feel useful and make something of it.

If you have any questions or want to get in touch with Erik, email Erik@hawkemedia.com

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## My Write

Bill Bauer

Send comments to editor@smdp.com

# The Chamber's wrong future

**A COMMENTARY, "SANTA MONICA'S TWO** possible futures: Which do you choose?" by Santa Monica Chamber of Commerce Executive Director Laurel Rosen perfectly illustrates the wide gulf that exists between the Chamber and residents. (SMDP, March 10, 2015, Page 4).

She objects to revisions to the building and zoning codes required by the new Land Use and Circulation Element (LUCE) being considered by the Planning Commission. Finalization is expected Wednesday evening starting at 7 p.m. in council chambers.

Rosen asked, "Do we reshape our boulevards to be a vibrant, walkable mix of housing and transportation options, or do we settle for what we have - long, lonely corridors, surface parking lots, bike and pedestrian danger zones?" Long lonely corridors? Danger zones? Cue dramatic music.

The four percent of Santa Monica's area targeted for growth by the LUCE focusing on "our downtown and our major transportation corridors…is the kind of strategic growth we need to help us address our traffic problem through proven land use strategies," She writes.

"Downzoning the city's transit-rich boulevards (as advocated by neighborhood group leaders and many residents) would be a step backward for Santa Monica, keeping us mired in traffic and inefficiency that diminishes our families' quality of life and hinders our businesses' ability to attract and retain employees and customers." Whoa!

Rosen has it backwards. Intensifying development on already gridlocked streets isn't going to improve anyone's business or quality of life. It'll wall off our residential neighborhoods from light and air and swamp them with more traffic and parking problems that are already vexing major issues.

Rosen really veers off track with claims that "we can reduce traffic, encourage business growth and fix the jobs/housing imbalance while minimizing impacts on our existing neighborhood" by allowing "new housing opportunities…close to public transit options." Citing a myth akin to "no net new car trips," is she saying adding more development, i.e. housing, will minimize traffic? Really?

Rosen worries that city planning staff's suggestions for reviving Wilshire Boulevard: "…adding housing opportunities and getting more people on sidewalks, resulting in safer and more vibrant streets - is under threat." She's alluding to the proposed Tier 3 mixed use developments that could be up to 60 feet tall (five floors) and the even more massive and much hated "Activity Centers" - shopping centers that could soar up to 70 feet tall (six floors) and cover multiple blocks. Examples: activity centers envisioned for Wilshire at 14th Street, Lincoln Boulevard at Ocean Park Boulevard and Wilshire at Berkeley Street would loom over adjacent homes.

Rosen asserts that eliminating these larger developments and proposed massive, traffic generating shopping centers will "stunt potential growth to levels so low that it will not make any economic sense to build housing and our streetscape will remain is inefficient as ever." Horse feathers! Rosen fails to say, just how much housing (development) is needed and ignores that Santa Monica already far outstrips other adjacent and similar sized cities in terms of new housing generated.

Her thesis employs another urban myth - new residents in housing on or near major transit routes aren't going to drive or own vehicles. Truth is that adding thousands of new housing units and tenant's with cars aren't going to solve traffic and parking problems, only exacerbate them. Claims that wall-to-wall, four to six floor developments on boulevards will protect neighborhoods and make streets safer is absolute nonsense.

Rosen also implies that with all the new housing she advocates, restaurants and shops will prosper on just walk-in trade alone. Sorry, don't think so. It takes more than tall apartment buildings with ground floor shops to make an attractive commercial street. Rosen must know that cleanliness and safety, a unique mix of interesting retail experiences, convenient transit attracting locals and visitors alike (whether by private vehicle, bus, bicycle or on foot) and scale are all vital for a vibrant street.

On Wilshire and other major streets, a three-story height limit would allow for a good mix of new housing, without overkill, as well as room for exciting new businesses. Thus, the vital human scale is retained on all important thoroughfares.

"The Chamber will be there at every step of the way to ensure we implement this (their) vision." she concludes. Yep. Pursuing harmful development policies might generate more money for Chamber member developers, land use lawyers, architects and builders, but it won't make for a vibrant community just a more crowded, congested and unpleasant one.

### PLANNING COMMISSIONER APPOINTMENT COMING UP

The appointment of a replacement for Sue Himmelrich who resigned a few month ago after being elected to City Council is on the agenda for tomorrow night's City Council meeting. The oft-delayed appointment for a term ending on June 30, 2015 has stirred a lot of community interest.

With a schism in developmental philosophy between the "hold the line and go slow" types to the "build more, faster" types, Himmelrich's replacement could shift the balance between the slow-growthers and the pro-growthers on this commission tasked with guiding and approving development in the city. Ten applicants have applied for the seat.

I'm enthusiastically sticking with my two choices: Northeast Neighbors chair Amy Aukstikalnis and architect Mario Fonda-Bonardi. Aukstikalnis has been a leader in the resident's slow growth movement and supports responsible and controlled development. Fonda-Bonardi has a well demonstrated knowledge of and advocacy for good urban planning and resident-appropriate development. Here's hoping council appoints someone good for the community as opposed to a crony with a political agenda.

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

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## KNOW BEFORE YOU GO




### Expo Light Rail Line

For the week March 16, please note the following activities:
4th Street between I-10 and Colorado Avenue - Northbound lane closures from Monday, March 16 to Tuesday, March 31.
11th Street and Colorado Avenue - Full intersection closure from Monday, March 16 to Monday, March 23.
17th Street at Colorado Avenue - Lane closures are scheduled from Monday, March 16 through Wednesday, March 18 during non-peak hours.
Cloverfield Blvd and Olympic Blvd - Signal outage and Northbound lane closures on Tuesday, March 17, from 5 to 7 a.m.
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 Colorado 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).

### Colorado Esplanade

For the week March 16, at Colorado between 4th and Ocean, there will be lane closures for upcoming permanent one way conversion on March 26. Should you have any questions, please contact Gene Higginbotham at (310) 458-8729.

### Citywide Bus Stop Shelters

For the week of March 16 - March 22, 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:
Ocean
1514 Ocean between Broadway and Colorado (West Side Ocean)
1401 Ocean between Santa Monica and Broadway (East Side Ocean)
Olympic
2600 Olympic between Stewart and 26th (South side Olympic)
Pico
214 Pico Blvd between Main and 3rd. (South Side Pico)
Santa Monica
524 Santa Monica between 5th & 6th (South Side Santa Monica)
Wilshire
530 Wilshire between 5th & 6th (South Side Wilshire)
4th Street
1210 4th St. between Wilshire and Arizona (West Side 4th)
1207 4th St. between Wilshire and Arizona (East Side 4th)
1460 4th St. between Broadway and Santa Monica (West Side 4th)
1255 4th St. between Wilshire and Arizona (East Side 4th)
1855 4th St. between Civic Center and Olympic Dr. (East Side 4th)
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 16, the City's annual tree pruning program will occur on:
California - 14th Street to 7th Street, 17th Street - Montana to Wilshire, and Alta Avenue - 7th Street to 14th Street.
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 16, the contractor will be performing sidewalk repairs at numerous locations City-wide. Notices have been distributed to impacted residents and No Parking Signs posted on the streets. Notices have been distributed to impacted residents and No Parking Signs posted on the streets. City staff will work to minimize any inconvenience that this work may cause you and thank you for your cooperation. Should you have any questions, please contact: Chuck Stagner, Inspector, (714) 925-4628 or Hany Demitri, Civil Engineer, (310) 458-8721 ext. 5385.

### Water Main Replacement Project

For the week of March 16, the contractor will be performing installation of water main pipe on Ocean Ave. between Colorado Ave. and Moomat
Ahiko Way, and on Olympic Blvd. Between 17th St. to 19th St.

SEE **KBUG** PAGE 7

## KNOW BEFORE YOU GO

# KBUG

FROM PAGE 6

(M-F 8 p.m. to 6 a.m.); begin layout and exploratory work on Pennsylvania Avenue between 20th Street and 22nd Street. 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.

### Wastewater Main Replacement Project

For the week of March 16, the contractor will begin layout and exploratory work on Hill Place North between 23rd Street and 25th Street (M-F 8 a.m. to 6 p.m.). This project will remove and replace the sewer main on Hill Place North between 23rd and 25th Street. The alley will be closed to through traffic. Please use alternate routes when possible and expect some delays. For more information, please contact Eric Schoenen, CM/Inspector at (424)625-3545 or City's contact: Carlos Rosales, PM at (310) 458-8721, x 2620.

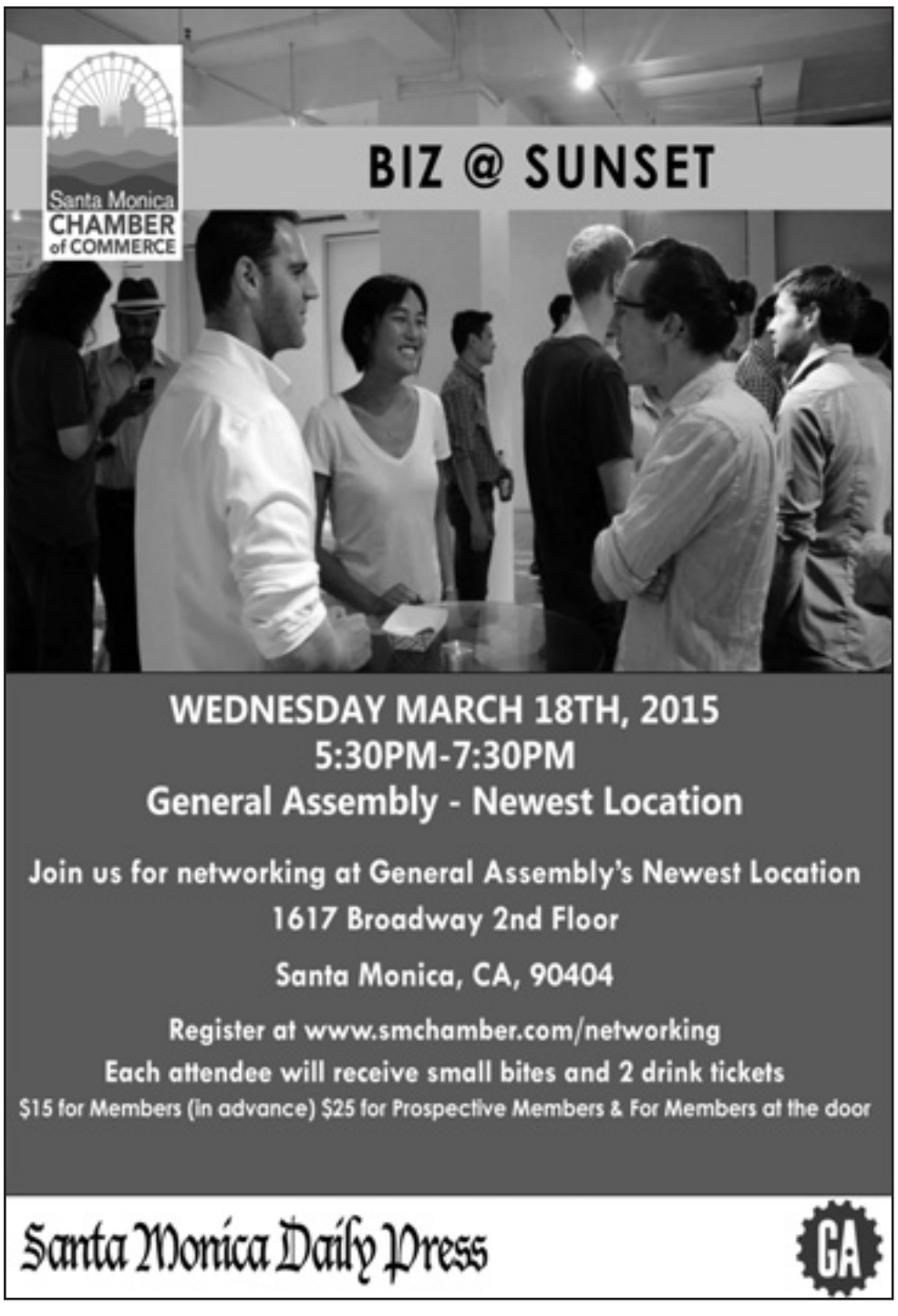
### Private Development

Southern California Edison (SCE) - For the week of March 16, Contractor, WA Rasic Construction, will be striping pavement at Main Street & Marine Street. 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 lane closure through mid-March.

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




## SURF REPORT




## SURF FORECASTS

WATER TEMP: **63.5°**

MONDAY – **POOR TO FAIR** – SURF: **1-2 ft** ankle to knee high occ. 3ft
Easing mix of WNW swell and South swell; Shorter period NW swell on the rise

TUESDAY – **POOR TO FAIR** – SURF: **1-2 ft** ankle to knee high occ. 3ft
Small mix of WNW-NW and South-SW swells; Deep high tide in the early AM will hinder most spots

WEDNESDAY – **POOR** – SURF: **1-2 ft** ankle to knee high
New South swell starts to slowly build in; Minimal WNW-NW swells mixing in; Deep high tide in the early AM will hinder most spots; Watch for larger South sets to rise up over the PM

THURSDAY – **FAIR** – SURF: **2-3 ft** Knee to chest high
New/primary South swell tops out; New/secondary West swell moves in and tops out as well; Unfortunately the deep high tide in the AM will hinder most spots

BEACH REPORT CARD

## NORTH LOS ANGELES COUNTY

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

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

**QUICK STATS** (for the last 30 days)

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

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

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

| LOCATION | DRY | WET |
|---|---|---|
| Leo Carrillo Beach, at Arroyo Sequit Creek mouth. | A+ | A+ |
| Nicholas Beach at San Nicholas Canyon Creek mouth. | A+ | A+ |
| El Pescador State Beach, between Lechusa and Las Alisos creeks. | | |
| Encinal Canyon at El Matador State Beach. | A+ | A+ |
| Broad Beach at Trancas Creek mouth. | B | A+ |
| Zuma Beach at Zuma Creek mouth. | A+ | A+ |
| Walnut Creek, projection of Wildlife Rd. (private). | A+ | F |
| Paradise Cove Pier at Ramirez Canyon Creek mouth. | F | A+ |
| Escondido Creek, just east of Escondido State Beach. | A+ | F |
| Latigo Canyon Creek mouth. | F | A+ |
| Solstice Canyon at Dan Blocker County Beach. | A+ | D |
| Puerco State Beach at creek mouth. | A+ | A+ |
| Marie Canyon storm drain at Puerco Beach, at 24572 Malibu Rd.. | A+ | F |
| Surfrider Beach at Malibu Colony fence. | A+ | F |
| Surfrider Beach (breach location)- daily. | A | F |
| Malibu Pier - 50 yards east. | ns | F |
| Carbon Beach at Sweetwater Canyon. | A+ | F |
| Las Flores State Beach at Las Flores Creek (point zero). | A+ | A+ |
| Big Rock Beach at 19948 PCH stairs. | A+ | A+ |
| Pena Creek at Las Tunas County Beach. | A+ | F |
| Tuna Canyon. | ns | ns |
| Topanga State Beach at creek mouth. | A | B |
| Castlerock Storm Drain at Castle Rock Beach. | ns | ns |
| Santa Ynez Storm Drain at Castle Rock Beach. | B | F |
| Will Rogers State Beach at 17200 PCH (1/4 mile east of Sunset drain). | B | A+ |

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

**LEGEND**

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

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

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

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

Earth Talk

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By the editors of E Magazine

Send comments to editor@smdp.com

# Pipeline dangers

**Dear EarthTalk:**

**The proposed KeystoneXL oil pipeline from Canada into the U.S. seems to get all the headlines, but shouldn't we also be worried about the Energy East pipeline?**

**Art Shea**
Troy, NY

**THE ENERGY EAST PIPELINE IS A** $12 billion project proposed by TransCanada Corp. that will combine existing, converted natural gas pipelines with new pipeline construction to carry oil some 2,800 miles across Canada from Alberta's tar sands fields to export terminals in Quebec and New Brunswick. Unlike TransCanada's Keystone XL pipeline proposal, which aims to transport oil from Alberta to Nebraska, Energy East would not directly cross into the U.S. But environmentalists on both sides of the border are concerned since Energy East would transport 1.1 million barrels of tar sands oil a day-25 percent more than Keystone XL-and will be the longest oil pipeline on the continent.

Just as Keystone XL has been shrouded in controversy and debate in the U.S., Energy East faces fierce opposition in Canada, where groups like Environmental Defence and the Council of Canadians believe the pipeline threatens both sensitive ecosystems and populated areas with the risk of a spill. According to the report Liquid Pipeline: Extreme Energy's Threat to the Great Lakes and the St. Lawrence River, by Maude Barlow of the Council of Canadians, Energy East would cross the northern end of the Great Lakes, including the St. Lawrence River Basin watershed, threatening many water systems along the way.

"In its preliminary project description filed with the National Energy Board in March 2014, TransCanada outlined details about its plans to build a port in Cacouna, Quebec, just north of Rivière-de-Loup on the St. Lawrence River," the report states. "Local residents are very concerned that any accidents involving either the pipeline or marine shipments along this route would put the already endangered beluga whale population at greater risk."

For its part, TransCanada says that it "understands the important role all aquifers, rivers and lakes play in maintaining sensitive and vital ecosystems across Canada," but asserts that "pipelines remain the safest, most efficient and most environmentally friendly mode of transporting energy across the continent." Before the Energy East pipeline goes into service, TransCanada plans to clean and thoroughly inspect the converted section of the pipeline. The company has also promised to avoid crossings of important water bodies to minimize disturbances of sensitive aquatic ecosystems. Highly-trained technical staff in TransCanada's control center would monitor the pipeline 24/7.

While construction and maintenance of the Energy East pipeline would create some 14,000 jobs during its first seven years while providing upwards of $7.6 billion in tax revenue to pay for schools, roads and other public services across Canada, many Canadians remain concerned that a spill could threaten or destroy their livelihoods.

Regardless of these concerns, TransCanada is currently working to get final regulatory approval from Canada's National Energy Board (NEB) to start work on Energy East and hopes to have construction completed by the end of 2018. Environmentalists are still holding out hope that NEB will reject Energy East on environmental and/or socio-economic grounds, and continues to drum up support across Canada and beyond for shelving the beleaguered pipeline.

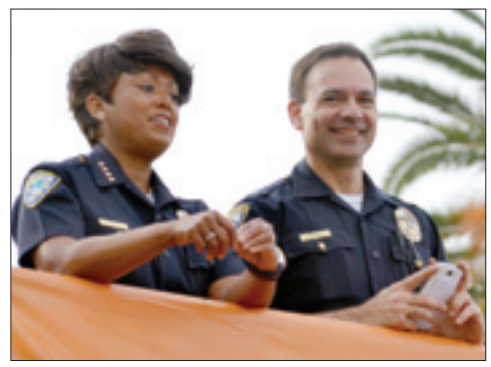
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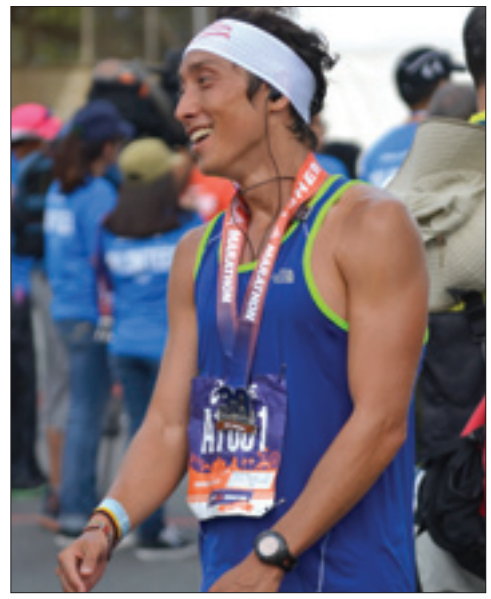



















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Matthew Hall matt@smdp.com

**BEAT THE HEAT:** **While many runners made it to the finish line on March 15, officials said about 90 runners were treated for some kind of medical issue during the race with about a third of those requiring a trip to the hospital. Causes of their injuries were not available by press time.**

## MARATHON

FROM PAGE 1

personal best 2:12:56, bringing a $150,000 first prize. Matt Llano was second (sixth overall) in 2:16:13 and Mike Morgan was third in 2:16:55.

Kimaiyo led the women's race from Mile 19 onward, leaving Russian Natalya Puchkova in Mile 23 and winning in 2:34:10. Puchkova was second in 2:34:33 and Russell was third overall in 2:34:57.

The race began in 71-degree heat at Dodger Stadium and finished in 75-degree temperatures near the Santa Monica Pier. But in between, the runners said, they felt the heat, which crept into the 80s as the race wound through Hollywood, West Hollywood and Beverly Hills.

"At eight (kilometers), there was still a lot of humidity," Rutto said. "I tried to resist my best, but I not make it. I want to say it was tough."

The race caused several runners to change strategy. Ward said he felt dehydrated at the 20-mile mark, "but at that point, you trust the fitness." Kimaiyo carried a bottle of fluids the final 3.1 miles, adding her legs hurt. Russell suffered cramped hamstrings around Mile 11.

The race also served as a qualifier for next February's Olympic trials, also in Los Angeles. All American male runners who finished at least 2:18 qualified, as did all women who finished in at least 2:43.

Limo, whose personal best is 2:08:39 in finishing second at the La Rochelle, France marathon in 2011, began as part of a pack of nine African runners and American Ryan Hall. Hall, the American record-holder with the fastest personal best in the field (2:04:58), went out with the lead pack, fell back 26 minutes into the race and dropped out in Mile 14.

By Mile 7, the pack had been reduced to seven. 2012 champion Simon Nojorge fell back in Mile 11. By the 14th mile, the pack had further thinned to Limo, Koech, Rutto and fellow Kenyan Milton Kiplagat, who led the first five miles and then again after seven and nine miles.

"I saw the pace was so hard, but I didn't know I could still catch him," Limo said. "When I saw him, I understood that I can still catch (him)."

Kimaiyo became just the second Kenyan woman to win this race, following Lorna Kiplagat's consecutive wins in 1997-98. She has run a few marathons in her career, mostly in South America, though she won at Jacksonville, Florida. In her previous marathon, she finished second in Amsterdam, breaking the 2:30 barrier for the first time.

She was content to run with a pack of 12 that included Americans Sara Hall (making her marathon debut), Heather Lieberg (who was first or second overall for the first 10 miles) and Becky Wade and Japan's Mao Kuroda and Puchkova.

Puchkova debuted in the 2011 Istanbul Eurasia Marathon with a time of 2:33:02 and improved her personal best to 2:30:17 in setting a course record in 2012 Hanover, Germany. In April 2013, she won at Nagano in heavy rain that shifted to snow, wind and below-freezing temperatures.

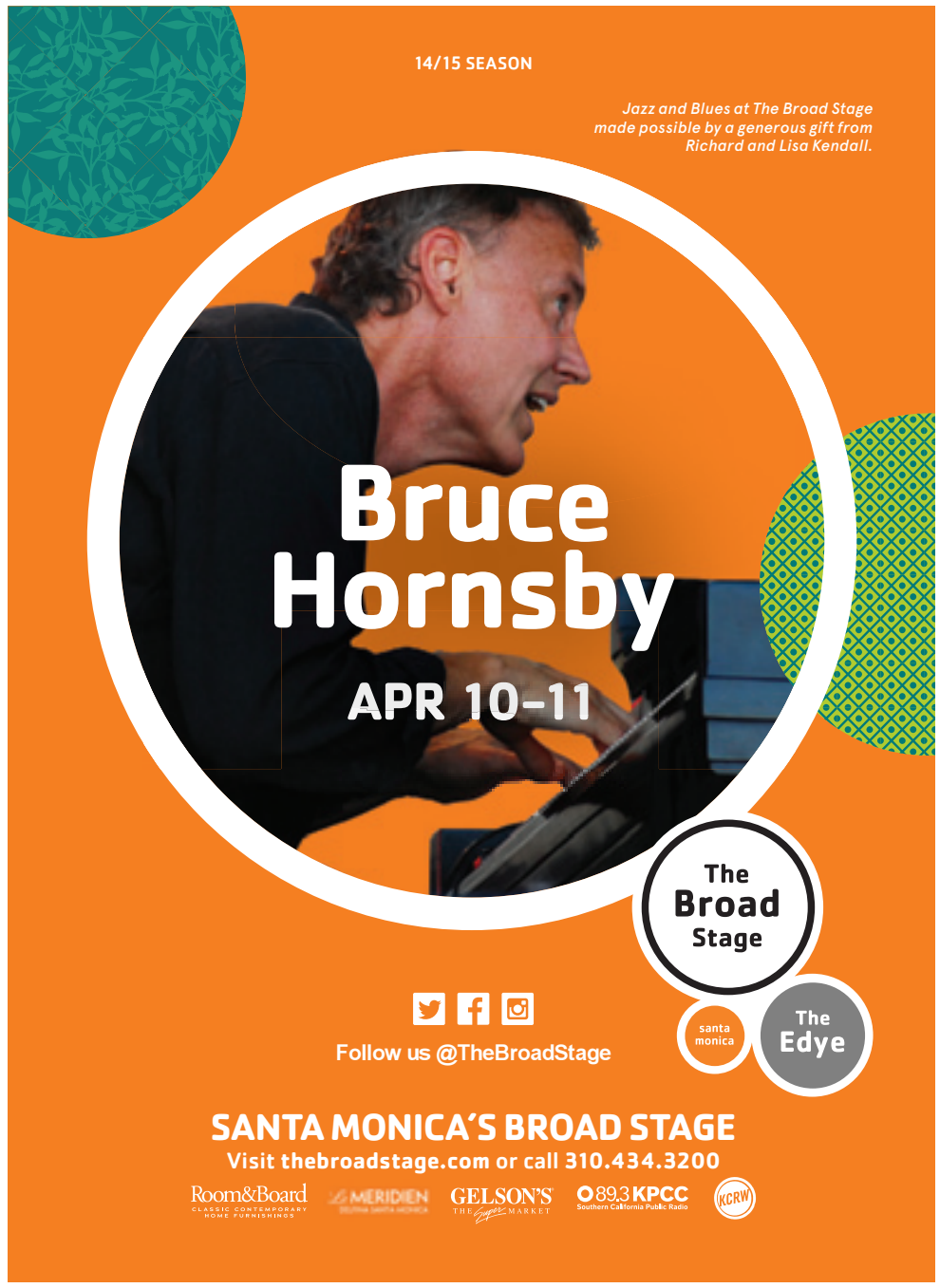
That was hardly the case Sunday.

"I prefer snow," she said.









## HOMELESS

FROM PAGE 1

Santa Cruz, Santa Barbara, L.A., San Diego, is kind of the West Coast route and you see that a lot more among younger homeless folks but it seems to becoming more prevalent within the last year or so with the general homeless population."

The OPCC is a Santa Monica nonprofit that provides homeless services downtown.

"With that population we're doing a lot of redirecting," he said. "Trying to figure out what brought people here, because sometimes it's misinformation. Sometimes people are escaping from weather situations or bad home situations. Sometimes people think that because there's a homeless service provider that means there's housing automatically, which is silly of course because housing on the Westside is really, really expensive."

Part of the movement, Maceri said, might have to do with redevelopment of different parts of Los Angeles County, like Downtown L.A. and Hollywood. Even construction of the incoming Expo Light Rail may be having and impact, he said, because there aren't as many places for people to hang out along Colorado Avenue.

Movement of homeless people to the Los Angeles area may have to do with weather, he said.

"Anything east of probably Utah at this point, the weather is brutal," Maceri said, "and very rarely do we have people die of exposure in California. It my get rainy, but people are not going to freeze to death."

The Santa Monica Police Department doesn't keep track of where homeless individuals are coming from or going for a variety of reasons, some legal and some logistical, said Sgt. Dean Oshiro, supervisor of the department's Homeless Liaison Program.

"We generally focus our contacts around enforcement issues in geographical areas," he said in an email, "so there may be homeless out there that we may not contact over any given amount of time."

Like most of City Hall's homeless resources, the liaison program focuses on the priority population.

"Generally, these are not people stopping through Santa Monica," Oshiro said. "That being said, I can't say if there's been an increase or decrease, but we do talk to a lot of people who are in Santa Monica for only a short period of time, more so along the beach side of town."

Westcoast Care, a private services agency that works along the beach and downtown and contracts with the department, reports the same thing, Oshiro said.

Does this make it harder on officers who may have less built-up rapport with long-time Santa Monica homeless individuals?

"No," Oshiro said. "Our approach has consistently been a two pronged approach. (The first part is) outreach to everyone; trying to help them with a plan by finding out what their goals are. Determining whether or not they meet the priority population guidelines and then directing them to the appropriate resources. (The second part is using) enforcement as a tool to motivate them to do something different, like connecting with a service agency and/or family or friends."

Aside from wild weather patterns across the country and development in the county, Maceri said the traveling homeless could be the result of a general lack of affordable housing.

"Homelessness is a lagging indicator of what's going on in the economy," he said. "We've come out of the great recession so it's not the immediate loss of jobs and housing — it's ongoing economic pressures for just finding a place to live that continues to be a challenge anywhere else in Los Angeles."

dave@smdp.com




## CONSENT

FROM PAGE 1

playground designs.

Council could kick-off the design process for a playground to be built on the beach at Montana Avenue.

Currently, children have access to equipment on the north beach at Annenberg Community Beach House and on two old swing sets near Montana, city officials said in a report to council.

A North Beach Play Area Study was commissioned to analyze a 1.4-mile stretch between the beach house and the Santa Monica Pier. It identified California, Arizona and Montana avenues as possible locations but settled on the latter for its proximity to restrooms, a parking lot, and a pedestrian overpass.

"An additional advantage at this site is that the playground may be located east of the bike path to avoid children and families having to cross the bike path to reach the playground," city officials said in the report.

The area has had play equipment in the past but — except for those old swing sets — it's all been removed.

Patrick Tighe Architecture will likely get the $146,896 bid to design the new playground. The designs are scheduled to go before council in the spring. They'd be finalized a year later.

Construction would begin in fall of 2016 and finished in the spring of 2017.

### TREE STORAGE

Council is likely going to spend $10,000 to store some trees uprooted by the Expo Light Rail project a little longer than expected.

In 2012, council agreed to pay Valley Crest Tree Company $350,000 to remove 66 trees from the public right-of-way on Olympic Boulevard between Stewart Street and Cloverfield Boulevard where the incoming Expo is being constructed.

Of the 66 trees, 52 were identified as good candidates for relocation based on "their overall health, structural characteristics, appraised values, and ability to thrive once relocated," city officials said in a report to council.

Valley Crest relocated 21 of those trees and dropped the other 31 Ficus benjamina trees in storage until Buffer Park construction is underway.

Buffer Park, which will be renamed by City Council at a later date, is intended to block nearby residents from the Expo Maintenance Facility. The park will be long and thin - a chain of small parks.

But delays to the construction of the maintenance facility mean that the trees will need to be stored for an addition 13 months. A bunch of that will be covered by the initial contingency costs but the addition $10,000 is needed to keep the trees alive through early 2016.

### SPARKS

Council will consider buying six new Chevy Sparks from Lake Chevrolet for $177,154. These electric vehicles would replace six old ones that have reached the end of their useful life.

dave@smdp.com

## WARNING

FROM PAGE 1

Driving Is Drunk Driving — drive sober.

The Santa Monica Police Department will be deploying four roving DUI patrols this St. Patrick's Day looking to stop and arrest drivers who are impaired by alcohol or drugs. These DUI patrols are in addition to regularly scheduled patrol officers, all looking for the telltale signs of an impaired driver behind the wheel.

In 2013, there were 31 people killed in drunk-driving crashes on St. Patrick's Day. All in all, during the St. Patty's Day period from 2009 to 2013, there have been 276 drunk-driving fatalities. Every one of those lives was lost because of bad decisions. Unfortunately, March 17 has become a deadly day in the United States, with a dramatic spike in drunk-driving fatalities. And we're not just talking about a little bit too much to drink here; from 2009 to 2013, almost three-fourths of the drunk-driving fatalities on St. Patrick's Day involved drivers who were twice the legal limit.

The Santa Monica Police Department offers this advice to partygoers: Get ahead of the decision this year. If you know you're going to celebrate St. Patrick's Day with alcohol, then figure out a plan ahead of time for how you'll get home. Don't wait until you're too buzzed to decide, and don't let your friends drive drunk. Buzzed Driving Is Drunk Driving, so if you have anything to drink, count on a sober friend, taxi, or public transportation to drive you home safely. Not drinking? Maybe this St. Patrick's Day, you'll be the saint who drives your friends sober. Let's make 2015 different. Use this party- planning checklist to stay safe this St. Patrick's Day.

DDVIP: The California Office of Traffic Safety DDVIP app is now available for free download on iOS and Android devices. Launched last year the new DDVIP app offers enhanced features, allowing users to "Map a Spot" with their current location to find DDVIP partnering establishments in their area or a "List of Spots" to search all participating bars and restaurants throughout California. Users can stay up-to-date with the latest from DDVIP and see what other users are saying via its social tab. Also through the app, for those who want to imbibe but also make it a point to plan ahead, users can easily order a sober ride from Uber, Lyft or Curb — all from one screen.

NOW: Even if you don't have plans yet, plan to drive sober or designate someone else to. Save the number of a taxi company in your phone so you always have a backup plan.

WHEN YOU MAKE PLANS: A sober driver is an essential part of any party plan. Once you know where you'll celebrate, decide whether you're drinking or driving. You can only choose one.

ON ST. PATRICK'S DAY: Before you take your first sip of green beer, leave your keys at home or give them to a friend. If you're the designated driver, don't drink. Enjoy non-alcoholic beverages and brag about your VIP (very important partygoer) status online using the hashtag #designateddriver. Only drive sober or ride with a sober driver.

EVERY DAY: If you're impaired, use a taxi, call a sober friend or family member, or use public transportation to get home safely. If available, use your community's free ride program. If you know people who are about to drive or ride while impaired, take their keys and help them make other arrangements to get to where they are going safely.

DRUGS, MEDICATION & ALCOHOL= CRASHES: Recent statistics reveal that 30 percent of drivers in fatal crashes had one or more drugs in their systems. A study of active drivers showed more tested positive for drugs that may impair driving (14 percent) than did for alcohol (7.3 percent). Of the drugs, marijuana was most prevalent, at 7.4 percent, slightly more than alcohol.

editor@smdp.com

# Surf the web tonight, Gem

**ARIES (March 21-April 19)**
★★★★ In spite of it being Monday, you'll remain in the mood to enjoy the fun parts of living. If you are working, this drive could be problematic. A higher-up or someone you need to answer to might push you beyond your limit. Tonight: Go off and enjoy yourself.

**TAURUS (April 20-May 20)**
★★★ Pressure builds as someone becomes quite distant. You might not understand exactly what triggers this person, but there is little you can do when this behavior emerges. An unexpected insight might make you uncomfortable; don't act on it yet. Tonight: Out till the wee hours.

**GEMINI (May 21-June 20)**
★★★★★ You'll hear news that will force you to weigh the pros and cons of a situation. You might have missed a fact, or perhaps you decided to do something very differently. A co-worker could make him- or herself scarce. Don't wonder why -- just ask. Tonight: Surf the Web.

**CANCER (June 21-July 22)**
★★★★ You might be more excited about a new possibility than you realize. Recognize the effect this news is likely to have on your daily life. A loved one or partner will support you and help you figure out which way to go. Tonight: Dinner for two.

**LEO (July 23-Aug. 22)**
★★★★ Note your popularity, as others seem to flock toward you. A loved one who would like to do more for you might feel limited. If you are feeling overwhelmed, pull back a bit and perhaps reorganize your schedule. Tonight: Say "yes" to the right invitation.

**VIRGO (Aug. 23-Sept. 22)**
★★★★ You could have some difficulty settling into the day, but you will get there. A diverse schedule with interesting surprises heads your way. A loved one might want more time with you. One-on-one relating gets better results. Tonight: Catch up on some errands.

**LIBRA (Sept. 23-Oct. 22)**
★★★★ You could feel pressure from several people. As a result, you could have a shorter fuse than you normally do. Stay centered. A partner or loved one is likely to share some changes he or she would like to make. Tonight: Go where the mood is lighter for just a little while.

**SCORPIO (Oct. 23-Nov. 21)**
★★★★ You might be thinking about a recent conversation. You could be analyzing it upside-down and inside-out in attempt to find a deeper meaning. Let the other party share his or her thoughts. Respond to what this person says, not to what you think he or she feels. Tonight: Head home.

**SAGITTARIUS (Nov. 22-Dec. 21)**
★★★★★ Keep reaching out to someone whom you care a lot about. This person adds enthusiasm and fun to the moment. You also trust his or her judgment. You might feel weighed down by several situations that have made it difficult to be your happy self. Tonight: What you want.

**CAPRICORN (Dec. 22-Jan. 19)**
★★★★ Your finances come to the forefront. Though you might not want to discuss it, something is bothering you about this situation. You have been concerned for several weeks, unsure of your next step. You might need to make a major change. Research first. Tonight: With friends.

**AQUARIUS (Jan. 20-Feb. 18)**
★★★ You might want to rethink a personal matter that has been bothering you. Have a conversation with the person involved, and get to the bottom of what is triggering you. It is quite possible that you are misreading the situation. Tonight: Visit and chat over dinner.

**PISCES (Feb. 19-March 20)**
★★★★ Others might come forward with serious news. You could be revisiting your long-term goals and realizing that some of them no longer suit you. Address this issue and make an adjustment or two. Tonight: Go along with someone else's suggestion.

**Monday, March 16, 2015**

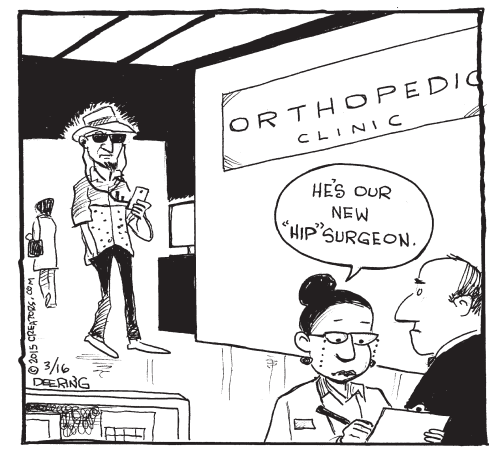
**JACQUELINE BIGAR'S STARS**
The stars show the kind of day you'll have:
★★★★★Dynamic ★★ So-So
★★★★ Positive ★ Difficult
★★★ Average

This year you will brave a much different path. Some of your friends are likely to be reactive, as they might not understand where you are coming from. You could experience a chill in one of your key friendships. On the other hand, you will discover that you have much more in common with your new friends. Any personal work will be very effective at this point in your life. If you are single, you most likely will meet someone through your friends. The bond you form with this person will be difficult to break. If you are attached, the two of you might decide to manifest one of your long-term goals. Excitement and success mark your relationship. AQUARIUS reads you well.

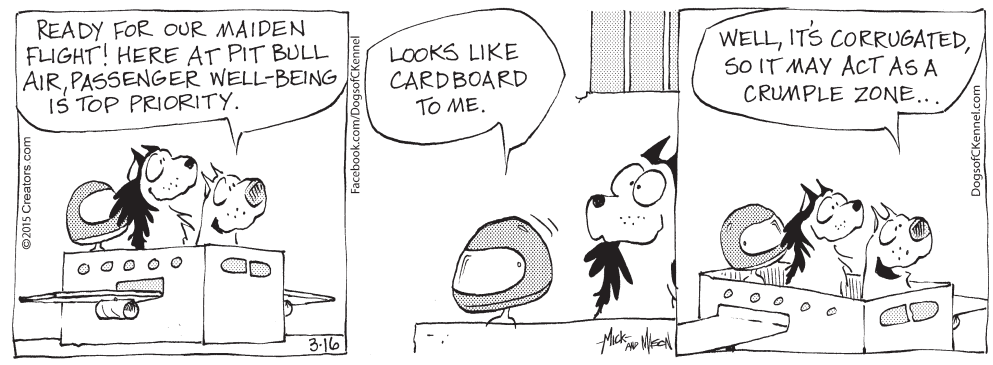
## Speed Bump
By Dave Coverly



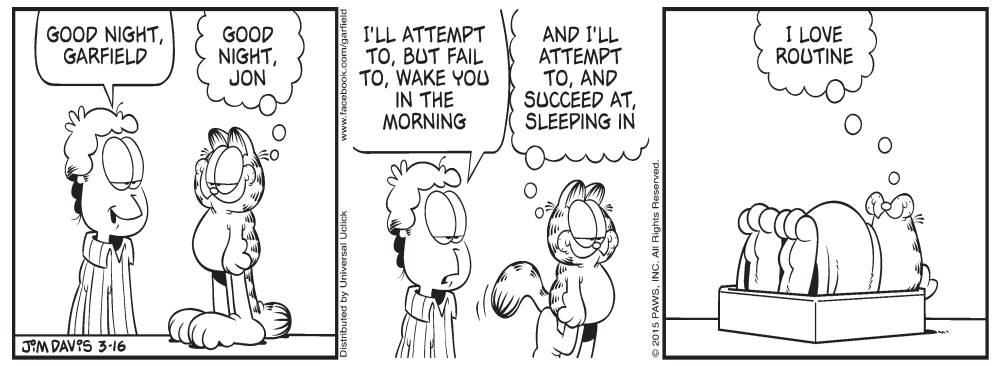

## Strange Brew
By John Deering



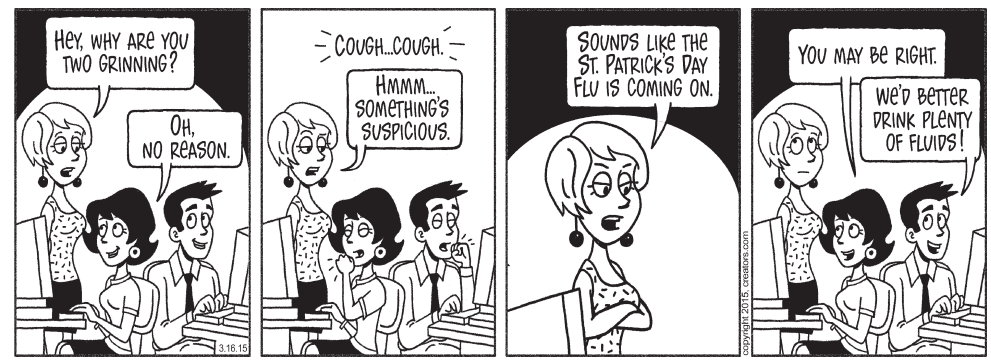

## Dogs of C-Kennel
By Mick and Mason Mastroianni




## 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 MARCH 3 AT APPROXIMATELY 1:50 P.M.

The suspect entered the Vons grocery store at 710 Broadway, while carrying a large purse. The suspect then placed two bottles of beer and a can of Red Bull in her purse, along with some packages of sushi. A store employee saw the suspect put the items in her and purse and noticed she was heading toward the exit, so he yelled for other employees to stop her. One of the cashiers tried to block the doorway, but the suspect ran into her and knocked her down to the ground. The suspect then ran toward another door, where another employee tried to stop her. The suspect ran past the employee, but he was able to grab onto her purse. The purse strap broke, so the employee was able to hold onto it as the suspect ran out the door. Loss prevention agents tried to catch the suspect, but lost sight or her.

When officers arrived, they found information inside the purse that had the suspect's name on it. A check of the suspect's ID showed she lived in Santa Monica, so officers drove to her home and spoke to her there. The suspect was then taken into custody and booked at the Santa Monica jail.

Olivia Jean Storms, 54, of Santa Monica had bail set at $5,000.

# DAILY POLICE LOG

**The Santa Monica Police Department responded to 395 calls for service on March 14.**

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

Car theft, 1500 block PCH, 12:21 a.m.
Petty theft, 1500 block the beach, 12:54 a.m.
Car theft, 1500 block 2nd, 6:37 a.m.
Car burglary, 1800 block 10th, 7:17 a.m.
Car theft, 1400 block, 6th, 8:21 a.m.
Burglary, 1300 block 18th, 9:13 a.m.
Car burglary, 1200 block 2nd, 9:15 a.m.
Vandalism, 200 block 14th, 9:31 a.m.
Vandalism, 2400 block Ashland, 9:56 a.m.
Burglary, 1000 block 4th, 10:17 a.m.
Vandalism, 1400 block 5th, 10:24 a.m.
Vandalism, 2400 block airport, 10:43 a.m.
Hit and run, 1300 block 4th, 10:51 a.m.
Fitness permit violation, 2300 block 4th, 11:23 a.m.
Identity theft, 300 block California, 12:35 p.m.
Sexual assault, 1400 block Promenade, 12:52 p.m.
Theft of recyclables, 1000 block Euclid, 12:55 p.m.
Battery, Promenade/Wilshire 1:10 p.m.
Petty theft, 1300 block Wilshire, 1:21 p.m.
Illegal weapon, 600 block Broadway, 1:23 p.m.
Battery, 1300 block Georgina, 1:44 p.m.
Petty theft, 1400 block 5th, 1:47 p.m.
Illegal weapon, 1700 block Ocean Front Walk, 4:13 p.m.
Petty theft, 1500 block 2nd, 5:07 p.m.
Battery, 1400 block Promenade, 6:08 p.m.
Burglary, 2600 block 5th, 8:10 p.m.
Trespassing, 2600 block Main, 8:20 p.m.
Battery, 5th/Broadway, 8:38 p.m.
Battery, 300 block Pico, 9:25 p.m.
Domestic violence, 2200 block Virginia, 10:02 p.m.
Battery, 1400 block Lincoln, 10:23 p.m.
Battery, Main/Kinney, 10:31 p.m.

# CROSSWORD

**By THOMAS JOSEPH**

## ACROSS

**1** Staggers
**6** Air traffic aid
**11** Use
**12** Banish
**13** Reach
**14** Major criminal
**15** "Woe —!"
**17** Give permission to
**18** Texan grazer
**22** Region
**23** Chinese food veggie
**27** Soda fountain orders
**29** Summon up
**30** Portions out
**32** Cruise stop
**33** Slickers and the like
**35** Possesses
**38** Concept
**39** One with a record
**41** "Once upon —"
**45** Without aid
**46** Right now
**47** Marry again
**48** Make a speech

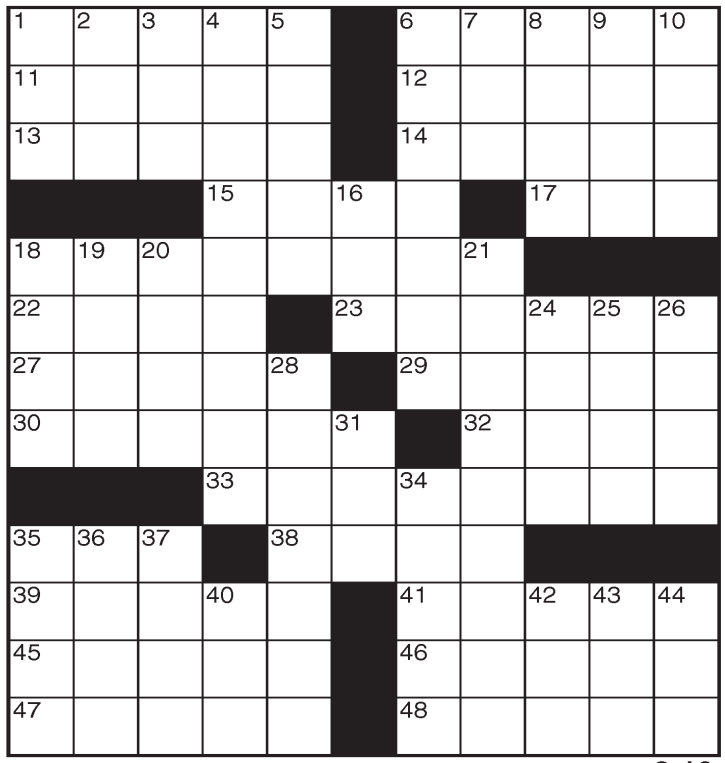
## DOWN

**1** Cloth scrap
**2** Cain's mother
**3** Consume
**4** Courtroom lawyer
**5** Spill over
**6** Game official
**7** Chopping tool
**8** Kitchen herb
**9** Lotion ingredient
**10** Monthly expense
**16** Janitor's tool
**18** Asian monk
**19** Uttered
**20** Dickens girl
**21** Cockpit worker
**24** Do some modeling
**25** Tex. neighbor
**26** Glade grazer
**28** Tough to clean
**31** Rocker Vicious
**34** "Swell!"
**35** Get news of
**36** Wheel connector
**37** Flat-bottomed boat
**40** Start of a count
**42** Lupino of films
**43** Yoga need
**44** Retina setting

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| D | E | N | T | S | ■ | D | O | G | I | E |
| E | Q | U | I | P | ■ | E | L | E | N | A |
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**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



**3-16**

# 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.

**SOLUTIONS TO YESTERDAY'S PUZZLE**

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

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

King Features Syndicate




## TODAY IN HISTORY

**1782** - American Revolutionary War: Spanish troops capture the British-held island of Roatán.

**1792** - King Gustav III of Sweden is shot; he dies on March 29.

**1802** - The Army Corps of Engineers is established to found and operate the United States Military Academy at West Point.

**1812** - Battle of Badajoz (March 16 – April 6) – British and Portuguese forces besieged and defeated French garrison during Peninsular War.

**1815** - Prince Willem proclaims himself King of the United Kingdom of the Netherlands, the first constitutional monarch in the Netherlands.

**1818** - In the Second Battle of Cancha Rayada, Spanish forces defeated Chileans under José de San Martín.

**1864** - American Civil War: During the Red River Campaign, Union troops reach Alexandria, Louisiana.

**1900** - Sir Arthur Evans purchased the land around the ruins of Knossos, the largest Bronze Age archaeological site on Crete.

**1912** - Lawrence Oates, an ill member of Robert Falcon Scott's South Pole expedition, left his tent to die, saying: "I am just going outside and may be some time."

## NEWS OF THE WEIRD BY CHUCK SHEPARD

■ "Mummy Maxine" and her husband, Derek Ventham, run adult baby nurseries (the current one, in North Liverpool, England), charging men the equivalent of $115 an hour to lounge in their cribs, in man-sized infant clothing, while being fawned over as if they were helpless pre-toddlers. (No sex play is allowed, but diaper-changing costs about $40 extra.) Even tamer is the "adult preschool" in New York City that Michelle Lapidos and a partner intend to start soon. A month-long course will allow grownups to "relive their pre-K days" with finger-painting, show-and-tell and nap time, she told the Village Voice in January, all while dressing in "your 4-year-old best."

■ Embarrassing: Surveillance video released in February by the Irish Independent showed a small-time burglar trying to break into a car at 1 a.m. in front of the Pheasant bar in Drogheda, Ireland, by smashing a window with a brick -- but also showed that the brick rebounded and knocked the man out, bloodying him. Gerry Brady, owner of the bar, was just closing up and found the burglar dazed, but the man departed before police arrived. Only when Brady later viewed video of the front of his bar did he realize what the man had been up to.

Santa Monica Daily Press

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## DBAS

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

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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.

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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.

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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.

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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.

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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.

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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 ANGELES, 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.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015042816 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 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 02/18/2015. 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.

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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.

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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.

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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.

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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.

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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.

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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.

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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: 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

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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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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

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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 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.

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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.

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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 03/02/2015, 03/09/2015, 03/16/2015, 03/23/2015.

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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.

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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.

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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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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015040101 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/13/2015 The following person(s) is (are) doing business as CRF CONSULTING . 923-9TH STREET SUITE 4 , SANTA MONICA, CA 90403. The full name of registrant(s) is/are: CHRISTINA R. FLATLEY 923-9TH STREET SUITE 4 SANTA MONICA, CA 90403. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)1/5/15. /s/: CHRISTINA R. FLATLEY . CHRISTINA R. FLATLEY . This statement was filed with the County Clerk of LOS ANGELES County on 02/13/2015. 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 03/09/2015, 03/16/2015, 03/23/2015, 03/30/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015052107 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/26/2015 The following person(s) is (are) doing business as FIG + STONE . 906 N SWEETZER AVE APT 1 , LOS ANGELES, CA 90069. The full name of registrant(s) is/are: ARIEL M. FULMER 906 N SWEETZER AVE APT 1 LOS ANGELES, CA 90069. 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/:MRS. ARIEL M. FULMER. ARIEL M. FULMER. This statement was filed with the County Clerk of LOS ANGELES County on 02/26/2015. 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 03/09/2015, 03/16/2015, 03/23/2015, 03/30/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015041249 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 GMSA LEGAL. 1055 W. 7TH STREET 33RD FLOOR , LOS ANGELES, CA 90017. The full name of registrant(s) is/are: MARK SANTA ANNA 1055 W. 7TH STREET 33RD FLOOR LOS ANGELES, CA 90017. 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/:MARK SANTA ANNA . MARK SANTA ANNA . 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 03/09/2015, 03/16/2015, 03/23/2015, 03/30/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015 047349 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 ISAIAHS DISPATCH SERVICES. 3100 BELLEVUE AVE. APT 309 , LOS ANGELES, CA 90026.Â The full name of registrant(s) is/are: ISAIAHS DISPATCH SERVICES 3100 BELLEVUE AVE. APT 309 LOS ANGELES, CA 90026. This Business is being conducted by:Â an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/30/2015. /s/: ISAIAHS DISPATCH SERVICES. ISAIAHS DISPATCH SERVICES.Â 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 03/09/2015, 03/16/2015, 03/23/2015, 03/30/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015 047347 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 DG DISPATCH SERVICE. 1214 1/2 ORANGE GROVE AVE. , GLENDALE, CA 91205.Â The full name of registrant(s) is/are: SIGFREDO GARCIA 1214 1/2 ORANGE GROVE AVE. GLENDALE, CA 91205. This Business is being conducted by:Â an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/20/2015. /s/: SIGFREDO GARCIA. SIGFREDO GARCIA.Â 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 03/09/2015, 03/16/2015, 03/23/2015, 03/30/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015043411 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 UNIVERSITY TIRE & AUTO SERVICE , UNIVERSITY TIRE CENTER . 2908 S VERMONT AVE , LOS ANGELES, CA 90007. The full name of registrant(s) is/are: UNIVERSITY TIRE CENTER, LLC 2908 S VERMONT AVE LOS ANGELES, CA 90007. This Business is being conducted by: a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed on (Date)12/01/2009. /s/: JOHN BITTEROLF, MANAGING MEMBER . UNIVERSITY TIRE CENTER, LLC. 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 03/09/2015, 03/16/2015, 03/23/2015, 03/30/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015040979 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 FREE AGENT GROUP. 2425 OLYMPIC BLVD SUITE 400W , SANTA MONICA, CA 90404. The full name of registrant(s) is/are: LEONID MAYZEL 918 6TH STREET #2 SANTA MONICA, CA 90403. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)12/1/14. /s/: LEONID MAYZEL. LEONID MAYZEL. 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 03/09/2015, 03/16/2015, 03/23/2015, 03/30/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20156397804 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 RN India . 29181 Dean Street , LAGUNA NIGUEL, CA 92677. The full name of registrant(s) is/are: Lalitendu Pattanaik 29181 Dean Street LAGUNA NIGUEL, CA 92677. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)1/1/15. /s/: Lalitendu Pattanaik. Lalitendu Pattanaik. 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 03/09/2015, 03/16/2015, 03/23/2015, 03/30/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015 054444 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/02/2015 The following person(s) is (are) doing business as CREATIVE CANDY DESIGNS. 1100 WEST HUNTINGTON DRIVE APT #1 , ARCADIA, CA 91007.Â The full name of registrant(s) is/are: TINA L. MEANS 1100 WEST HUNTINGTON DRIVE APT #1 ARCADIA, CA 91007. This Business is being conducted by:Â an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)02/19/2015. /s/: TINA L. MEANS. TINA L. MEANS.Â This statement was filed with the County Clerk of LOS ANGELES County on 03/02/2015. 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: 2015 054449 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/02/2015 The following person(s) is (are) doing business as SANTA MONICA ELECTRIC BIKES. 214 PIER AVENUE , SANTA MONICA, CA 90405.Â The full name of registrant(s) is/are: PEDAL OR NOT INC 214 PIER AVENUE SANTA MONICA, CA 90405. This Business is being conducted by:Â a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/02/2015. /s/: STEPHEN WITTELS. PEDAL OR NOT INC.Â This statement was filed with the County Clerk of LOS ANGELES County on 03/02/2015. 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 03/09/2015, 03/16/2015, 03/23/2015, 03/30/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015 051402 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/26/2015 The following person(s) is (are) doing business as FAMILY FIRST, FAMILY FIRST IN HOME CARE, FAMILY FIRST HOME CARE, FAMILY FIRST HOME HEALTH CARE. 5132 WHITE OAK AVE. , ENCINO, CA 91316.Â The full name of registrant(s) is/are: FAMILY FIRST IN HOME CARE SERVICES INC. 5132 WHITE OAK AVE. ENCINO, CA 91316. This Business is being conducted by:Â a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:LINDA FINE. FAMILY FIRST IN HOME CARE SERVICES INC..Â This statement was filed with the County Clerk of LOS ANGELES County on 02/26/2015. 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 03/09/2015, 03/16/2015, 03/23/2015, 03/30/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015 051407 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/26/2015 The following person(s) is (are) doing business as CALIFORNIA PREMIER AQUATICS. 254 QUINCY AVE. , LONG BEACH, CA 90803.Â The full name of registrant(s) is/are: CHRISTOPHER PLANTE 254 QUINCY AVE. LONG BEACH, CA 90803, DANIEL MUNOZ 2928 EAST MARIQUITA ST. LONG BEACH, CA 90803. This Business is being conducted by: Copartners. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/2015. /s/: CHRISTOPHER PLANTE. CHRISTOPHER PLANTE, DANIEL MUNOZ.Â This statement was filed with the County Clerk of LOS ANGELES County on 02/26/2015. 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 03/09/2015, 03/16/2015, 03/23/2015, 03/30/2015.




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## Employment

### Employment Wanted

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The Santa Monica Daily Press is seeking an operations coordinator. The position is responsible for management, input and interpretation of display advertising contracts, collection of billed and prepaid accounts, management of the back office database and publishing systems. Management of website advertising contracts and execution of placements and billing. This position is responsible for monthly billing, application of payments, reconciliation of A/ R and bank and merchant service deposits. Also responsible for management of the classified data entry and billing/ payment systems. This position will direct and oversee the approval of office purchases, phone coverage and customer coverage. Manage all legal advertising of existing and new customers. Market the newspaper to agencies through direct contact, email and by ensuring representation in all listing collateral for qualified publications. Manage all City legal advertising Human Resources: Manage intake of new employees, train in relevant areas, assist with paperwork, employee benefits and general office policies and procedures. Monitor sick/ vacation days for staff. Additionally, applicants must have strong grasp of the Microsoft Office Suite as well as be proficient in the Macintosh operating system. Applicants must be organized and deadline orientated, get along well with others and have strong interpersonal skills. The position is 30 hours per week. 9 AM - 2 PM Monday - Thursday and 9 AM - 5 PM on Friday. Interested applicants should submit a resume to schwenker@smdp.com with Operations Coordinator in the subject line.

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Santa Monica TWO BEDROOMTWO BATH - N. WILSHIRE BLVD 1-car Parking included, Paid water, Rent $2,850.00, Deposit 3050, Available Now! westsiderentals.com/listingdetail.cfm?id=1166320

Brentwood CLASSY BRENTWOOD CONDO Gated parking, Rent $3,250.00, Deposit 3250, Available 4115. westsiderentals.com/listingdetail.cfm?id=1168009

Santa Monica EXCELLENT LOCATION!! SPACIOUS UPPER, FRONT-FACING 1BR 1BA APARTMENT 1-car Parking included, Paid utilities, Rent $1,795.00, Deposit 1995, Available Now! westsiderentals.com/listingdetail.cfm?id=1170118

Santa Monica SHORT TERM RENTAL OF A ONE BEDROOM FURNISHED APARTMENT IN QUIET AREA 1-car Parking included, Paid utilities, Rent $725.00 to per week, Deposit plus $100.00, Available Now! westsiderentals.com/listingdetail.cfm?id=272793

West LA BRIGHT AND LARGE 2 BEDROOM 2 BATH WNEW WOOD FLOORS AND WD IN UNIT! 2-car Garage parking, Paid water & trash, Rent $2,595.00, Deposit 2595, Available Now! westsiderentals.com/listingdetail.cfm?id=1165279

Venice STOP AND ENJOY AND RELAX THE FRESH OCEAN BREEZE ! 1-car Parking available, Paid water & gardener, Rent $3,900.00, Deposit 3900.00, Available Now! westsiderentals.com/listingdetail.cfm?id=1161368

Santa Monica UNIQUE SPLIT LEVEL OPEN FLOOR PLAN APARTMENT. 1-car Carport parking, Rent $2,800.00, Deposit 3000, Available 4115. westsiderentals.com/listingdetail.cfm?id=981353

Santa Monica QUIET, CHARMING APARTMENT FOR RENT 1-car Parking included, Paid water & gardener, Rent $7,500.00 to 7500.00, Deposit 7500.00, Available Now! westsiderentals.com/listingdetail.cfm?id=1128774

Marina Del Rey EVERYTHING YOU'VE BEEN LOOKING FOR & MORE! 1-car Parking included, Rent $2,419.00, Deposit $500 (O.A.C.), Available 31115. westsiderentals.com/listingdetail.cfm?id=1001599

Santa Monica SPACIOUS SPLIT-LEVEL, NORTH OF WILSHIRE 2-car Garage parking, Paid water & hot water & trash, Rent $3,100.00, Available 32815. westsiderentals.com/listingdetail.cfm?id=1169776

Marina Del Rey TOWNHOUSE 2-car Garage parking, Rent $3,800.00, Deposit 3800, Available Now! westsiderentals.com/listingdetail.cfm?id=1168094

Marina Del Rey 1 BEDROOM, 1 BATH UNIT IN GREAT COMMUNITY - 983 SQ FT OF LIVING SPACE! 1-car Parking included, Rent $2,900.00 to AND UP, Available Now! westsiderentals.com/listingdetail.cfm?id=978154

West LA APARTMENT, 1 BEDROOM WITH FENCED PATIO. JUST 4 MILES TO UCLAU 1-car Parking available, Paid water, Rent $1,335.00, Available 31015. westsiderentals.com/listingdetail.cfm?id=750887

Santa Monica SPACIOUS UPDATED UNIT 1-car Parking included, Paid water, Rent $2,950.00, Deposit 3600, Available Now! westsiderentals.com/listingdetail.cfm?id=1083274

Santa Monica HUGE 2 BEDROOM , 2 BATH SINGLE FAMILY HOME, NEW LAMINATE FLOORS AND FRESH PAINT THROUGHOUT, SPACIOUS Garage parking, Rent $3,750.00, Deposit 4150, Available Now! westsiderentals.com/listingdetail.cfm?id=1165273

Venice 813 VENICE RETREAT Parking available, Rent $6,000.00 to 7200, Deposit 1000.00, Available Now! westsiderentals.com/listingdetail.cfm?id=1169942

Marina Del Rey GREAT KITCHEN SPACE, LARGE BEDROOMS, MUST SEE! 2-car Parking included, Rent $3,000.00, Deposit 500, Available Now! westsiderentals.com/listingdetail.cfm?id=1168993

Santa Monica BEST OCEAN CORNER UNIT IN BUILDING! FULL SERVICE 2-car Driveway parking, Paid water & cable, Rent $11,500.00, Deposit 23000, Available Now! westsiderentals.com/listingdetail.cfm?id=1169221

Santa Monica QUIET SAFE NEIGHBORHOOD AND JUST REMODELED FURNISHED ONE BEDROOM 1-car Parking included, Paid utilities, Rent $825.00 to per week, Deposit plus $100.00, Available 41415. westsiderentals.com/listingdetail.cfm?id=1092462

Brentwood SPECTACULAR 1 BED 2 BATH DEN APARTMENT ON THE WEST SIDE! BRENTWOOD'S FINEST! 1ST MONTH FREE! 1-car Covered parking, Paid water & trash, Rent $2,750.00, Available Now! westsiderentals.com/listingdetail.cfm?id=1164134

Santa Monica OCEAN PARK CLASSIC LIGHT FILLED SPANISH BEAUTY Street parking, Paid utilities & water & hot water & trash & gardener, Rent $2,000.00, Deposit 2000, Available 5315. westsiderentals.com/listingdetail.cfm?id=999039

Santa Monica TOP FLOOR LUXURY APARTMENT, 2 BEDROOM WITH BEAUTIFUL VIEWS! 1-car Subterranean parking, Paid water & trash, Rent $4,100.00 to per month, Deposit 4100, Available 4115. westsiderentals.com/listingdetail.cfm?id=850209

Brentwood ELEGANT UNIT WITH LARGE BALCONY 1-car Parking included, Paid water & hot water & trash & gardener & pool service, Rent $2,650.00, Deposit 2950, Available Now! westsiderentals.com/listingdetail.cfm?id=991076

Venice MOVE IN SPECIAL! $50 OFF THE FIRST THREE MONTH?S RENT! 1-car Parking available, Rent $198.00, Deposit 198, Available Now! westsiderentals.com/listingdetail.cfm?id=976836

Santa Monica BEAUTIFUL 2 BEDROOM SANTA MONICA BUNGALOW STYLE 1-car Parking included, Paid water & trash & gardener, Rent $2,750.00 to monthly, Deposit 4000, Available Now! westsiderentals.com/listingdetail.cfm?id=1007387

Santa Monica ARCHITECTURAL MODERN MASTERPIECE! 3-car Valet parking, Paid water, Rent $30,000.00 to mo, Deposit 60000, Available Now! westsiderentals.com/listingdetail.cfm?id=1166154

Brentwood ONE OF A KIND APARTMENT 2-car Carport parking, Paid water & hot water & trash & gardener, Rent $4,400.00, Deposit 4400, Available Now! westsiderentals.com/listingdetail.cfm?id=496105

Marina Del Rey BEAUTIFULLY UPDATED 2 MASTER BEDROOM TOWNHOUSE FOR LEASE! 2-car Parking included, Paid partial utilities, Rent $4,950.00, Deposit 9900, Available Now! westsiderentals.com/listingdetail.cfm?id=1169697

Marina Del Rey SPACIOUS 1 BDRM CONDO WITH BEAUTIFUL, BREATHTAKING TRIPLE VIEWS OF MARINA-OCEANCITY LIGHTS 1-car Parking included, Paid water & hot water & trash & pool service & association fees, Rent $3,100.00 to 3800.00, Deposit 3800.00, Available 4115. westsiderentals.com/listingdetail.cfm?id=604270

West LA SPACIOUS&NEWER 2 BED2 12 BATH CONDO UNITS FOR LEASE 2-car Subterranean parking, Paid water & trash & gardener, Rent $3,300.00, Deposit 3300, Available Now! westsiderentals.com/listingdetail.cfm?id=1163229

Venice 2 BEDROOM BEAUTIFULLY REFURBISHED COTTAGE IN HEART OF VENICE Street parking, Paid water & hot water & gardener, Rent $2,700.00 to 00, Deposit 2700.00, Available 31515. westsiderentals.com/listingdetail.cfm?id=1168228

Santa Monica LARGE STUDIO IN BEAUTIFUL HISTORICAL BUILDING & GREAT LOCATION Permit parking, Paid water & trash & gas, Rent $2,195.00, Deposit 4390.00, Available Now! westsiderentals.com/listingdetail.cfm?id=673085

Marina Del Rey OCEAN VIEW FROM THE LIVING ROOM AND BALCONY 1-car Parking included, Paid water & trash, Rent $2,650.00, Deposit 3975, Available 31515. westsiderentals.com/listingdetail.cfm?id=1162773

Brentwood CUSTOM FRONT 3 BEDROOM 2 BATH WITH STONE FIREPLACE AND PRIVATE PATIO IN BRENTWOOD'S GOLDEN TRIANGLE Parking available, Paid water & trash & gardener, Rent $2,895.00, Deposit 2795.00, Available 33115. westsiderentals.com/listingdetail.cfm?id=769083

Santa Monica REMODELED APARTMENT IN PRIME LOCATION 1-car Parking available, Paid utilities, Rent $2,800.00, Available Now! westsiderentals.com/listingdetail.cfm?id=737586

West LA VERY LOVELY 3 BEDROOM 3 BATHROOM HOUSE WITH WALK IN CLOSETS Street parking, Rent $4,500.00, Deposit 9000, Available Now! westsiderentals.com/listingdetail.cfm?id=1022810

West LA BRIGHT SMALL APT. TRUE W.L.A. OR BRENTWOOD ADJACENT LOCATION, WALK TO SHOPPS AND RESTAURANTS 1-car Garage parking, Paid water & trash & gardener, Rent $1,450.00, Deposit 1450, Available Now! westsiderentals.com/listingdetail.cfm?id=1139442

West LA SHORT TERM LEASE 2-car Gated parking, Rent $3,365.00, Available Now! westsiderentals.com/listingdetail.cfm?id=1163542

Brentwood BEAUTIFUL GARDEN TYPE APARTMENT 2-car Parking included, Rent $3,000.00, Deposit 3000.00, Available Now! westsiderentals.com/listingdetail.cfm?id=643077

Marina Del Rey LUXURY CONDO RESORT-STYLE LIVING AT ITS FINEST 2-car Subterranean parking, Paid water & trash & cable & gardener & pool service, Rent $4,595.00, Deposit 9190, Available Now! westsiderentals.com/listingdetail.cfm?id=1163111

Santa Monica LUXURIOUS CONDO- 3 BLOCKS TO SANTA MONICA BEACH 2 LOFT. 2-car Garage parking, Paid trash, Rent $4,495.00, Deposit 4495.00, Available Now! westsiderentals.com/listingdetail.cfm?id=1162920

West LA NEWLY REMODELED 2BD UPPER UNIT IN BRENTWOOD 1-car Parking available, Rent $2,600.00, Deposit 1500, Available 32615. westsiderentals.com/listingdetail.cfm?id=1170102

Marina Del Rey 2DEN MARINA TOWNHOME, CLOSE TO WATERSIDE AMENITIES 2-car Garage parking, Paid association fees, Rent $3,200.00 to month, Deposit 4000, Available 31515. westsiderentals.com/listingdetail.cfm?id=1164972

Santa Monica GORGEOUS 21 W WOOD FLOORS - SANTA MONICA, CA 1-car Parking available, Rent $2,950.00, Deposit 2950, Available Now! westsiderentals.com/listingdetail.cfm?id=1145633

Marina Del Rey BEAUTIFUL 2 BED2.5 BATH UNIT W 200 SQ.FT. BALCONY AND POOLWATER VIEWS! 2-car Parking included, Paid partial utilities & water & trash & cable & pool service & association fees, Rent $4,150.00 to month, Deposit 4150, Available Now! westsiderentals.com/listingdetail.cfm?id=913502

Venice AMAZING OCEAN VIEW STUDIO ON VENICE WALK ST - HI CEILINGS, HARDWOOD FLOORS Parking available, Paid water & hot water & trash & gas, Rent $1,800.00, Available Now! westsiderentals.com/listingdetail.cfm?id=1168758

# 31 DAY window & patio door sale

This isn't one of those 'limited time' offers that's ***not really*** limited; we're only offering this discount for 31 days.[1]

There are limited appointments available, and you must book yours before **March 31st...**




## which means you only have LESS THAN two weeks left![1]

Renewal by Andersen is the **replacement window division of Andersen**; there isn't a more trusted window company in the country.

## SAVE $300
**on every window[1]**

## SAVE $825
**on every patio door[1]**

## SmartSun™ Glass
**—our most energy-efficient glass option comes standard on all our windows.†**

## NO Money Down NO Payments NO Interest for 1 year[1]

Discount offer only available as part of our Instant Product Rewards Plan.

**LESS THAN two weeks left to book your FREE Window Diagnosis[1]**

# 1-424-320-0743

Renewal by Andersen® WINDOW REPLACEMENT an Andersen Company

[1]Restrictions and conditions apply; see your local representative for details. Cannot be combined with prior purchases, other offers, or coupons. No adjustments to previous orders. Offer not available in all areas, Discount applied by retailer representative at time of contract execution and applies to minimum purchase of 4 or more windows and/or patio doors. Offer does not include bay/bow windows. Offer only available as part of our Instant Product Rewards Plan. As part of the Instant Product Rewards Plan, all homeowners must be present and must purchase during the initial visit to qualify. To qualify for discount offer, initial contact for a free Window Diagnosis must be made and documented on or before 3/31/15 with the appointment then occurring no more than 10 days after the initial contact. 0% APR for 12 months available to well qualified buyers on approved credit only. Not all customers may qualify. Higher rates apply for customer with lower credit ratings. Financing not valid with other offers or prior purchases. No Finance Charges will be assessed if promo balance is paid in full in 12 months. Renewal by Andersen retailers are independently owned and operated retailers, and are neither brokers nor lenders. Any finance terms advertised are estimates only and all financing is provided by third-party lenders unaffiliated with Renewal by Andersen retailers, under terms and conditions arranged directly between the customer and such lender, all subject to credit requirements. Renewal by Andersen retailers do not assist with, counsel or negotiate financing, other than providing customers an introduction to lenders interested in financing. **CA License # 992285. OC License # 990416.** "Renewal by Andersen" and all other marks where denoted are marks of Andersen Corporation. ©2015 Andersen Corporation. All rights reserved. ©2015 Lead Surge LLC. All rights reserved. *See limited warranty for details. †Summer values are based on comparison of Renewal by Andersen Insert doublehung window SHGC to the SHGC for clear dual pane glass non-metal frame default values from the 2006, 2009 and 2012 International Energy Conservation Code "Glazed Fenestration" Default Tables.