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Samohi grad finds niche as admissions counselor

Wisconsin alumna helps students at DTLA architecture school

BY JEFFREY I. GOODMAN
Daily Press Staff Writer

During her time at Santa Monica High School, Jamie Black found a source of inspiration in the counseling office. It's where she met regularly with Laura Simone, not just to receive help with the college application process but also to pick her advisor's brain about careers in education.

"I totally wanted to be a high school counselor," Black said. "I talked to her about that process. ... She's definitely someone I've looked up to."

Black, who graduated from Samohi in 2009, hasn't forgotten about Simone's influence on her professional path. She is now assisting students of her own as an admissions counselor at the Southern California Institute of Architecture, an independent post-secondary school that was estab-

SEE **JOB** PAGE 7

Gelson's opens for business

BY MATTHEW HALL
Daily Press Editor

Residents lined up around the block to celebrate the opening of Santa Monica's latest grocery store on March 17.

Gelson's held a grand opening at the newly branded store on Lincoln Boulevard, and while the first 200 customers received a $20 coupon, many more flocked to the newly opened retailer throughout the day.

Gelson's is the third company to operate a market at that site in recent years after taking over from Haggen.

Haggen is a small grocery chain based out of Washington. In 2014 the company said it would purchase 146 stores that Safeway/Albertsons were forced to sell when the two giants merged. Haggen grew from 18 stores with 16 pharmacies to 164 stores with 106 pharmacies; and from 2,000 employees to more than 10,000 employees.

At the time of purchase, Haggen said it would rely on cooperation from the newly merged Safeway/Albertsons to facilitate the transition process. However, the two companies quickly began accusing each other of wrongdoing and multiple lawsuits were filed.

Haggen filed for bankruptcy on Sept. 10 of last year and at that time announced some store closures. Some stores were sold, including the Santa Monica location. Southern California based Gelson's purchased several stores and the Santa Monica store is the fourth to be reopened this year. Founded in 1951, Gelson's currently operates 21 full-service specialty grocery stores in Southern California.



Matthew Hall editor@smdp.com

OPEN: Gelson's held a Grand Opening on March 17 to celebrate its Santa Monica store.

"With its proximity to a variety of diverse neighborhoods, its iconic beach culture and residents' appreciation for the great food of the Southern California lifestyle, Santa Monica is an ideal community to open a Gelson's store," said Rob McDougall, Gelson's president and CEO. "We are thrilled to launch our first store in Santa Monica - our 22nd store overall - and we know the local community will appreciate the premium-quality merchandise and exceptional customer service that has become the hallmark of Gelson's."

McDougall said his company would succeed in the location based on service and quality.

"Our customer service is better than anyone around us," he said.

SEE **GELSON'S** PAGE 8

Wine auction to raise money for SMMEF

BY JEFFREY I. GOODMAN
Daily Press Staff Writer

While weighing ideas for a major Santa Monica-Malibu schools fundraiser, officials glanced about 12 miles down the coast and saw something worth emulating.

The Manhattan Beach Education Foundation holds an annual wine auction that has been around for more than 20 years. Its roughly 2,000 guests raised more than $1.1 million last year alone.

That was the inspiration for the newly devised Santa Monica-Malibu Wine Auction, which is scheduled for Sunday, April 17, at the Fairmont Miramar hotel. Tickets went on sale last week.

The Santa Monica-Malibu Education Foundation doesn't expect to see Manhattan Beach levels of fundraising at its inaugural wine auction. It is anticipating about 400 guests, including parents, area business owners and members of the community.

"Since it's a first-year event, we're hoping to have a successful event and grow it from there," said Ann Conkle, SMMEF's communications and events manager.

The local education foundation has held auctions of its own in the past, including an arts auction, but Conkle said it's been several years since it organized an event like the one coming next month.

The wine auction comes in the home stretch of the SMMEF fundraising cycle, which wraps up June 30. The foundation has raised $2,657,436 since July 1, which is about 71 percent of its goal of $3.73 million. The latter figure includes a budget of roughly $615,000 for operating expenses.

SEE **WINE** PAGE 7

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What's Up Westside

OUT AND ABOUT IN SANTA MONICA

Friday, March 18

Planetarium show

"A Gibbous Moon and Jupiter!" Take a look at the 11-day-old gibbous Moon and at Jupiter and all four of its Galilean moons through a variety of telescopes with guidance from our planetarium director. The evening events are at 8 p.m. and are preceded by "The Night Sky Show" at 7 p.m., offering the latest news in astronomy and space exploration, a family-friendly "tour" of the constellations, and the chance to ask astronomy-related questions. Cost is $11. 1900 Pico Blvd., Drescher Hall is the three story brown building on the South East corner of Pico Blvd. and 17th Street.

Spring Jazz

The popular concert series opens with the Jon Mayer Quartet. Master bebop pianist Jon Mayer - described by Downbeat magazine as a musician who "mixes introspective lyricism and a hard-bop drive" - and his fellow jazz musicians never fail to entertain and enlighten. All concerts are held at 7 p.m. in The Edye at the Santa Monica College Performing Arts Center, located on Santa Monica Boulevard at 11th Street. Tickets cost $10.

The Groove Dance Night with Sarah Marsh

The GROOVE dance fitness class starts with a gentle warm-up that allows time for you to feel out your body in that moment. The class brings in simple movements that connect you to the delicious music and your own GROOVE. The guts of the class is a dynamic cardio dance party with styles of music from across the spectrum. Cost is $5. 1450 Ocean, 7 - 8 p.m. https://apm.activecommunities.com/santamonicarecreation/Activity_Search/50036

Guest House Open

Free tours begin at 11 a.m., 12 p.m. and 1 p.m. No reservations needed. Annenberg Community Beach House, 415 PCH. http://annenbergbeachhouse.com/activities/cultural-programs-events-and-tours.aspx#Guest_House

Docent Tours

Docent led tours are offered the third Friday of each month. Docent led tours of the Main Library cover the library's gold LEED rating of sustainability, its art, architecture and even the library's collection. Docents are able to adapt the tour to fit your interest and time. Main Library, 601 Santa Monica Blvd., 12:30 - 1:30 p.m.

Saturday, March 19

Rollergames World Cup 2016

USA vs. Japan Roller Derby. 1550 PCH Beach Lot, 8 a.m. - 6 p.m.

Master Gardeners at the Market

The Master Gardeners of Los Angeles visit the Pico Farmers Market on the third Saturday of each month. Virginia Avenue Park, 9:30 a.m. - 12 p.m.

Hoopfit Workout with Julia Snyder

All levels welcome, please bring a yoga mat, towel and refillable water bottle. Barefoot or tennis shoes. Cost $5. 1450 Ocean Ave., 10 - 11 a.m.

Santa Monica Reads Concert: Santa Monica Youth Orchestra

Our own "Traveling Symphony" drops by for an outdoor concert that celebrates the value of keeping art alive. Seating is first come, first served. Pico Branch Library, 2201 Pico Blvd., 12 - 1 p.m.

Santa Monica Reads Special Event: Shakespeare on Station Eleven

Actor/director Tony Cronin and members of Colonials: An American Shakespeare Company share insights

SEE **LISTINGS** PAGE 3

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

COMMUNITY BRIEFS

Pico Blvd.

The People v. O.J. Simpson Q&A

The Vidiots Foundation presents: The People v. O.J. Simpson Q&A with creators/writers/producers Scott Alexander and Larry Karaszewski, moderated by actor Evan Handler (plays Alan Dershowitz) on Thursday, March 24 at 7:30 p.m.

Scott Alexander and Larry Karaszewski are best known for writing very unusual biopics with larger-than-life characters. They wrote the highly-acclaimed "Ed Wood," "The People vs. Larry Flynt," and the "Man On The Moon," the life story of Andy Kaufman. Their most recent bio was Big Eyes.

Evan Handler is widely known for playing two iconic television characters in quick succession: Harry Goldenblatt, on HBO's groundbreaking series (and films) "Sex and the City," as well as Charlie Runkle on Showtime's "Californication."

The Vidiots Foundation is a community hub for anyone who is passionate about film. It is a nonprofit 501(C)3 organization dedicated to the cinematic and media arts in the form of preserving and protecting their collection of over 50,000 rare and classic VHS, DVD and Blu-Ray titles.

The address is 302 Pico Blvd. Parking is available at the Civic Center off of Main Street and at 1571 4th St. Admission is $25, $20 for members, students and seniors. For more information, call Vidiots at (310) 392-8508. Tickets available at www.vidiotsfoundation.org.

- SUBMITTED BY ANGELA MATANO

SMC

Entrepreneurship Series starting March 24

Santa Monica College and the Santa Monica Chamber of Commerce have joined together to present the Spring 2016 Entrepreneurship Series, which opens on March 24 with a panel on entrepreneur success stories. The series will also present panels on what investors look for in a start-up company, and what it takes to create a successful business.

All discussions in the series - designed for lay audiences - are free and held on the Santa Monica College main campus (1900 Pico Blvd.). Co-sponsored by the SMC Associates (www.smc.edu/associates) - a private organization that funds speakers and special programs on campus - and the Santa Monica Chamber of Commerce, which represents the interests of businesses and advocates on their behalf on issues facing the community. Seating is on a first-arrival basis.

The Spring 2016 line-up is:

o March 24: "Entrepreneur Success Stories: Scott Perry, Zach Sekar, Jo Beyersdorfer, Joe Devon, & Brian Mac Mahon" at 11:15 a.m. in Humanities & Social Sciences Lecture Hall 165. Learn what it takes to grow small businesses into public companies in a panel discussion moderated by Expert Dojo founder and CEO Brian Mac Mahon and featuring LA Tech Digest CEO Scott Perry, LA TECH Happy Hour CEO Zach Sekar, JNB Events founder and president Jo Beyersdorfer, and Diamond Web Services (DWS) co-founder Joe Devon.

o April 21: "What Do Investors Look for When Funding a Startup? Venture Capitalists Asher Leids, Matthew J. Bresnahan, Sara Stringfellow, & Rachel Horning Share Their Secrets" at 11:15 a.m. in Humanities & Social Sciences Lecture Hall 165. Discover what venture capitalists look for when investing in a startup company in a panel discussion moderated by City of Los Angeles representative Rachel Horning and featuring Asher Leids, one of LA's most important angel investors; Matthew J. Bresnahan of Wilson Sonsini Goodrich & Rosati, the largest venture attorney in San Francisco; and Sara Stringfellow of March Capital Partners.

o May 26: "Putting It All Together: How to Put Together a Successful Company: Kelsey Doorey, Christie Good, Chris Shoff, & Randy Churchill" at 11:15 a.m. in Humanities & Social Sciences Lecture Hall 165. Find out what it takes to create a successful business in a panel discussion moderated by Square 1 Bank Senior Vice President of Technology Banking Randy Churchill and featuring successful local entrepreneurs Vow To Be Chic CEO Kelsey Doorey, PwC Partner Christie Good, and Cooley LLP Partner Chris Shoff.

For more information, call (310) 434-4100.

- SUBMITTED BY GRACE SMITH, SMC PUBLIC INFORMATION OFFICER

Citywide

The City of Santa Monica's first 'Prom Dress/Tux Swap'

Through April 22, all Santa Monica Public Library branches will collect used prom dresses and tuxedos for the City's first "Prom Dress/Tux Swap" event. The swap is a way to exchange last year's dress or tux for another dress or tux, for nothing more than a trip to your local library. A coupon will be given to those that drop off a dress or tux.

Coupons will be redeemable on Saturday, April 30 from 2 - 5 p.m. at Marine Park, 1406 Marine Park. The Prom Swap will be held as part of the Westside Repair Café. Bring the Prom Dress/Tux Swap coupon to the event to begin shopping for a "new" gently used dress or tux. The City has already received a donation of new and used dresses from Culver Closet. For information about the event, visit www.smgov.net/r3events or call (310) 458-2223.

- SUBMITTED BY KIM BRAUN, RESOURCE RECOVERY AND RECYCLING MANAGER

LISTINGS

FROM PAGE 2

on the hidden Shakespeare connections many readers might miss in Station Eleven, then perform selected scenes from King Lear and A Midsummer Night's Dream. Seating is first come, first served. Main Library, 601 Santa Monica Blvd., 2 - 3:30 p.m.

'Amelia Earhart - In Her Own Words'

The Museum of Flying will present a "Amelia Earhart - In Her Own Words" written and to be performed by Roberta Bassin. The one-time performance at the Museum of Flying will be followed by a book signing in front of the replica Lockheed Vega that Amelia Earhart set speed records flying in the early 1930's. Admission to the Museum is $10 for adults, $8 seniors/students, and $6 for children aged 3 - 12, children under 3 years of age are free. For more information go to museumofflying.org or call (310) 398-2500. 3100 Airport Ave., 2 p.m.

Learn to Meditate Workshop

Develop a personal meditation practice that brings a sense of balance, peace and clarity to your life. Prajnaparamita Kadampa Buddhist Center, 2809 Ocean Park Blvd., 10 a.m. - 1 p.m.

Sunday, March 20

Rollergames World Cup 2016

USA vs. Japan Roller Derby. 1550 PCH Beach Lot, 8 a.m. - 6 p.m.

Santa Monica Certified Farmers Market

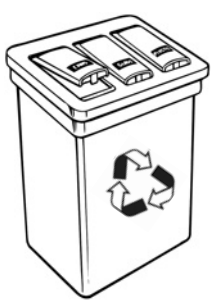
The Sunday Main Street Farmers Market is a well balanced blend of Certified California Farmers, tasty prepared and packaged foods, entertainment and children's activities as well as local retail. 2640 Main St., 9:30 a.m. - 1 p.m.

A Watercolor Journey with Timothy Kitz

Join urban sketcher and watercolorist Timothy Kitz in a six week immersive watercolor course, open to all levels. Tim will share tips about both medium and technique while going through weekly exercises to hone your vision, perspective and brush skills. Drop-In participation is available for $30. 1450 Ocean Ave., 10 a.m. - 1 p.m.

TheGROOVE Dance

TheGROOVE is a simple fitness class that anyone can do! There are no fancy steps or choreography to memorize. Just a couple of simple steps that make you dance to the music and get into TheGROOVE. Drop-In participation is available for $10. 1450 Ocean Ave., 12 - 1 p.m.

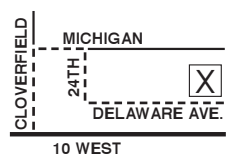


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Quinnie & B opening will be grand!



Photo courtesy Marisa James/Love Light Images

TOYS: The Byrne businesses are expanding.

FOR SISTERS BRIDGET AND QUINN BYRNE, four and two and a half years old, respectively, life is, as Larry David might say, "pretty, pretty, pretty good." At their age it likely has nothing to do with their hard-working mother, Maire (pronounced Maura), owning two thriving restaurants locally. And it's highly doubtful they understand they come from a remarkable Santa Monica family. You see their great-great grandfather, Herman Michel, emigrated here in the 1880's from Switzerland and founded Edgemar Farms. In fact, Herman was our first mayor and Edgemar delivered milk and dairy products to Santa Monica, Venice and Marina Del Rey for over a century.

Dozens of Herman's proud descendants still live in the area. Thus Bridget and Quinn have lots of cousins, aunts, uncles and grandparents to play with or be loved by. How wonderful is that?

But, of late, what Bridget and Quinn are clearly most excited by is that their mom just opened, on Ocean Park Boulevard in Sunset Park ... a toy store! The grand opening is tomorrow and the store is named Quinnie & B, A Tiny Toy Shoppe, after her two girls.

Your mom owns a toy store? What could be better? That your dad, Tim, is Santa Claus? Of course Maire had to explain to the girls that the store wasn't their personal toy closet but rather is a business. The sister's looked at each other in puzzlement until Bridget asked, "What's a business?"

Much as her daughters will likely be influenced by Maire, so was she influenced by her mother, Mimi O'Keefe. Maire was born in Los Angeles into a family of five brothers and sisters, where great food and family gatherings were dynamic and frequent. But it was cooking alongside her mother where Maire understood and appreciated home-cooked food that inspires delicious memories. (A graduate of the Culinary Institute of America in New York, Maire worked at acclaimed restaurants Chez Panisse in Berkeley, the Ajax Tavern in Aspen and Aqua in San Francisco.)

In 2004 Maire bravely launched Thyme Catering and found success in creating New American food to enhance unforgettable moments. In 2009, the popularity of Thyme Catering led her to launch Thyme Café & Market, which offers fresh gourmet foods, delicious bake goods and fine food-to-go in a warm, charming and communal environment.

Then last October, and only a block from Thyme, Maire opened Local Kitchen & Wine Bar, offering casual dining that pairs small plates (including wood-fire pizzas!) with a full bar, including exceptional wines and beverages. It's also only a block from her sister, Megen O'Keefe, a teacher who also helps Maire "a ton." The name Local is fitting because, given Maire's family legacy, nobody's more "local" than she is. And now there's Quinnie and B. (Maire opens a new business in less time than it takes me to put away my laundry.)

If great-grandfather Herman's success came through hard work then the DNA must have passed to Maire, a wife and mother who runs two wonderful restaurants and now a charming toy shop. She admits it can be a tad hectic. A tad? I called her once while she was in the car with the girls doing errands. In the background I heard Quinn and Bridget, playing, laughing and singing before a mini-dispute arose. I suggested to Maire that perhaps I should call back at a better time. With a resigned sigh she replied candidly, "There may not be a better time."

Frankly I don't know where Maire finds the energy. As someone who gets practically nothing done (other than these columns) I joked, "If you only weren't so lazy." I gather husband Tim got a kick out of that one.

As for Sunset Park, it still has that wonderful old Santa Monica feel. The storefronts on Ocean Park Boulevard reflect family ownership, not corporate. In recent years the street has been energized and revitalized with Maire setting the pace.

Quinnie & B is right next to Thyme. With mouth-watering pastries in one store, and toys galore next door, what more could neighborhood kids ever wish for? I have a feeling that Quinn and Bridget, if they aren't already, are going to be very popular with their friends. Yes, for Bridget and Quinn life is pretty, pretty, pretty good. If fact you could call it grand. Just like the opening of their mother's new toy store.

Local Kitchen & Wine Bar (310) 396-9007 is at 1736 Ocean Park Blvd; Thyme Café & Market (310) 399-8800 is at 1630 Ocean Park Blvd; while Quinnie & B Tiny Toy Shoppe (310) 399-8814 is at 1632 Ocean Park Blvd. Jack is at jnsmdp@aol.com.

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Autonomous cars aren't perfect, but how safe must they be?

TOM KRISHER & JUSTIN PRITCHARD
Associated Press

As autonomous car technology rapidly progresses, makers of the cars face the difficult question of how safe they must be before they're ready to move people on highways and city streets.

Right now, companies such as Google, Audi, and Mercedes-Benz are testing the cars in a small number of cities to demonstrate they can be safer than human drivers. They also must figure out what level of risk is acceptable to both government regulators and a potentially skeptical public.

Government statistics show that human mistakes are responsible for 94 percent of the 33,000 traffic fatalities each year. Autonomous cars won't get drowsy, distracted or drunk, so in theory they could eliminate those mistakes and save an estimated 31,000 lives a year.

But as a Valentine's Day fender-bender involving a Google autonomous Lexus and a public bus shows, cars that drive themselves can make mistakes.

"We cannot expect any technology, any solution to be perfect all the time," says Raj Rajkumar, a computer engineering professor at Carnegie Mellon University who has led autonomous vehicle research for 15 years. "We live in a very uncertain world where lots of things happen."

Given that, regulators and would-be passengers may have to accept that the cars will cause a limited number of crashes, including deadly ones, if overall they save thousands of lives.

"We should be concerned about automated vehicles," says Bryant Walker Smith, a University of South Carolina law professor who studies the technology. "But we should be terrified about today's drivers."

Google is testing a fleet of 56 autonomous cars on the streets of Mountain View, California; Austin, Texas; and Kirkland, Washington. The cars have driven themselves almost 1.5 million miles, with a person as backup in the driver seat. The company also uses a simulator to test the cars in a variety of scenarios. Other companies such as Nissan, software firm Cruise Automation and parts suppliers Bosch and Delphi also are testing on public roads. Test cities also include San Francisco, Las Vegas and Pittsburgh.

Chris Urmson, head of Google's self-driving car program, wrote in a January blog that during the past two years, drivers took control 13 times when its cars likely would have hit something. He noted that the rate of human intervention is dropping and he expects it to keep falling.

In the bus crash, Google for the first time admitted its car was at least partly responsible. The computer and human driver assumed the bus would yield as the car moved around sandbags. Instead, the bus kept going and the car hit its side. Google has updated its software.

In about a dozen other crashes on city streets, Google blamed the human driver of the other vehicle.

Google wants to make cars available to the public around the end of 2019, assuming its data shows the time is right for deployment.

A Virginia Tech University study commissioned by Google found that the company's autonomous cars crashed 3.2 times per million miles compared with 4.2 times for human drivers. But the study had limitations. The human figures were increased to include an estimate of minor crashes that weren't reported to police. All autonomous car crashes in California, however, must be reported. The study also didn't include potential crashes that were avoided when human backup drivers took control.

U.S. traffic deaths have declined steadily for most of the past decade, from 43,510 in 2005 to 32,675 in 2014. But estimates show they spiked 9 percent in the first nine months of last year due mainly to increased miles traveled, texting and other distractions.

If autonomous cars are the answer to sharply reducing those figures, they'll first have to gain the public's trust. A January poll by AAA found that three-quarters of U.S. drivers are "afraid" to ride in an autonomous car. A University of Michigan poll found similar results in Japan, China, India and elsewhere.

Unlike Google, which wants to test cars without human drivers, automakers and parts companies are rolling out autonomous features as they are ready.

The AAA poll found that drivers are somewhat comfortable with the individual features of autonomous driving such as automatic emergency braking. Separate studies have shown those features can cut crashes. The Insurance Institute for Highway Safety says autonomous braking alone would prevent 700,000 rear crashes per year if installed on all cars.

On Thursday, transportation officials and automakers said they agreed to make automatic braking standard in nearly all cars within the next six years.

General Motors has plans to soon test autonomous cars by carrying employees around a technical center near Detroit. Still, John Capp, director of global safety and vehicle programs, sees humans behind the wheel for the foreseeable future.

"We can't afford to tarnish safety by doing experimentation on the roads," he says.

The burden of proof will be on companies to show that the technology is safe, Adam Jonas, a Morgan Stanley auto analyst, told investors recently.

But even with that evidence, some governments may still be reluctant. "No mayor wants to be the first elected official blamed for the death of a citizen by a robot," Jonas wrote.

Yet cities, seeing potential job growth and safety benefits, already are competing for wider use of the cars, he wrote.

In Austin, Mayor Steve Adler says Google cars in his city haven't caused any crashes, and he believes they bring safety benefits. "We don't get perfection with regular drivers either," he says.

Adler sees allowing the cars in small, controlled areas that expand as the cars prove themselves safe.

Colby Huff, a radio host from Springfield, Illinois, wouldn't ride in one. While others would welcome the car handling a daily commute, Huff doesn't think programmers are infallible.

"There's just too much that can go wrong in something that weighs a ton or so," he says. "It's not worth my family's safety to trust a machine."

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LEAGUE LOSS

Morgan Genser

The Crossroads High School boys varsity baseball team hosted Winward in a Gold Coast league game and lost 9-3. With the loss, Crossroads' record falls to 0-1 in league play and 5-3 overall. Pictured are Crossroads' players Jackson Childers, Andrew Montz and Jackson Marcum.

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JOB

FROM PAGE 1

lished in Santa Monica in 1972. It is now located in the former Santa Fe Freight Depot in the Arts District east of Downtown Los Angeles.

"It's an unconventional home for an architecture school," Black said.

As a chief point of contact for prospective and incoming students at SCI-Arc, Black has a wide variety of duties and responsibilities. She handles phone calls and emails, gives tours and prepares applications for review by professional architects.

Black's current job brought her back in touch with Samohi, as she recently reached out to parents to inform them about a 4-week summer program at SCI-Arc that introduces high school students to architecture. The so-called Design Immersion Days begin June 20.

SCI-Arc, which has about 500 students in a variety of undergraduate, graduate and postgraduate programs, offers a change of pace for Black.

After attending Roosevelt Elementary and Lincoln Middle schools, she went to Samohi and recalled the lack of individualized attention due to large classes on a campus whose enrollment topped 3,000 in Black's senior year. Black personalized her experience by being active in student government and serving as a student representative on the Santa Monica-Malibu Board of Education.

And yet, for college, she found herself at an even larger school: the University of Wisconsin, her mother's alma mater. Black studied education and mathematics in Madison, where she spent 5 years learning new skills and building her resume. She served as an admissions volunteer, answering questions from prospective students and parents. She also worked as a peer advisor.

"I knew I wanted to work in education, but in a smaller environment," Black said. "At SCI-Arc, I know students' names when they come in. Having that personal connection, that's what I want."

Black, who has been at SCI-Arc for about a year and a half, said students there have access to studio mentors who work in the field as practicing architects.

She said her background in math has helped her learn the ins and outs of architecture. She's listened in on several critiques, during which professionals assess student work on display.

"I've gotten a crash course in it," she said.

Black said her experience at Samohi contributed to her decision to pursue admissions work.

"I feel blessed that, by the time I graduated high school, I found the career path for me," she said. "That mentorship is where I want to be. Admissions is where I want to be."

jeff@smdp.com

WINE

FROM PAGE 1

SMMEF, whose recently implemented centralized fundraising system has sparked debate among stakeholders, is responsible for generating $2.5 million to support elementary arts education, instructional assistants and enrichment grants for STEM and other programming.

In its previous cycle, which ended June 30, the education foundation raised about $2.36 million, well short of its then-goal of $4 million. That 2014-15 campaign lasted 17 months to align the annual fundraiser with the school district's calendar.

In recent months, SMMEF has worked to inform parents about its role in supporting local schools. The organization amassed more than $569,000 in gifts and pledges in the first two months of the current cycle, which executive director Linda Greenberg said was a 20-percent increase over last year's total during that span.

Featuring a variety of wine and food tastings, the upcoming event will be accompanied by live and silent auctions as well as an online auction that will run April 6-18.

"We are thrilled to be launching this exciting event," Greenberg said in a press release. "It will be a wonderful opportunity for our community to come together to enjoy the best in food and wine, while raising funds for programs in every school in Santa Monica and Malibu."

Many of the foundation's events are family-friendly, if not kid-oriented. The previous fundraising cycle included the Pier Party and supplementary online auction at Pacific Park on Santa Monica Pier, which generated $125,000, as well as a concert at Barnum Hall and a raffle for an electronic bicycle. SMMEF was also the designated charity of last year's Santa Monica Classic, which features 5- and 10-kilometer races.

"We do lots of different types of events," Conkle said. "To have one that is adult-oriented is fine out of the many events that we do."

To purchase tickets for the wine auction, visit smmwineauction.org. For more information, go to the website or contact Conkle at ann.conkle@smmef.org or 310-396-4557.

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City of Santa Monica

NOTICE OF PUBLIC HEARING
SANTA MONICA ARCHITECTURAL REVIEW BOARD
REGULAR MEETING

DATE/TIME: March 21, 2016, 7:00 p.m.
LOCATION: Council Chambers, (wheelchair accessible)
Santa Monica City Hall, 1685 Main Street

PROPERTIES:

- 15ARB-0454: 1227 19th Street: Multi-Family Residential
- 16ARB-0092: 333 Olympic Drive: Public Facility
- 16ARB-0093: 201 Bicknell Avenue: Mixed Use
- 16ARB-0094: 2000 Main Street: Mixed Use

CONCEPT REVIEWS: None

More information is available on-line at http://santa-monica.org/planning/planningcomm/arbagendas.htm or at 310/458-8341 (en espanol tambien). Plans may be reviewed at City Hall during business hours. Comments are invited at the hearing or in writing (FAX 310-458-3380, e-mail grace.page@smgov.net, or mail Santa Monica Planning Division, 1685 Main St., Rm. 212, Santa Monica, CA 90401). The meeting facility is wheelchair accessible. For disability-related accommodations, please contact 310-458-8701 or TTY 310-450-8696 a minimum of 72 hours in advance. All written materials are available in alternate format upon request. Big Blue Bus lines, 2, 3, Rapid #3, 7, & 9 serve the Santa Monica Civic Center and City Hall.

City of Santa Monica

NOTICE OF PUBLIC HEARING
710 WILSHIRE BOULEVARD LANDMARKS COMMISSION/
ARCHITECTURAL REVIEW BOARD
JOINT DESIGN REVIEW BODY

SUBJECT: Public hearings will be held by the 710 Wilshire Boulevard Landmarks Commission/Architectural Review Board Joint Design Review Body on the following:

710 Wilshire Boulevard, 14ARB-0173, Zoning: C3C (Downtown Overlay), C3 (Downtown Commercial) Districts. The 710 Wilshire Boulevard Landmarks Commission/Architectural Review Board Joint Design Review Body will be conducting a public hearing to consider Architectural Review Body application 14ARB-173 for approval of building design, colors, materials and landscape plans for the construction of a new 271-room hotel that includes the retention and adaptive reuse of a City Landmark office building (Santa Monica Professional Building), a bridge connection between the Landmark building and the new hotel building, and 15,210 sf of ground-floor retail/restaurant space. Applicant: Howard Laks Architects. Owner: Maxser and Company.

When: **Wednesday, March 30, 2016 at 7:00 pm**

Where: City Council Chambers, City Hall, Room 213
1685 Main Street, Santa Monica

Questions/Comments
The City of Santa Monica encourages public comment on this and other projects. You or your representative, or any other persons may comment on the application at the Public Hearing, or by writing a letter addressed to Jing Yeo, AICP, Planning Manager, City Planning Division, 1685 Main Street, Room 212, Santa Monica, California, 90401-3295. Or, you may contact Ms. Yeo by phone at (310) 458-8341 or by email at jing.yeo@smgov.net.

More Information
The meeting facility is wheelchair accessible. If you have any disability-related accommodation requests, please contact (310) 458-8341 or TTY (310) 458-8696 at least three days prior to the event. All written materials are available in alternate format upon request. Santa Monica Bus Lines 1, 2, 3 and 7 serve City Hall. Pursuant to California Government Code Section 65009(b), if this matter is subsequently challenged in Court, the Challenge may be limited only to those issues raised at the Public Hearing described in this notice, or in written correspondence delivered to the City of Santa Monica at, or prior to, the Public Hearing.

Espanol
Este es un aviso de una audiencia publica para considerar la designación de una propiedad en la ciudad como un monumento histórico. Para mas información, favor de llamar a Carmen Gutierrez en la División de Planificación al número (310) 458-8341.

GELSON'S

FROM PAGE 1

Unlike most grocery stores, each Gelson's makes its prepared foods in house and the prepared foods are made using the same produce and meat sold to customers. McDougall said his approach is more expensive, but that it translates to a significantly better quality product.

"I'm not going to get the customer that is cost shopping and comparing us to Wal-Mart or Smart & Final," he said.

However, he said customers that want a more complete store compared to Whole Foods or Ralphs customers that want a higher quality of perishable goods would be attracted to Gelson's. McDougall said the company's local roots also help to support local products.

"We stock a lot of local companies and products," he said. "We were the first in the nation to carry Jessica Alba's Honest products."

McDougall said his company did their research before investing in the Santa Monica store and he believes there is enough business to support a grocery store, particularly at that location.

While the store is open for business, McDougall said customers will notice continued changes and upgrades over time. He said the store plans to add a wine bar, craft beers and raw bar, but he said it was important to open the doors as soon as possible. He said a relatively quick opening allows customers to return to their neighborhood store, but just as important, it provides work for many of the employees that have endured a rocky few years.

Many of the now Gelson's employees worked for both Haggen and Albertsons. McDougall said retaining their relationships with customers is one of the ways Gelson's will increase the customer service level.

"The reality is I can't staff a store with all newbies," he said, "I need these employees."

Gelson's is located at 2627 Lincoln Blvd. For more information, visit www.Gelson's.com.

editor@smdp.com



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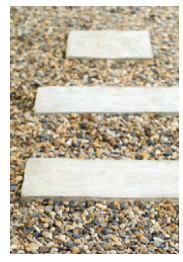
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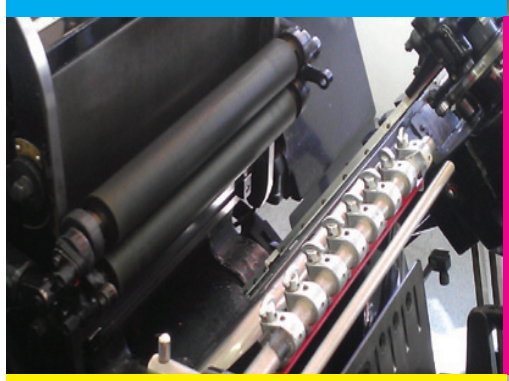
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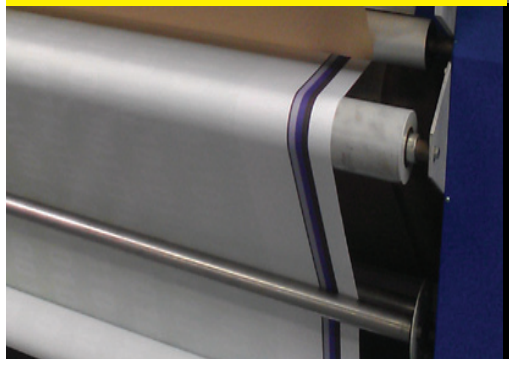




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Feds file antitrust suit to block California newspaper sale

AMY TAXIN
Associated Press

The U.S. Justice Department sued Thursday to block Tribune Publishing Co. from buying the bankrupt Orange County Register and another Southern California newspaper, arguing the $56 million sale would end competition for readers and advertisers in the region.

The move came just hours after Tribune announced it had won a bid to buy the Register and Press-Enterprise of Riverside, both owned by Freedom Communications. The Tribune already operates the Los Angeles Times and San Diego Union-Tribune, which it purchased last year.

The sale, which still needs a federal bankruptcy court judge's approval, would give Tribune control over the four largest daily newspapers in Southern California, covering a vast stretch from Los Angeles to the Mexican border that is home to 18 million people.

The four combined newsrooms would have upward of 1,000 journalists. However, if the deal ultimately goes through, job cuts are a virtual certainty.

"Tribune's dominant position in both Orange County and Riverside County would allow it to, among other harmful effects, increase subscription prices and advertising rates to businesses targeting readers in those areas," the Justice Department's lawsuit said.

A message left for a Tribune spokeswoman was not immediately returned.

The newspaper industry has struggled since the advent of the Internet and has been contracting and consolidating for years as readers turned away from printed pages. Establishing a network of major dailies in Southern California would provide huge leverage to attract advertisers and allow for efficiencies in news production.

Gabriel Kahn, a professor at University of Southern California's journalism school, said the lawsuit would make the purchase more expensive for Tribune but he didn't believe newspapers struggling to retain readers and advertisers would constitute a monopoly.

"A monopoly on newspaper sales is not that much different than a monopoly on horse-drawn buggy rides," he said.

Ken Doctor, a former newspaper editor and executive who now analyzes media, worried about local coverage suffering if the sale goes through.

"Communities benefit by having different groups of editors looking out for them," he said. "When you essentially only have one newsroom leadership deciding what is news for Los Angeles County, Orange County, Riverside County, San Diego County, that is unprecedented."

Freedom Communications filed for bankruptcy protection in November. It followed a series of layoffs and buyouts after an aggressive expansion of print journalism that included starting daily papers in Los Angeles and Long Beach, and buying the Press-Enterprise for $27 million.

Tribune was competing for Freedom's newspapers against Digital First Media, which owns nine Southern California papers and websites, including the Los Angeles Daily News, and an investor group led by Freedom's current managers.

Digital First, which submitted a $45.5 million "stalking horse bid" for the papers, and Tribune saw purchasing the papers as a way to expand their territory and consolidate operational costs.

Freedom's managers pulled out of bidding during the auction that began Wednesday and stretched into Thursday. Their proposal would have retained local control over the 110-year-old newspaper that serves an affluent county of 3 million people that is home to Disneyland.

It received support from a coalition of business and community leaders who did not want to cede decisions over news coverage to publishers in Los Angeles.

The Associated Press is among the creditors in Freedom's bankruptcy proceedings.

INTERESTED IN YOUR DAILY FORECAST?
Check out the HOROSCOPES on PAGE 14!

smdp.com Santa Monica Daily Press office (310) 458-7737

CITY OF SANTA MONICA
NOTICE INVITING BIDS

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

Beach Parking Lot 4S Access Improvements and Paving Project
SP2426

Bids shall be delivered to the City of Santa Monica, Office of the City Clerk, Room 102, 1685 Main Street, Santa Monica, California, 90401, not later than 2:30 p.m. on **March 30, 2016**, to be publicly opened and read aloud after 3:00 p.m. on said date in City Hall Council Chambers. Each Bid shall be in accordance with the Request for Bids.

PROJECT ESTIMATE: $750,000
CONTRACT DAYS: 45 Calendar Days
LIQUIDATED DAMAGES: $1,200 Per Day
COMPENSABLE DELAY: $500 Per Day

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

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SURF REPORT



SURF FORECASTS

WATER TEMP: **61.9°**

FRIDAY – **FAIR** – SURF: **2-3 ft** knee to chest high
Modest/fun size blend of old WNW and SSW swells. Light AM winds with fog possible.

SATURDAY – **FAIR** – SURF: **2-3 ft** knee to waist high
WNW traces in the morning. Fresh W/WNW swell showing in the afternoon - larger 4'+ sets before dark. Deep AM high tide.

SUNDAY – **FAIR** – SURF: **3-4 ft** waist to shoulder high occ. 5ft
New WNW swell to top out. Deep AM high tide.

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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 10, AT APPROXIMATELY 3:45 A.M.

Officers on patrol check were driving on the 400 block of Wilshire Boulevard, when the observed several blankets hanging from the frame of the door of Wahoo's. The subject, later identified as William Meddley, 46 year old transient, has been known to make tents using blankets to cover the area where he lays down to sleep. On several other occasions Meddley was cited for doorway violations. Each time Meddley was contacted, he was also found to be in possession of lighter fluid; which he used to burn material. Officers have requested a stay away order against Meddley in addition to requesting that part of his probation include that Meddley is not allowed to start any bonfires. Meddley cited for cited for the prohibition of sitting or lying in Downtown or Main Street areas. Bail was set at $500.

DAILY POLICE LOG

The Santa Monica Police Department responded to 335 calls for service on March 16.

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

Rape, 1500 block of Euclid, 12:16 p.m.
Disturbance of the peace, 800 block of Arizona, 12:41 a.m.
Burglary, 2200 block of Colorado, 2:54 a.m.
Family disturbance, 1700 block of Franklin, 4:14 a.m.
Vandalism, 1200 block of 3rd Street Prom, 4:49 a.m.
Person down, Ocean/Bay, 5:22 a.m.
Vandalism, 600 block of Santa Monica, 5:29 a.m.
Disturbance of the peace, 2600 block of Wilshire, 8:22 a.m.
Assault with a deadly weapon, 300 block of Broadway, 9:02 a.m.
Indecent exposure, 2nd/Ashland, 9:34 a.m.
Suspicious circumstances, 2400 block of Pier, 9:35 a.m.
Vandalism, 800 block of Wilshire, 10:16 a.m.
Identity theft, 1700 block of 15th, 10:20 a.m.
Burglary, 1500 block of Ocean, 10:23 a.m.
Traffic collision, 405/Washington, 10:25 a.m.
Disturbance at a business, 1900 block of Ocean, 11:55 a.m.
Vandalism, 1200 block of 7th, 12:07 p.m.
Hit and run, 800 block of Ocean, 12:39 p.m.
Fraud, 1800 block of 10th, 12:57 p.m.
Public intoxication, 1600 block of 11th, 1:03 p.m.
Traffic collision, 5th/Colorado, 1:35 p.m.
Domestic violence, 100 block of Palisades, 1:53 p.m.
Hit and run, Lincoln/Santa Monica, 1:59 p.m.
Traffic collision, 28th/Pico, 2:13 p.m.
Indecent exposure, 2200 block of Virginia, 2:39 p.m.
Person with a gun, 700 block of Santa Monica, 2:43 p.m.
Fight, 2400 block of 10th, 3:18 p.m.
Battery, Lincoln/Marguerita, 3:18 p.m.
Traffic collision, 1500 block of Ocean, 3:27 p.m.
Armed robbery, 600 block of Pico, 3:43 p.m.
Threats, 800 block of 15th, 3:43 p.m.
Person down, 6th/California, 4:14 p.m.
Disturbance of the peace, Ocean/Colorado, 4:23 p.m.
Critical missing person, 400 block of Santa Monica Pier, 4:38 p.m.
Attempt burglary, 900 block of Palisades Beach, 5:41 p.m.
Traffic collision, 14th/Olympic, 7:44 p.m.
Disturbance at a business, 1400 block of 2nd, 7:53 p.m.
Grand theft auto, 100 block of Bay, 8:45 p.m.
DUI, 20th/Olympic, 9:00 p.m.
Family disturbance, 2200 block of Wilshire, 9:03 p.m.
Traffic collision, 21st/Ocean Park, 9:42 p.m.
Family disturbance, Harvard/Santa Monica, 10:22 p.m.
DUI, Ocean/San Vicente, 10:59 p.m.

DAILY FIRE LOG

The Santa Monica Fire Department responded to 37 calls for service on March 16.

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

Automatic alarm, 300 block of Santa Monica Pl., 1:14 a.m.
EMS, 1700 block of 9th, 4:36 a.m.
EMS, Ocean/Bay, 5:32 a.m.
EMS, 1600 block of Arizona, 9:04 a.m.
Automatic alarm, 1400 block of 4th, 9:41 a.m.
Automatic alarm, 2900 block of 31st, 10:14 a.m.
EMS, 1200 block of Ocean, 11:07 a.m.
EMS, 2600 block of Broadway, 11:23 a.m.
EMS, 1100 block of Pico, 12:06 p.m.
EMS, 1300 block of 3rd Street Prom, 12:23 p.m.
EMS, 28th/Ocean Park, 12:23 p.m.
Request fire, 28th/Ocean Park, 12:24 p.m.
EMS, 800 block of Ocean, 12:40 p.m.
EMS, 1400 block of Ocean, 1:39 p.m.
EMS, 2000 block of Santa Monica, 1:41 p.m.
EMS, 2800 block of Pico, 2:13 p.m.
EMS, 25th/Pico, 2:46 p.m.
EMS, 2800 block of Airport, 3:01 p.m.
EMS, 1900 block of 19th, 3:22 p.m.
EMS, 500 block of Colorado, 3:28 p.m.
EMS, 800 block of 11th, 3:50 p.m.
EMS, 1400 block of Ocean, 4:10 p.m.
EMS, 6th/California, 4:14 p.m.
EMS, 2300 block of 28th, 4:33 p.m.
EMS, 1600 block of Cloverfield, 4:37 p.m.
EMS, 700 block of Broadway, 5:28 p.m.
EMS, 1600 block of Ocean Front, 6:05 p.m.
EMS, 1400 block of Ocean, 6:53 p.m.
EMS, 1100 block of 7th, 7:06 p.m.
EMS, Lincoln/I-10, 7:44 p.m.
EMS, 3100 block of Ocean Park, 8:32 p.m.
EMS, 700 block of Broadway, 9:07 p.m.
EMS, 21st/Ocean Park, 9:45 p.m.
EMS, 1200 block of 15th, 10:01 p.m.
Automatic alarm, 600 block of Broadway, 10:21 p.m.
EMS, 1300 block of Ocean, 10:37 p.m.
EMS, 800 block of 12th, 11:53 p.m.

CROSSWORD

By THOMAS JOSEPH

ACROSS

1 Stylishly quaint
6 Dull finish
11 Hawke of film
12 Had longings
13 Loses
14 Minotaur's home
15 PC key
16 Troop formation
18 Dos preceder
19 Suit accessory
20 Switch settings
21 Lowly worker
23 Friend of Aramis
25 Writer Follett
27 "It's a mouse!"
28 Ballot caster
30 Janitors' tools
33 Field worker
34 Melody
36 Clinic cost
37 Blow up
39 Bar study
40 Love to pieces
41 Came to
43 Inlets
44 White cliffs locale
45 Pay for everyone
46 Canary chow

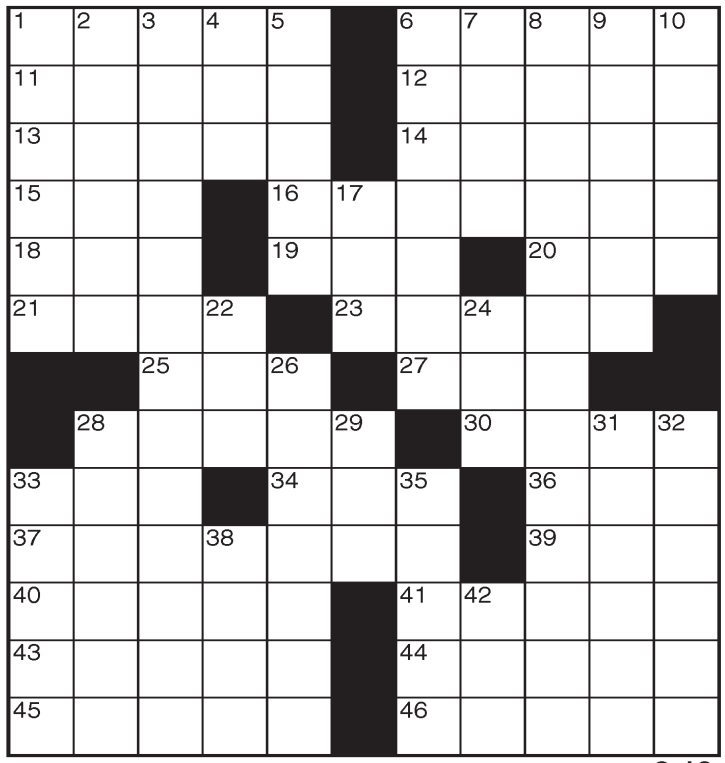
DOWN

1 Prepare for a big day
2 Odorless gas
3 Hit for the Mono-tones
4 "Far out, dude!"
5 Beginning
6 Jungle chopper
7 Plot unit
8 Hit for Dusty Springfield
9 Wyoming range
10 Blissful spots
17 Espionage org.
22 Take home
24 Skirt edge
26 Most close
28 Merchant
29 Outfit
31 Reached a maximum
32 Purported homes for gators
33 Respond to stimuli
35 Goes through
38 Vicinity
42 Calamity

A	R	C	S			L	A	T	I	N
T	O	O	T		M	A	R	I	N	E
O	M	A	R		I	N	D	E	N	T
P	A	T	I	E	N	C	E			
			P	A	T	E	N	T	E	D
S	A	B	E	R	S			A	G	E
T	R	E	S	S		S	A	L	O	N
E	E	L			A	T	T	E	S	T
P	A	T	E	L	L	A	S			
			P	A	T	R	I	O	T	S
P	O	L	I	C	E		G	R	I	T
T	R	A	C	E	R		N	A	N	A
A	B	Y	S	S			S	L	A	B

Yesterday's answer

THOMAS CROSSWORD BOOKS 1-8! Send $4.75 (check/m.o.) for each book to 628 Virginia Dr., Orlando, FL 32803



3-18

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

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

King Features Syndicate

DAILY LOTTERY

POWERBALL (calottery)
Draw Date: 3/16
10 12 13 46 50
Power#: 21
Jackpot: 80M

MEGA MILLIONS
Draw Date: 3/15
18 26 30 44 68
Mega#: 7
Jackpot: 25M

SUPER LOTTO PLUS
Draw Date: 3/16
15 19 22 37 46
Mega#: 10
Jackpot: 7M

Fantasy 5
Draw Date: 3/16
4 14 20 27 34

DAILY 3
Draw Date: 3/16
MIDDAY: 8 5 4
Draw Date: 3/16
EVENING: 1 8 1

DAILY DERBY
Draw Date: 3/16
1st: 01 Gold Rush
2nd: 10 Solid Gold
3rd: 11 Money Bags
RACE TIME: 1:40.41

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

WORD UP!

Hibernian
1. of, relating to, or characteristic of Ireland or its inhabitants; Irish.
2. a native of Ireland.

TODAY IN HISTORY

1968 - Gold standard: The U.S. Congress repeals the requirement for a gold reserve to back US currency.

1969 - The United States begins secretly bombing the Sihanouk Trail in Cambodia, used by communist forces to infiltrate South Vietnam.

1970 - Lon Nol ousts Prince Norodom Sihanouk of Cambodia.

1970 - The U.S. postal strike of 1970 begins, one of the largest wildcat strikes in U.S. history.

1971 - In Peru a landslide crashes into Yanawayin Lake, killing 200 people at the mining camp of Chungar.

1974 - Oil embargo crisis: Most OPEC nations end a five-month oil embargo against the United States, Europe and Japan.

1980 - At Plesetsk Cosmodrome in Russia, 50 people are killed by an explosion of a Vostok-2M rocket on its launch pad during a fueling operation.

1990 - Germans in the German Democratic Republic vote in the first democratic elections in the former communist dictatorship.

1990 - In the largest art theft in US history, 12 paintings, collectively worth around $300 million, are stolen from the Isabella Stewart Gardner Museum in Boston.

NEWS OF THE WEIRD BY CHUCK SHEPARD

■ The roadside billboard giant Clear Channel Outdoor Americas announced in February that it would soon be recording the cellphone locations of drivers who pass the company's signs in 11 cities in order to give advertisers more information on how to pitch products to people with those particular travel patterns and behaviors. Clear Channel asserts that no individual identifications would be sought, but privacy advocates fret about potential abuses, and even a Clear Channel executive acknowledged that the program "does sound a bit creepy." (On the other hand, as Clear Channel pointed out to The New York Times, cellphone users' locations and characteristics are already being extensively monitored by advertisers.)

■ Didn't Think It Through: (1) Simon Chaplin, 62, thought he had cleverly evaded police near Hebron, England, recently (thus avoiding a speeding ticket) by employing a do-it-yourself, James Bond-style smokescreen device on his Peugeot sedan, facilitating a smoggy getaway. Initially, baffled police officers were forced to hang back, but of course as the haze broke, they merely followed the smoke trail up ahead and caught Chaplin (who was convicted in Swansea Crown Court in February). (2) The man who tried to vandalize a cafe in the Richmond suburb of Melbourne, Australia, in February, got away, but surveillance video showed that, in dousing the outside of the building with fire accelerant, he had also doused his own shoes and was spotted running off with his feet on fire.

Cozy at home, Taurus

ARIES (March 21-April 19)
★★★★★ Your essence comes out today, no matter what you do. You might feel as if your day and interactions work like a well-oiled machine. Enjoy! Remember this sense of well-being is not a daily happening. Make the most of the moment. Tonight: Respond to a touchy friend.

TAURUS (April 20-May 20)
★★★ You might opt to change plans unexpectedly. You also might want to make an adjustment. The reason most likely surrounds finances and/or a loved one. Invest more in your domestic environment. You have higher standards than many people. Tonight: Cozy at home.

GEMINI (May 21-June 20)
★★★★★ Your chatter finally falls on worthy ears that know what to do with what they are hearing. Slowing down and emphasizing your statements will help define your points. Listen to what someone else says and how he or she says it. Tonight: Add more charm to the moment.

CANCER (June 21-July 22)
★★★★ Be aware of the costs of proceeding as you have been. Somehow, you seem to have missed a major point, which could disappoint you but also add to the moment. Your sense of well-being emerges when dealing with a child or someone you care about. Tonight: Indulge to the max.

LEO (July 23-Aug. 22)
★★★★ Your smiling ways seem to throw someone off, causing him or her to misread you. Be aware of this misconception, and deal with it accordingly. Someone might think that everything between you is good, but he or she could be wrong. Tonight: Greet the weekend as you only can.

VIRGO (Aug. 23-Sept. 22)
★★★ Avoid being overly sensitive about what others say. You are in a volatile situation to say the least. Don't allow someone you care about to say too much about a situation around you. This matter is temporary and does not need attention. Tonight: Some seclusion might be nice!

LIBRA (Sept. 23-Oct. 22)
★★★★ Zero in on what you feel is necessary. You have a tendency to go overboard when trying to make someone feel important. If you really feel that way, then this behavior is appropriate, but if you're being manipulative, expect a backfire. Tonight: Celebrate the weekend!

SCORPIO (Oct. 23-Nov. 21)
★★★ You are in control of only yourself. You might watch certain people and matters spin out of control. You could be in a position of leadership, but do not underestimate the role of free will, even if someone is clearly in the wrong. Tonight: Maintain a sense of humor.

SAGITTARIUS (Nov. 22-Dec. 21)
★★★★ You might want to reevaluate certain choices you have made and try to undo them. Others sense your remorse, so perhaps you are best off expressing it. Undoing a situation could be impossible. You popularity is likely to soar if you detach. Tonight: Take off ASAP.

CAPRICORN (Dec. 22-Jan. 19)
★★★★ Perhaps you are not be aware of how strong your feelings are, as you could be suppressing them. Don't be surprised if some strange words pop out of your mouth or if you start acting different. You might want to do some reflection. Tonight: Be with a loved one.

AQUARIUS (Jan. 20-Feb. 18)
★★★★★ A friend might be pushy and even annoying. How much do you value this friendship? Take action accordingly, and know what you want to have happen. A new relationship demands your attention. Do not try to escape what is happening. Tonight: Out with a favorite person.

PISCES (Feb. 19-March 20)
★★★ Tension builds when dealing with those insistent upon having their way. You can't control anyone else's behavior or force their hand. You can change only your own attitude. You could be making a judgment about what you should do. Tonight: Do your best to hold it together.

Friday, March 18, 2016

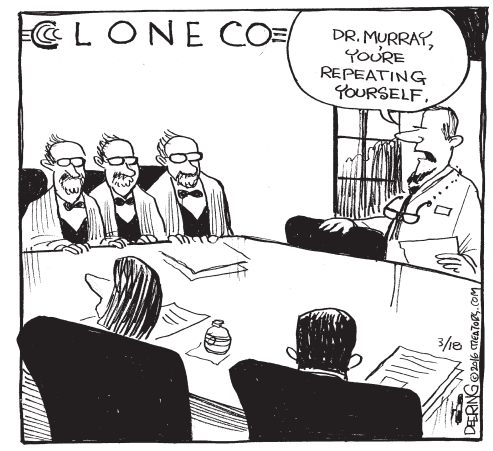
This year you often feel tense and pressured. You have learned how to work well under these circumstances. Go within yourself for solutions. You have a lot of energy, and with it you can achieve more than most people can. Trust yourself. If you are single, your romantic nature mixes well with your high charisma, making nearly anything possible. Be reasonable about your choice of potential suitors. If you are attached, the two of you enjoy a warm year with a lot of closeness and excitement. You often share more of your professional and/or public life with your sweetie. LEO makes you smile.

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

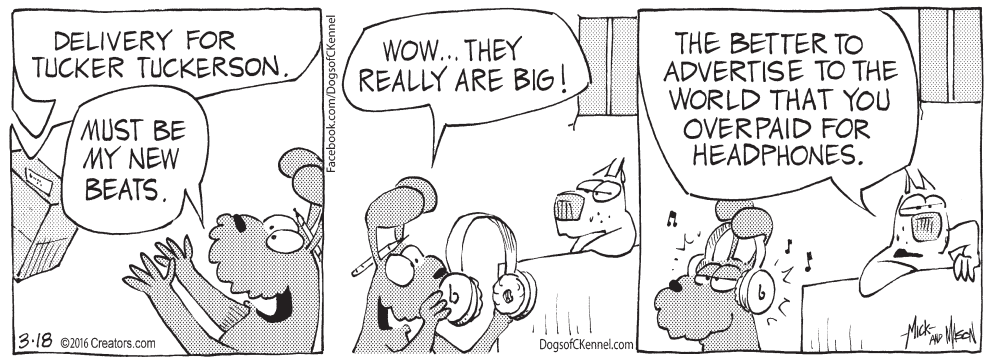
Speed Bump
By Dave Coverly



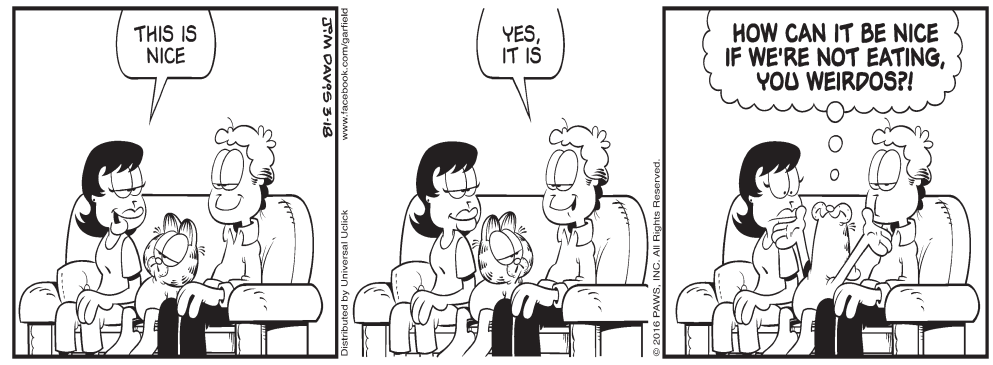
Strange Brew
By John Deering



Dogs of C-Kennel
By Mick and Mason Mastroianni



Garfield
By Jim Davis



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



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DBAS

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2016039581 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/19/2016 The following person(s) is (are) doing business as A.N. ARROYO JANITORIAL SERVICE. 11455 BIRCH ST , LYNWOOD, CA 90262. The full name of registrant(s) is/are: NAYELI ADRIANA ARROYO HERNANDEZ 11455 BIRCH ST LYNWOOD, CA 90262. 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/:NAYELI ADRIANA ARROYO HERNANDEZ. NAYELI ADRIANA ARROYO HERNANDEZ. This statement was filed with the County Clerk of LOS ANGELES County on 02/19/2016. 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 03/18/2016, 03/25/2016, 04/01/2016, 04/08/2016.

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2015 MERCEDES-BENZ

CLA250 Coupe

$329 Per Mo Plus Tax

36 Month Lease
$3623 total due at signing

Available only to qualified customers through Mercedes-Benz Financial Services at participating dealers through March 31, 2016. Not everyone will qualify. Advertised 36 months lease payment based on MSRP of $34,725 less the suggested dealer contribution resulting in a total gross capitalized cost of $33,400. Dealer contribution may vary and could affect your actual lease payment. Includes Destination Charge and Premium 1 Package. Excludes title, taxes, registration, license fees, insurance, dealer prep and additional options. Total monthly payments equal $11,844. Cash due at signing includes $2,499 capitalized cost reduction, $795 acquisition fee and first month's lease payment of $329. No security deposit required. Total payments equal $15,138. At lease end, lessee pays for any amounts due under the lease, any official fees and taxes related to the scheduled termination, excess wear and use plus $0.25/mile over 30,000 miles, and $595 vehicle turn-in fee. Purchase option at lease end for $21,192 plus taxes (and any other fees and charges due under the applicable lease agreement) in example shown. Subject to credit approval. Specific vehicles are subject to availability and may have to be ordered. See participating dealer for details. Please always wear your seat belt, drive safely and obey speed limits.



2016 MERCEDES-BENZ

C300 Sedan

$399 Per Mo Plus Tax

36 Month Lease
$4553 total due at signing

Available only to qualified customers through Mercedes-Benz Financial Services at participating dealers through March 31, 2016. Not everyone will qualify. Advertised 36 months lease payment based on MSRP of $41,125 less the suggested dealer contribution resulting in a total gross capitalized cost of $40,192. Dealer contribution may vary and could affect your actual lease payment. Includes Destination Charge, Premium 1 Package and Blind Spot Assist. Excludes title, taxes, registration, license fees, insurance, dealer prep and additional options. Total monthly payments equal $14,364. Cash due at signing includes $3,359 capitalized cost reduction, $795 acquisition fee and first month's lease payment of $399. No security deposit required. Total payments equal $18,518. At lease end, lessee pays for any amounts due under the lease, any official fees and taxes related to the scheduled termination, excess wear and use plus $0.25/mile over 30,000 miles, and $595 vehicle turn-in fee. Purchase option at lease end for $25,909 plus taxes (and any other fees and charges due under the applicable lease agreement) in example shown. Subject to credit approval. Specific vehicles are subject to availability and may have to be ordered. See participating dealer for details. Please always wear your seat belt, drive safely and obey speed limits.



2016 MERCEDES-BENZ

GLC300 SUV

$449 Per Mo Plus Tax

36 Month Lease
$4643 total due at signing

Available only to qualified customers through Mercedes-Benz Financial Services at participating dealers through March 31, 2016. Not everyone will qualify. Advertised 36 months lease payment based on MSRP of $41,725 less the suggested dealer contribution resulting in a total gross capitalized cost of $41,235. Dealer contributions may vary and could affect your actual lease payment. Includes Destination Charge, Premium 1 Package, Blind Spot Assist and Heated Front Seats. Excludes title, taxes, registration, license fees, insurance, dealer prep and additional options. Total monthly payments equal $16,164. Cash due at signing includes $3,399 capitalized cost reduction, $795 acquisition fee and first month's lease payment of $449. No security deposit required. Total payments equal $20,358. At lease end, lessee pays for any amounts due under the lease, any official fees and taxes related to the scheduled termination, excess wear and use plus $0.25/mile over 30,000 miles, and $595 vehicle turn-in fee. Purchase option at lease end for $25,432 plus taxes (and any other fees and charges due under the applicable lease agreement) in example shown. Subject to credit approval. Specific vehicles are subject to availability and may have to be ordered. See participating dealer for details. Please always wear your seat belt, drive safely and obey speed limits.



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2004 Audi
A4 1.8T Cabriolet $6,982
Low Miles, Keyless, Dual Front AC, Tilt, PS/PW T4K000406

2009 Mini
Cooper S $9,991
Low Miles, Keyless, CD/MP3, 34 MPG Hwy T9TW88167

2008 Mercedes-Benz
E350 ..... $16,981
54K Miles, Power Seats, Moonroof, Wood Dash T8B224166

2003 Mercedes-Benz
M350 ..... $7,981
Low Miles, Convenience Pkg, Bose, Xenon, Htd Front Seats T3A441624

2005 Cadillac
Escalade AWD $9,991
Keyless, Rear AC, Leather Htd Power Seats T5R120128

2012 Mercedes-Benz
C250 ..... $22,981
Low Miles, Power Seats, CD/MP3, Dual Front AC BCA601007

2007 Toyota
Prius $7,991
Tilt, Keyless, PS/PW, FM/CD, 60MPG City T77617167

2008 Mercedes-Benz
CLK350 ..... $12,682
Keyless, Dual Front AC, Pwr Seats, Leather T8F255905

2012 Mercedes-Benz
C250 ..... $22,981
Moonroof, Power Seats, Keyless, Tilt, AC BCR217883



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