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MONDAY, MARCH 21, 2011
Volume 10 Issue 110

Santa Monica Daily Press

CANCER PICTURE UNCLEAR
SEE PAGE 5

We have you covered
THE SOGGY JOURNALISTS ISSUE

Despite rain, spirits high at L.A. Marathon



Brandon Wise *brandonw@smdp.com*

BRAVE SOULS: **People stand in the rain Sunday along Ocean Avenue and cheer for the runners nearing the finish line of the Los Angeles Marathon.**

BY ASHLEY ARCHIBALD
Daily Press Staff Writer

OCEAN AVE Thousands of runners braved pouring rain and cold temperatures to complete the 2011 L.A. Marathon in Santa Monica on Sunday, some breaking personal records despite the inclement weather.

Triumphant finishers were greeted with cheers, mylar blankets and a pantry of food from some 50,000 bananas brought in for the event to fruit cups and bagels.

Mayor Richard Bloom and Mayor Pro-tem Gleam Davis assisted Marathon Chairman Frank McCourt in holding up the finish line ribbon broken by the top male and female runners.

"We want to show them we're glad they came to Santa Monica, even if it took them 26.2 miles to get here," Davis quipped.

Elite runners arrived just over the two-hour mark, with Ethiopian rookie Markos Geneti cruising to a record-breaking finish at 2:06:35. Buzunesh Deba, also from Ethiopia, won the women's division with a 2:26:34 time, and a first-time American marathon

SEE WEATHER PAGE 12

Gardena man sentenced to 19 years for SM robbery

BY DAILY PRESS STAFF

A Gardena man who was found guilty of pistol whipping and robbing a gas station attendant in Santa Monica has been sentenced to 19 years in state prison, Santa Monica police said Sunday.

Karl Lamonte Wesley, 31, was sentenced on Feb. 3.

SMPD Sgt. Jay Trisler said forensics lifted fingerprints from the ARCO gas station located in the 2000 block of Lincoln Boulevard where the robbery occurred. Detectives with the Santa Monica Police Department contacted witnesses and they positively identified Wesley.

Wesley was arrested on May 20, 2010 and booked for armed robbery. Police said he went into the gas station on May 7, 2010 and pointed a gun at the cashier. He demanded money.

When the cashier refused, Wesley went behind the counter and hit the clerk with his pistol. The suspect then fled on foot with a few hundred dollars, police said.

The Los Angeles County District Attorney's Office filed felony charges of robbery, assault with a deadly weapon and being a convicted felon in possession of a firearm.

news@smdp.com

Geneti breaks marathon record in bad weather

ASSOCIATED PRESS

OCEAN AVE The only time Markos Geneti doubted himself was just before the start of the Los Angeles Marathon.

The Ethiopian had never competed over the 26.2-mile distance and was up against a field of experienced Kenyans, including two-time defending champion Wesley Korir.

But Geneti quickly left those doubts behind Sunday, setting a Los Angeles Marathon record by winning in 2 hours, 6 minutes, 35 seconds, the second fastest marathon in the world this year.

"When I saw the course I was thinking it

SEE MARATHON PAGE 13

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What's Up Westside

OUT AND ABOUT IN SANTA MONICA

Monday, March 21, 2011

Senior dance
Senior Recreation Center
1450 Ocean Ave., 2 p.m.
Organizers say live music and friendly people make the Santa Monica Senior Center dances the best in the area. Tickets are $2.50 for members and $3 for non-members at the door. For more information, call (310) 458-8644.

Games in 3-D
Third Street Promenade
1300 Block, 10 a.m. — 6 p.m.
Get a glimpse of the new Nintendo 3DS during this free demo. And the best part is, you don't need 3-D glasses to experience this new gaming system.

Tuesday, March 22, 2011

Alicia's kind diet
Main Library
601 Santa Monica Blvd., 7 p.m.
Known for years as a talented actress in films and television programs such as "Clueless" and "Miss Match," Alicia Silverstone has also been a long-time animal rights activist and conservationist. In this program, Alicia will discuss her new book "The Kind Diet: A Guide to Feeling Great, Losing Weight and Saving the Planet," which shares the tips and insights that helped her swear off meat and dairy forever, and outlines the benefits of adopting a plant-based diet. A book sale and signing will follow the on-stage presentation. For more information, call (310) 458-8600.

'Our Santa Monica Bay'
Santa Monica Bay Women's Club
1210 Fourth St., 7 p.m.
This talk, "The Gabrieleno and Tongva of Today and Yesterday," by Angie Dorame Behrns traces the history of the Gabrieleno Tongva from earliest times right up to the present day. With photographs, original art and artifacts, Behrns discusses the work of the Gabrieleno Tongva Foundation in preserving, celebrating and continuing that rich history. For more information, call (310) 395-1308.

Live green
Montana Branch Library
1704 Montana Ave., 7 p.m.
Each Green Living Workshop is a six-week series provided by Sustainable Works, a non-profit environmental education organization, whose mission is to foster a culture of sustainability in cities, colleges, and businesses. Each session focuses on a different topic: water, energy, waste, chemicals, transportation and travel, and shopping and food. Participants receive free resource saving tools such as water saving shower heads, energy saving light bulbs, and reusable shopping bags. For more information, call (310) 458-8682.

To create your own listing, log on to smdp.com/submitevent

For help, contact Daniel Archuleta at 310-458-7737 or submit to editor@smdp.com

For more information on any of the events listed, log on to smdp.com/communitylistings





GLOWING SIGHT

Brandon Wise *brandonw@smdp.com*

The Clampffer family (left) admires the neon sculptures of local artist Linda Sue Price at the Airport Artwalk on Sunday.

Lawmakers tackle second half of budget gap

LIEN HOANG
Associated Press

SACRAMENTO With half the state budget gap resolved, California lawmakers saved the toughest questions for this week as they decide on possible tax extensions, the elimination of redevelopment agencies and how to tax businesses.

A five-year extension of the increases to the sales, personal income and vehicle taxes enacted two years ago is the cornerstone of Gov. Jerry Brown's plan to fill a $26.6 billion shortfall. The Democratic governor wants lawmakers to call a special election June 7 so voters can decide the tax question.

While no GOP legislators have stepped forward in support of the plan, Brown could have a slightly easier time trying to sway Republicans this week now that their state party convention has closed. A conservative faction within the California Republican Party, which met this weekend in Sacramento, wanted to label as a traitor any GOP lawmaker who votes for the governor's plan. But the faction withdrew its "traitors" resolution at the last minute, with the author saying she regretted its "negative language."

Republican lawmakers no longer have the convention hanging over their heads, although most have signed pledges against raising taxes.

"The state isn't broke, it's broken," Sen. Joel Anderson, R-La Mesa, said as he argued against putting the tax extensions on the ballot during a floor debate on the budget plan last week.

He and other Republicans argued that more taxes would drive away employers and harm the economy.

Brown is resting his hopes on a group of five Republican senators who have left open the possibility of compromise if the governor is willing to bend on pension reforms, a state spending cap and regulatory changes, primarily to state environmental laws.

Republicans pose Brown's top challenge now because he already corralled Democrats behind his spending cuts last Wednesday and Thursday, when many of them noted how difficult it was for them to cast those votes. Most of the nearly $14 billion in cuts, loans and transfers were approved with little or sometimes no Republican support.

Asians work for citizenship campaign push

AMY TAXIN
Associated Press

LOS ANGELES Inspired by a highly publicized Latino naturalization drive, Asian Americans are fanning out to help immigrants across California — and eventually the country — become U.S. citizens.

Asian American advocates say getting more immigrants to naturalize is crucial to flex the political muscle of the state's fastest-growing ethnic group and give the community a louder voice. And it has become even more pressing since the country ramped up immigration enforcement, making citizenship a requirement to get more government contracts and to avoid deportation if convicted of a crime.

The task is daunting. In California — home to a third of the country's Asian population — dozens of languages are spoken, in addition to dozens of dialects, and myriad often-competing Asian-language media outlets reach diverse segments.

"Everything we have to do is multiple in terms of the amount of resources and effort," said Karin Wang, vice president of programs at the Los Angeles-based Asian Pacific American Legal Center, which is spearheading the drive.

The campaign — which starts next week with a workshop in the San Gabriel Valley's sizable Chinese and Vietnamese communities — is modeled after the "Ya es hora" citizenship campaign launched by a close-knit partnership between community groups, Spanish-language media giant Univision and the National Association of Latino Elected and Appointed Officials.

That program, which consists of in-person workshops broadcast on television, has helped nearly 40,000 people fill out their naturalization applications and nearly 100,000 get their citizenship questions answered via a bilingual hotline since 2007.

Since then, Wang said she has often fielded questions about why Asian-American advocates can't mount a similar campaign, which led her group to draft a plan to create a naturalization network.

Under the program, Asian-American advocates will host six large-scale workshops across California to offer free assistance in multiple languages filling out naturalization forms. The goal is to initially help several

SEE **CITIZENS** PAGE 10

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LETTERS TO THE EDITOR

Send comments to editor@smdp.com

Harassed in the workplace

Editor:

I was moved by your column on bullying at work ("Workplace bully doesn't just take your lunch money," Life Matters, March 17). I am 59 now, retired from the Department of Water and Power, City of Los Angeles.

A few years ago I was mentally tortured and challenged to fight by a co-worker. This went on for years. I went to management and up the ladder to very high people at DWP and the Union, IBEW Local 18. But to no avail. The union said they also represent the torturer, or the accused. I went to psychiatrists at Kaiser, by force and also to help myself. I had to jump through hoops to get my job back. I was off work with pay, fortunately, for months. My bosses did treat the problem as if I was the one with psych problems, not the torturer. They addressed it as if I had a medical, mental disease.

Soon I was back at work but the tormentor was never punished or fired or disciplined in any way. Civil service says as long as you don't hit or kill anyone, no harm no foul. As long as you do not sexually harass or do anything anti-gay or anti-Catholic (religion) or anti-black (race) or anti-woman, you can torment or challenge any co-worker.

Craig Wilson
Westchester, Calif.



My Write

Bill Bauer

Send comments to editor@smdp.com

City Hall's spending spree

ON MARCH 11, CITY HALL OBTAINED A loan of $60 million from Wells Fargo to jump start four Redevelopment Agency capital projects: the Palisades Garden Walk, new Pico Library, rebuilt Parking Structure 6 and Civic Auditorium renovation.

The four projects are budgeted for $112.3 million, not counting interest payments on the $60 million loan. City funds have already been spent on design, engineering and community meetings. The initial infusion of cash will get the projects underway physically. A combination of financing programs will be utilized to complete the projects, including Redevelopment Agency funding.

If Gov. Jerry Brown dissolves redevelopment agencies to help mitigate the state's budget deficit, $5 billion in redevelopment funds statewide will disappear into the maw of the state treasury to pay for education, MediCal and other costs. This makes me ask why aren't local school cheerleaders pushing for dissolving the Redevelopment Agency to free-up some $1 billion Gov. Brown says will go to public school education? Perhaps I'll mull that in a future column.

Hundreds of thousands of dollars have already been spent on Palisades Garden Walk and Town Square for preliminary designs and to "address connectivity, access, play, water elements, lighting, landscaping and historic preservation." Cost estimates are now $35.9 million with construction to commence in Fall of 2011; $35.9 million for 7 acres of public park and not a soccer field in sight? Does anybody else think this ego exercise is excessive?

Then there's the new Pico Branch Library in Virginia Avenue Park. Designs are moving along but this bloated project is currently budgeted at $11.4 million, down from its original estimate of $12.5 million that included underground parking which has since been eliminated.

This project is still $1,373 per square foot or about six times the national average for library construction. City Hall's stonewall is up because nobody's explaining why it's so damn expensive. Council will review the project in the fall and maybe demand a realistic budget. Realistic budget? Probably too much to hope for in Spenda Monica.

A new Downtown Parking Structure 6 is progressing toward design, permits and a demolition of the existing parking facility. Total cost of construction: approximately $40 million.

Finally, there's the Civic Auditorium renovation. City council authorized City Manager Rod Gould to negotiate terms with the Nederlander Organization for management and booking entertainment events for the aging white elephant.

Therefore, major upgrades are necessary for the auditorium to function effectively as a commercial theater/concert venue. Work is scheduled to begin in fall or winter of 2012 and last 18 to 24 months. Council has preliminarily allocated $25 million to partially fund seismic and disability-friendly renovations — a cost that will surely increase.

Complete renovation of the aging auditorium could run as high as $45 million — about the amount it cost to build Santa Monica College's Broad Stage. Depending on whether the present surface parking lot will still be available, a modern, multi-level parking facility close to the Civic could run another $30 million plus. Don't kid yourself, Virginia. A renovated Civic auditorium without convenient parking is doomed to failure.

There are those, including me, who wonder if this outdated 1950's-era auditorium is viable in today's highly competitive entertainment venue market. It's already an annual multi-million dollar drain on City Hall. And, although the Nederlander Organization is a top notch programmer, it would appear that the Civic will still be a big money loser.

In what I consider to be the worst planning blunder of the last 50 years, SMC built their Madison Theater, now the Broad Stage, on leased school district property on a no-man's land between 10th and 11th streets off Santa Monica Boulevard.

However, if the Broad Stage and its companion performance space The Edye were located adjacent to an updated Civic Auditorium with added art galleries, cafes and outdoor performance spaces, then Santa Monica would have a Civic Center that would be a true cultural jewel benefiting a "world-class city" and renovation would make sense.

Instead, we have a hodge-podge of a Civic Center with 7 acres of proposed park; a child education center and a mixed-income, 320 unit housing project that will join existing city and county buildings, parking lots and a corporate headquarters — open mostly only during weekday business hours. Without evening/weekend activities, cafes and other cultural destinations, it's obvious that a renovated Civic is just piling fiscal disaster on fiscal disaster.

There are nearly $300 million in vanity projects on City Hall's Redevelopment Agency wish list including an expanded Memorial Park, Expo Light Rail-related infrastructure, a Downtown Colorado Avenue esplanade, lots of affordable housing, previously mentioned Civic Center projects, a freeway cap for expanded Civic Center green space and more. The world hasn't seen monument building of this scale since Ramesses II.

However, if the state absorbs redevelopment money, most of these projects will vanish like Houdini's rabbit and we'll be left holding an empty hat.

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

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PUBLISHER
Ross Furukawa
ross@smdp.com

EDITOR IN CHIEF
Kevin Herrera
editor@smdp.com

MANAGING EDITOR
Daniel Archuleta
daniela@smdp.com

STAFF WRITER
Ashley Archibald
ashley@smdp.com

CHIEF PHOTOGRAPHER
Brandon Wise
brandonw@smdp.com

STAFF PHOTOGRAPHER
Morgan Genser
news@smdp.com

CONTRIBUTING WRITERS
Bill Bauer, David Pisarra, Meredith Carroll, Jack Neworth, Lloyd Garver, Dr. Reese Halter, Taylor Van Arsdale, Dane Robert Swanson, Farzad Mashhood, David Alsabery, Merv Hecht, Cynthia Citron, Amanda Cushman, Steve Parker and Phyllis Chavez

CONTRIBUTING PHOTOGRAPHER
Fabian Lewkowicz

NEWS INTERN
Patrick Hourihan
news@smdp.com

PHOTOGRAPHY INTERN
Ray Solano
news@smdp.com

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

SENIOR ADVERTISING ACCOUNT EXECUTIVE
Brittney Seeliger
brittneys@smdp.com

ADVERTISING ACCOUNT EXECUTIVES
Steven Stuart
stevens@smdp.com

Theresa MacLean
theresam@smdp.com

ADVERTISING TRAFFIC COORDINATOR
Amber Kessee
amberk@smdp.com

OPERATIONS COORDINATOR
Michele Emch
michele.e@smdp.com

PRODUCTION MANAGER
Darren Ouellette
production@smdp.com

PRODUCTION DESIGNER
Alejandro Cantarero
production@smdp.com

CIRCULATION
Keith Wyatt
Osvaldo Paganini
circulation@smdp.com

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Scientists lack complete answers on radiation risk

ASSOCIATED PRESS

Thyroid cancer for sure. Leukemia, probably. Too much radiation can raise the risk of developing cancer years down the road, scientists agree, and the young are most vulnerable. But just how much or how long an exposure is risky is not clear.

Those are among the unknowns scientists are contemplating as the crisis unfolds at Japan's stricken nuclear power plant.

In Japan, the Science Ministry said radiation levels about 19 miles northwest of the Fukushima Dai-ichi plant rose at one point Friday to 0.15 millisieverts per hour, about the amount absorbed in a chest X-ray. But levels have been fluctuating, and radiation at most sites that distance from the facility have been far below that.

Long term, it is clear radiation can induce cancer. But researchers can't just count cancer cases after a disaster and declare radiation responsible. Rates before and after must be compared to know if more cases occurred than would be expected.

That is why, 25 years after the Chernobyl accident, there is still controversy over its effects beyond the undisputed 6,000 cases of thyroid cancer. Of these cases, only 15 had proved fatal as of 2005, even though the Soviets were slow to treat victims of the catastrophe.

The records necessary to spot trends in other types of cancer as a result of Chernobyl are poor, said Dr. Fred Mettler, a University of New Mexico scientist who led a United Nations-sponsored team investigating Chernobyl's health effects.

"At the end of the day, the scientific data isn't there. My instinct is, there probably is an increase there, but it's too small to see," he said.

The U.S. Environmental Protection Agency says that no amount of radiation is absolutely safe above the 3 to 6 millisieverts a year that most of us get from normal living. In contrast, the Nuclear Regulatory Commission says that low doses — less than 100 millisieverts spread out over years — are not harmful. Researchers have not documented danger from such low levels, said Kelly Classic, a radiation physicist at the Mayo Clinic and a spokeswoman for the Health Physics Society, an organization of radiation safety specialists.

High doses — over 500 millisieverts — can raise the risk of leukemia, breast, bladder, colon, liver, lung, esophageal, ovarian and stomach cancers, and the blood cancer multiple myeloma, government scientists say.

In between the high and lower levels, the picture is murky. Much depends on the type of radiation people are exposed to, how old they are, and how well each person's body repairs any DNA damage the radiation may cause.

"There's no linear relationship to say if you got this amount, it would cause a certain percent of cancer down the road," said Dr. Clifford Chao, chief of cancer radiation at New York-Presbyterian Hospital.

Children are the ones at risk for radiation's most obviously related cancer — thyroid. Radioactive iodine collects in the thyroid gland in the neck. Potassium iodide pills can block its absorption and minimize harm, but they must be given within 12 hours of exposure to do much good.

When Chernobyl exploded, health workers "had millions of square kilometers to cover and it was all rural areas and they didn't really have anything stockpiled," Mettler said. Children also drank milk from cows that grazed on contaminated grass for weeks after the disaster, compounding their exposure and risk. More than 6,000 thyroid cancers have been documented in people who were children in the Ukraine, Belarus and Russia when the disaster occurred. But In Poland, where the antidote pills were given out, there were no higher rates of thyroid cancer.

Properly treated, thyroid "is one of the least deadly cancers," the American Cancer Society says. And low levels of radioactive iodine exposure have not been shown to increase thyroid cancer risk in studies of fallout from nuclear weapons testing in the western United States during the 1950s, the society says.

Studies of atomic bomb survivors have found higher rates of cancer. But those disasters involved different radioactive elements than the type emitted from the Japanese nuclear plant so far.

The International Agency for Research on Cancer also commissioned a study of more than 400,000 nuclear industry workers in 15 countries to estimate cancer risk following protracted low doses of radiation. The 2007 study found a dose-related higher risk of cancer death, but questions have been raised about its methods.

The results also were driven largely by higher rates in Canada; once that country's results were excluded, no increase is seen, Mettler said. There have been questions about the data from Canada, Mettler said. Also, the authors of the study say they need to do more work to assess how smoking and other factors affected their estimates.

So for now, the clearest information on cancer risk from a nuclear plant accident may come from Chernobyl. That disaster exposed 5 million people in Belarus, Russia and Ukraine to large amounts of radioactive material for 10 days, according to the 2008 report that Mettler helped write for the United Nations' Scientific Committee on the Effects of Atomic Radiation, which represents 22 nations on nuclear safety.

The Q Line

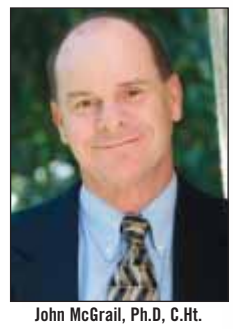
Running things

The L.A. Marathon returned to Santa Monica this past week with its boon to business and its companion traffic and parking struggles.

So, this week's Q-Line question asks: Considering the mixed bag it brings with it, do you think that the marathon should return for a third year in 2012?

Contact **qline@smdp.com** before **Friday at 5 p.m.** and we'll print your answers in the weekend edition of the Daily Press. You can also call **(310) 458-7737 ext. 102.**




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Earth Talk

By the editors of E Magazine

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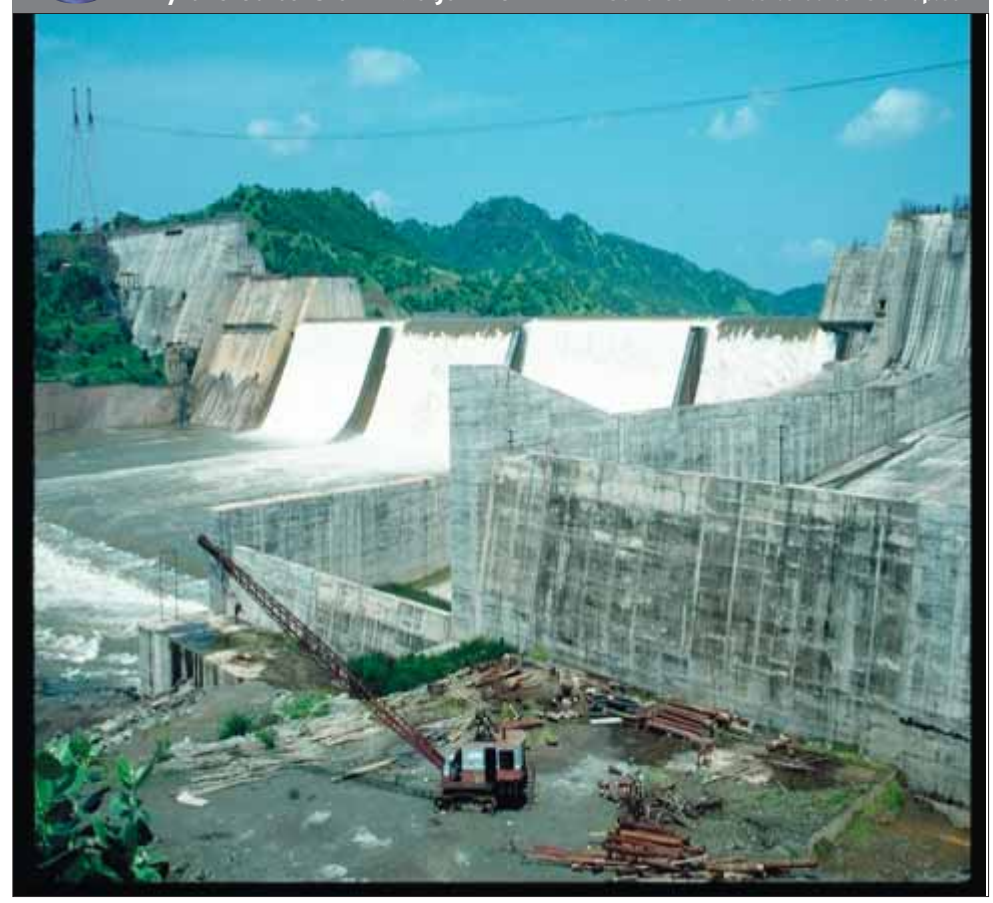


Photo courtesy International Rivers/Flickr

NOT HITTING THE MARK: **The World Bank has been widely criticized for funding numerous environmentally damaging projects around the globe. Pictured: Construction of the Sardar Sarovar Dam, a controversial World Bank-funded project on the River Narmada, India that flooded thousands of acres of land and displaced hundreds of thousands of people.**

World Bank projects draw criticism

Dear EarthTalk

The World Bank is often cast in a bad light by green groups and in the press. What are their eco-crimes, and are there any reforms in the making?

J. Bloch
Newark, NJ

ORIGINALLY CREATED TO FINANCE THE rebuilding of Europe after World War II, the World Bank later took on a larger mandate to try to alleviate poverty around the world. Unfortunately, many of the Bank's policies and practices in intervening years clashed with conservation priorities. But the more recent onslaught of global warming threats, along with greater overall public environmental awareness, has forced the World Bank to factor sustainability concerns into how it encourages development moving forward.

According to the Institute for Policy Studies (IPS), a non-profit think tank, the World Bank has been widely criticized for funding a series of environmentally damaging projects in the 1980s, including the building of dams on the Narmada River in India, road building into the Brazilian Amazon and transmigration (re-settlement) efforts in Indonesia. "These projects have led to a variety of adverse impacts in borrower countries, including deforestation and displacement of indigenous peoples," reports the group.

In response to the criticism, the World Bank adopted a set of policies and procedures in the late 1980s to better assess the potential adverse environmental impacts of its projects. The Bank further developed a series of polices to guide investment in such areas as forestry and energy. "For example, the bank's forestry policy prohibits the institution from financing logging in primary tropical forests," adds IPS.

Other highlights of the Bank's first round of greening included the creation of a special unit to oversee environmentally and socially sustainable development, and the recruitment of staff with technical environmental credentials to supplement its professional core of economists. IPS reports that with these changes in place, the bank has been able to start developing a portfolio of environment-sector projects "ranging from support for national environmental agencies to investments in national parks."

But an independent internal review of the World Bank's sustainability impacts between 1990 and 2007 found that even these new sustainability-oriented policies fell flat. Researchers found that the bank's private-sector funding arm, the International Finance Corporation, was still promoting the expansion of livestock herds, soybean fields and palm oil plantations — all which accelerated deforestation in the tropics, hastening the pace of climate change for the rest of us.

"They need to begin to see the inextricable link between sustaining environment and reducing poverty," said Vinod Thomas, director of the World Bank group that performed the review. "It is clear now from the Amazon to India that if environmental sustainability is not raised as a priority, then all bets are off."

The World Bank tried to address many of these concerns with the release of a beefed up Environment Strategy in 2001, but analysts remain critical of the organization's performance and general commitment to sustainability. In June 2011 the World Bank will release a new Environment Strategy which it will use as a sustainability roadmap for its projects over the coming decade. The focus of the Bank's sustainability work will be mitigating climate change through the promotion of clean energy technologies.

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Last stand of the Asian elephant

DENIS D. GRAY
Associated Press

JIA GABHARU, India Every night when the rice is ripening in their fields, the young men climb into watchtowers to peer anxiously toward the Himalayan foothills from which the gray giants emerge.

Before them, a 5-kilometer (3-mile), high-voltage fence provides dubious defense against a crafty, brainy enemy. To their rear, patrols are mounted from settlements ringed by trenches and armed with spears, torches, stinging smoke bombs and sometimes guns and poison.

Here, in India's northeast state of Assam, is one of the hottest fronts of a heart-rending, escalating conflict. It is waged daily in villages, fields and plantations of 13 countries across Asia where forests and grasslands continue to shrink, igniting a turf war between one-time friends: land-hungry man and a simply hungry Elephas maximus, the Asian elephant.

The elephant's survival is at best uncertain.

In India and Sri Lanka, where the struggle is most intense, more than 400 elephants and 250 humans are killed each year. Deaths on both sides occur frequently in Indonesia, Malaysia, Thailand and elsewhere. Sharks, by contrast, kill fewer than half a dozen swimmers a year worldwide.

Although the age-old bonds between human and elephant are yet to be totally severed, some angry villagers electrocute the animals with high tension wires or fell them with rifles, poison-tipped arrows and homemade rice liquor, an elephant favorite, laced with insecticides.

Humans, often poor rural dwellers, suffer no less.

In the village of Galighat in eastern Assam, accessible only by boat and foot, a rogue male elephant recently killed five residents in little more than a month, wrecking six houses in nighttime strikes, decapitating scores of banana trees and pilfering granaries.

The latest victim was Phulania Dutta, whose skull bones were still strewn on the earth near her obliterated home where eyewitnesses described how two nights earlier the elephant crushed her head and chest with a foreleg, then kicked her aside.

First, it knocked down the stilts of the raised bamboo and thatch house, then began furiously stomping down on the rubble. Trapped under a wooden pillar, Dutta's husband survived, but as the 48-year-old woman fled the ruin screaming, the elephant closed in for the kill.

"We have applied for help from the government but nothing has come. We have taken whatever precautions we can. We have prayed. But nothing works. We cannot coexist," said villager Mohammed Abul Ali, looking over tattered clothing, pans and other meager possessions scattered among Dutta's totally flattened home. A family dog and its puppy lay listlessly on what was once the roof.

Prospects for future coexistence, wildlife experts say, are bleak despite a host of conservation projects, from biofencing to elephant tracking via satellite telemetry.

The past is a stark indicator of the endangered creature's future. The animal has disappeared from some 95 percent of its historical range, an elephant empire which stretched from the shores of the Mediterranean to the Yellow River in northern China. Thailand, for example, harbored some 100,000 elephants at the beginning of the 20th century, but is down to less than 6,000 today.

According to the Switzerland-based International Union for Conservation of Nature, 38,500 to 52,500 wild elephants survive in Asia with only another 15,000 in captivity, having largely lost their traditional roles as loggers, trucks, battle tanks and prestige symbols of royal courts.

An Asian elephant can weigh up to five tons. The larger African elephant, although more numerous, is also listed as an endangered species, subject to similar onslaughts.

"Everyone knows the cause, even the layman, the villager, that the forest is finished, that the elephant has no place to remain safely and doesn't have anything to eat, so they are coming out," says Bhupendra Nath Talukdar, a leading wildlife officer in the Assam Forest Department.

"In this battle, the elephant will be defeated easily," he says. "It is really not a conflict with the elephant. It was their place and now we have occupied it."

But the elephant isn't giving up without a fight, and in some places man has even had to surrender territory.

Faced with daily crop raiding, the 45 families of Assam's Rubberbeal village fled a decade ago while residents of a neighboring village remained but built tree houses for speedy getaways. Only now, a few of the families are cautiously returning to an eerie site. The creaking of wind-swept bamboo floats across fallow rice fields and tangled jungle vegetation blankets traces of abandoned homes.

The villagers hope that a now defunct electric fence can be restored. But foolproof humane deterrents — killing of elephants is illegal in Asian countries — have yet to be found, and the highly intelligent animals rarely fall for the same trick twice.

At Jia Gabharu, in Assam's elephant-rife Sonitpur district, forest ranger Gopal Deka said he recently saw a bull sniff the 5-kilometer, 10,000-volt fence, then grab the branch of a banana tree to batten down the wires.

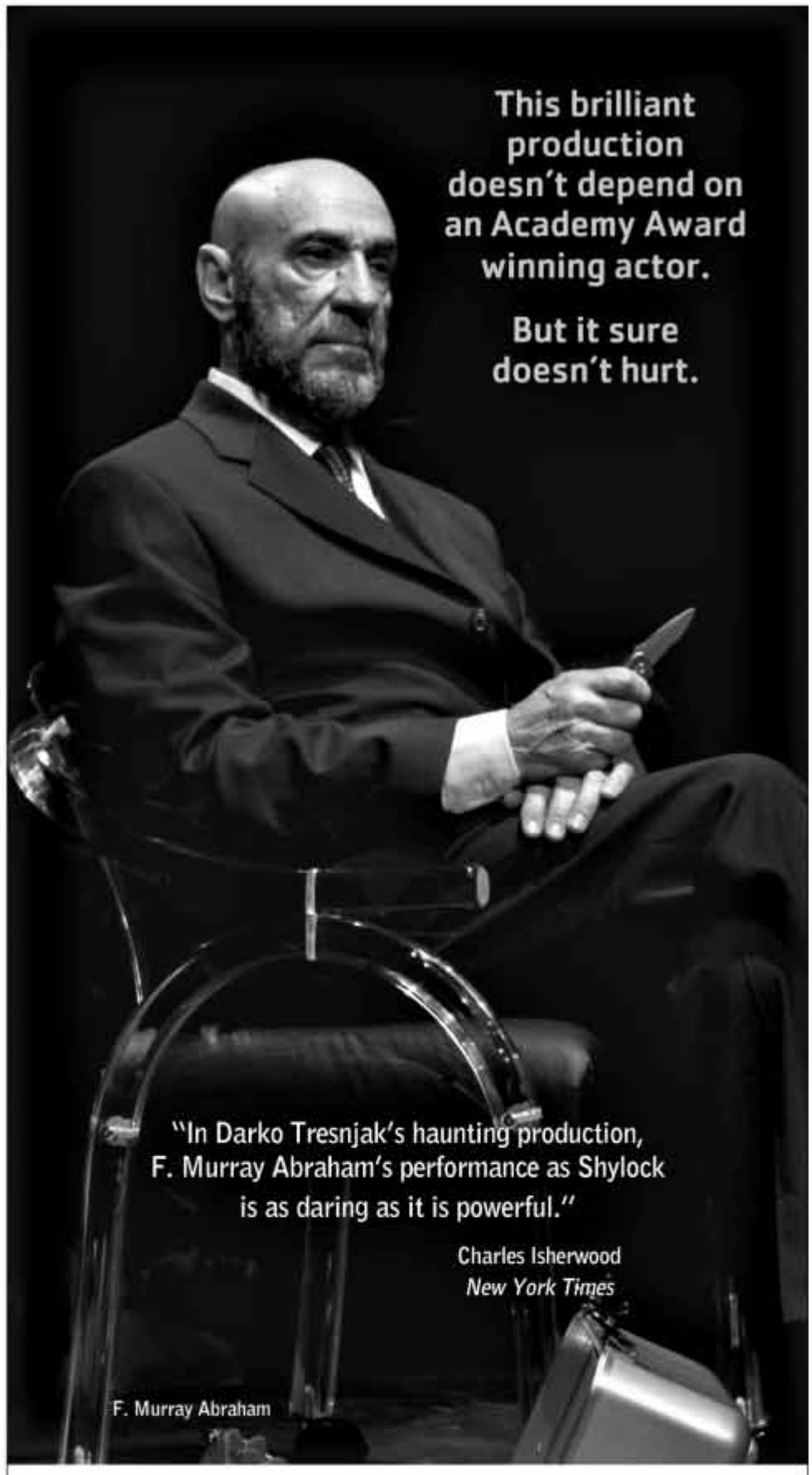
Similar stories are heard of elephants kicking down fence posts or wielding their tusks, which don't conduct electricity, to break through. They have been known to push in earth to fill trenches.

Some herds quickly habituate to traditional repellants like firecrackers, drums and torches, while others take a liking to formerly shunned crops, like citrus fruit, grown as buffer zones. In Bhutan, they have been seen eating oranges and in Sri Lanka even sampling chilies which the giants normally can't tolerate.

Nevertheless, Nandita Hazarika, head of the Assam Haathi Project, says chili has proved probably the best defense for the 800 families the nongovernment organization is helping. In an adaptation from Africa, farmers mix ground chilies, automobile grease and tobacco and smear the paste on rope fences.

The same concoction, wrapped in straw or even inserted into dried dung, is used in chili rolls and "bombs" that are set afire to emit a stinging smoke, made more potent in Assam if the "bhut joloika," perhaps the world's hottest chili, is used.

Elephants can also be clever tacticians. Staffer Dhruba Das has for four years been tracking a "gang" of half a dozen young bulls led by a massive male named Tara, who has taught his charges to open compound gates and neatly break into kitchens and food storage sheds without destroying them. They have not killed, preferring to surround a house, stationing two at the front, one in the back to keep frightened people inside while a fourth homes in on food with his trunk. The loot is then shared.



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Zippo burning to expand

JOE MANDAK
Associated Press

BRADFORD, Pa. Zippo lighters have retained their retro cool even as the tiny northwestern Pennsylvania company that makes them gets ready to celebrate its 80th anniversary and 500 millionth lighter next year.

But with pressure increasing on folks not to smoke, Zippo Manufacturing Co. is hoping to capitalize on its brand by offering a wider variety of products — from watches to leisure clothing to cologne — through kiosks and Zippo-brand specialty stores designed to showcase the durable image reinforced by each distinctive lid "click" of its brass-encased, lifetime-guaranteed lighters.

Realizing that producing 18 million lighters a year in the mid-1990s was probably the company's high-water mark — Zippo's 550 employees will produce about 12 million lighters this year — the company started marketing research before president and chief executive officer Gregory Booth was hired 10 years ago.

The surveys asked consumers the question Booth must answer today: "What kind of products could we sell other than cigarette lighters that people would accept as Zippo products?"

The research shows the company — tucked into a valley above the Allegheny National Forest, some 130 miles northeast of Pittsburgh — could sell other products — if they fit Zippo's image, which Booth describes as "rugged, durable, made in America, iconic."

"It has to be something that feels like Zippo," Booth said of the travel bags, backpacks, watches, sunglasses, jeans and leisure shirts, wallets, pens, liquor flasks, outdoor hand warmers, playing cards and even a fragrance. Manufactured by Italian perfumer Mavive, it comes in a lighter-shaped canister (and, yes, a lid that clicks).

Marketing experts said all that makes sense provided that Zippo's new products stay true to the brand — and that the company learns quickly that selling jeans, or any other product, comes with a whole menu of unique business complexities.

"A brand is just a story attached to a product. Like any narrative, it carries sensation. Zippo's story is 'manly independence,'" said James Twitchell, a marketing expert whose book "Lead Us Into Temptation: The Triumph of American Materialism" argues that Americans have increasingly turned to brand names, instead of religion, for their identity.

"As long as this narrative is in place it can be attached to any other product as long as the product doesn't contradict the story line," Twitchell said, noting Eddie Bauer-branded sport-utility vehicles nonetheless stay true to the sportswear company's image of "wanderlust."

Another branding consultant who founded the self-named PaulJLucas.com in Washington, D.C., said Zippo's plans remind him of the success that Victorinox Swiss Army Brands Inc. has had selling watches, luggage, clothing and fragrances.

"It's all high-quality, and they did it right, and I buy their stuff," said Lucas, noting that Swiss Army luggage is as rugged as its trademarked multi-purpose knives.

But not any brand — even American icons — can be used to sell just anything.

"Harley-Davidson once, believe it or not, tried to sell bottled water, and it just tanked," Lucas said.

His advice is to stick to products closer to a brand's core. That's why he likes Zippo's still-on-the-drawing board plans for patio gas grills but isn't so crazy about the idea of Zippo cologne — noting that lighter fluid is the only other liquid odor associated with Zippo.

Booth insists Zippo's plans are built on solid market research and, perhaps as important, fueled by necessity.

"We recognize there's a lot of pressure on smoking and it's only gotten worse in the last 10 years," Booth said, even though Zippo aggressively markets its lighters to collectors, aficionados and even non-smokers, with more than a dozen models in hundreds of colors and unique designs. Although the lighters are generally plated with nickel chrome, some lighters are even covered with gold or platinum.

But Booth believes those varieties can only take the company so far.

"We knew we were invested in an industry that was under pressure and knew we could go the way of the Hula Hoop and not do anything about it," Booth said.

Instead, Zippo hired David Warfel as its director of global marketing three years ago, to capitalize on his branding experience with Xerox, Kodak and Ray-Ban.

Zippo already sells its lighters in more than 160 countries — but it does so through wholesalers and other distributors. Warfel was hired to take control of the Zippo "brand" and expand it, at first overseas and then gradually in the United States.

The newest wing of the company's headquarters is a showcase for Zippo's plans. It features a Zippo kiosk and what's known as a "shop-in-shop" — a tiny Zippo store meant to take up residence inside a larger department store — and a prototype Zippo specialty store, which the company plans to put in overseas shopping districts.

All three retail spaces feature custom-designed black-framed, glass showcases that "fit together like Legos" so retailers can create their own "Zippo area" in just about any size space, Warfel said.

Zippo will push its expanded product line overseas, at first, because foreign consumers are familiar with the brand's durable image without it being "almost umbilically tied to cigarette lighters," Booth said. U.S. consumers "are so tied to Zippo lighters that it's tough for the customer to make the jump to these other products."

Although there are plans for a Zippo kiosk at Kennedy International Airport in New York City by the end of April, most Zippo outlets will first arrive in China, other parts of Asia, or western Europe. It doesn't hurt that Asia remains a key smoking market, with China consuming one-third of the world's smoking tobacco, something Booth calls a "monstrous opportunity" to grow Zippo.

In 18 months or so, Zippo hopes to open more stateside retail outlets, in places like Las Vegas and Niagara Falls, Warfel said.

Another marketing expert agreed Zippo is smart to expand its brand — but warned that selling other products, especially those vastly different from lighters, is harder than it looks.

Bolivar Bueno, the founder of Cult Branding Co. near Orlando, Fla., has developed strategies for clients as diverse as Kohl's department stores and the Los Angeles Lakers.

Bueno said Zippo will be competing to sell clothes alongside companies that have done nothing but that for decades. He also warns that Zippo needs to be careful about who makes its products — saying it could hurt the brand if it turns out its rugged, durable and "American" products are made in Third World sweatshops.

Booth said that Zippo's new products, though made elsewhere, are manufactured to Zippo-worthy specifications and that some components — like watch cases — may eventually be manufactured in-house.

Radiation discovery fans food fears in Japan

JOE MCDONALD
KELLY OLSEN
Associated Press

TOKYO At a bustling Tokyo supermarket Sunday, wary shoppers avoided one particular bin of spinach.

The produce came from Ibaraki prefecture in the northeast, where radiation was found in spinach grown up to 75 miles (120 kilometers) from the crippled Fukushima nuclear plant. Another bin of spinach — labeled as being from Chiba prefecture, west of Tokyo — was sold out.

"It's a little hard to say this, but I won't buy vegetables from Fukushima and that area," said shopper Yukihiro Sato, 75.

From corner stores to Tokyo's vast Tsukiji fish market, Japanese shoppers picked groceries with care Sunday after the discovery of contamination in spinach and milk fanned fears about the safety of this crowded country's food supply. Trace amounts of radioactive iodine also were found in tap water in Tokyo and elsewhere in Japan.

The anxiety added to the spreading impact of the unfolding nuclear crisis triggered when the March 11 tsunami battered the Fukushima complex, wrecking its cooling system and leading to the release of radioactive material.

On Sunday, the government banned shipments of milk from one area and spinach from another and said it found contamination on two more vegetables — canola and chrysanthemum greens — and in three more prefectures. The Health Ministry also advised a village in Fukushima prefecture not to drink tap water because of radioactive iodine in its supply. It stressed, however, that the amounts remained minuscule and posed no health threat.

There were no signs Sunday of the panic buying that stripped Tokyo supermarkets of food last week. Instead, shoppers scrutinized the source of items and tried to avoid what they worried might be tainted.

Mayumi Mizutani was shopping for bottled water, saying she was worried about the health of her visiting 2-year-old grandchild after a tiny amount of radioactive iodine was found in Tokyo's tap water. She expressed fears that the toddler could possibly get cancer.

"That's why I'm going to use this water as much as possible," she said.

The government said the level of radiation detected on spinach and milk was minuscule and should be no threat to health. Chief Cabinet Secretary Yukio Edano said he had received no reports that would require special measures to be taken regarding tap water.

Tainted milk was found 20 miles (30 kilometers) from the plant on Saturday, a local official said. Spinach was collected from six farms between 60 miles (100 kilometers) and 75 miles (120 kilometers) to the south of the reactors.

On Sunday, authorities found contamination at additional farms in Fukushima and on vegetables in Chiba, Gunma and Tochigi prefectures, said Yoshifumi Kaji, director of the health ministry's inspection and safety division. He said it was possible some tainted foods already have been sold.

The International Atomic Energy Agency confirmed radiation in some Japanese milk and vegetables was "significantly higher" than levels Japan allows for consumption.

Authorities expect to decide by Tuesday on a comprehensive plan to limit food shipments from affected areas, Kaji said at a news conference.

Farmers and merchants expressed fears of their own that public anxiety might hurt even producers of goods that were free of contamination.

"There will probably be damaging rumors," said farmer Shizuko Kohata, 60, who was evacuated from the town of Futaba, near the Fukushima complex, to a sports arena in Saitama, north of Tokyo.

"I grow things and I'm worried about whether I can make it in the future," Kohata said Saturday.

Chiyoko Kaizuka, who with family members farms spinach, broccoli, onions, rice and other crops on 20 hectares (49 acres) in Ibaraki prefecture northeast of Tokyo, said the combination of earthquakes and fears of radiation have her on edge.

"I don't know what effect the radiation will have, but it's impossible to farm," the 83-year-old Kaizuka said Sunday as she stood along a row of fresh, unpicked spinach that was ready to go but now can't be shipped.

On Sunday, an official of Taiwan's Atomic Energy Council said radiation was detected on fava beans imported from Japan, although in an amount that was too low to harm human health. The official spoke on condition of anonymity because he is not authorized to deal with the press.

Japan's food exports are worth about $3.3 billion a year — less than 0.5 percent of its total exports — and seafood makes up 45 percent of that, according to government data.

Experts at the World Health Organization and Food and Agriculture Organization were working Sunday to gather more facts to assess the situation, but an FAO spokesman in Rome said that the picture was not yet clear enough for them to release any specific recommendations.

However, the agencies praised the Japanese government for taking steps to test foods and monitor exports for radiation contamination.

In Tokyo, others said they weren't concerned and put the crisis in perspective with other calamities.

"I experienced the war, so if there is enough food for a day or two, I feel we can get by," said Nagako Mizuno, 73, originally from Iwaki, a city in the quake zone, but has lived in Tokyo for 40 years.

"You can't go on living if you worry about it," she said. "It's all the same if everybody ends up dying. I'm not concerned."

Fears of radioactive contamination hurt sales at the Tsukiji market, a vast maze of aisles where merchants at hundreds of stalls sell tuna, octopus and other fish fresh off the boat. The market was unusually quiet over the weekend, a time when it is normally packed with shoppers and tourists.

Traders have been hit hard by power cuts and an exodus of foreigners, and they worry about long-term damage from public fears over possible contamination of fish stocks.

"The impact would last long, like a decade, because people would not eat fish," said merchant Mamoru Saito, 72.

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CITIZENS

FROM PAGE 3

hundred immigrants apply for citizenship, and have local community organizations help hundreds more after getting training from immigration lawyers on how to process the paperwork, said Connie Choi, an attorney with APALC's immigrant rights project.

California is home to about 5 million Asians who account for about 13 percent of the state's population.

Advocates hope to eventually expand the effort to other states with large Asian communities such as Texas, Georgia, Nevada and Ohio, said Karen Narasaki, president of the Washington-based Asian American Justice Center, an APALC affiliate.

Asian immigrants are already more likely to naturalize than Latinos and more than 60 percent become U.S. citizens within a decade of getting a green card, according to 2005 statistics from the Department of Homeland Security.

But advocates say many still need help with forms that are closely scrutinized by immigration officials, especially older immigrants who may have difficulty with English.

Peggy Santis, a 59-year-old Thai immigrant who became a citizen last month, said having someone help fill out the paperwork makes a big difference. The insurance agent from Anaheim applied to naturalize last year after living in this country for decades when she realized she felt like an American.

"It is better to become a citizen," said Santis, who got help filling out the paperwork through a local citizenship program. "You work and you pay taxes and then you don't have a right to vote."

Janelle Wong, a political science professor at the University of Southern California, said once Asian immigrants naturalize, they are relatively high-propensity voters. They are also more likely to get involved in politics in other ways, for example, by contacting their elected officials.

One of the challenges to getting a naturalization or civic engagement campaign off the ground in the Asian-American community is that immigrants often identify more closely with their distinct ethnic background, and often care about different issues, she said.

"The more ground work that is done, the more of a voice they will have in future elections," Wong said. "The only issue is: what will that voice be saying? ... there's not necessarily a shared political agenda across every community."

Advocates say the children and grandchildren of Asian immigrants who arrived after immigration rules were relaxed in the 1960s have a stronger tie to the community beyond their ethnic group since they grew up here and many have married across immigrant groups.

Many immigrants, from all countries, are reluctant to apply to become citizens, fearing their English isn't good enough. Others are thrown off by the $680 expense — often more if they seek help from a lawyer.

Narasaki said Asian-Americans have led naturalization campaigns in the past. In the 1990s, advocates ran a program to help people naturalize when the country scaled back the public benefits available to immigrants.

But they didn't follow up to see what happened after people naturalized. In the California drive — which is funded by $250,000 in private donations — advocates plan to follow up with new U.S. citizens to make sure they are registered to vote.

Asian immigrants have shown a strong interest in learning how to become citizens, though many are skeptical about asking questions of the U.S. government. That's one of the reasons federal authorities rely on community organizations trusted by immigrant communities to help promote naturalization, said Jane Arellano, district director for U.S. Citizenship and Immigration Services in the Los Angeles area.

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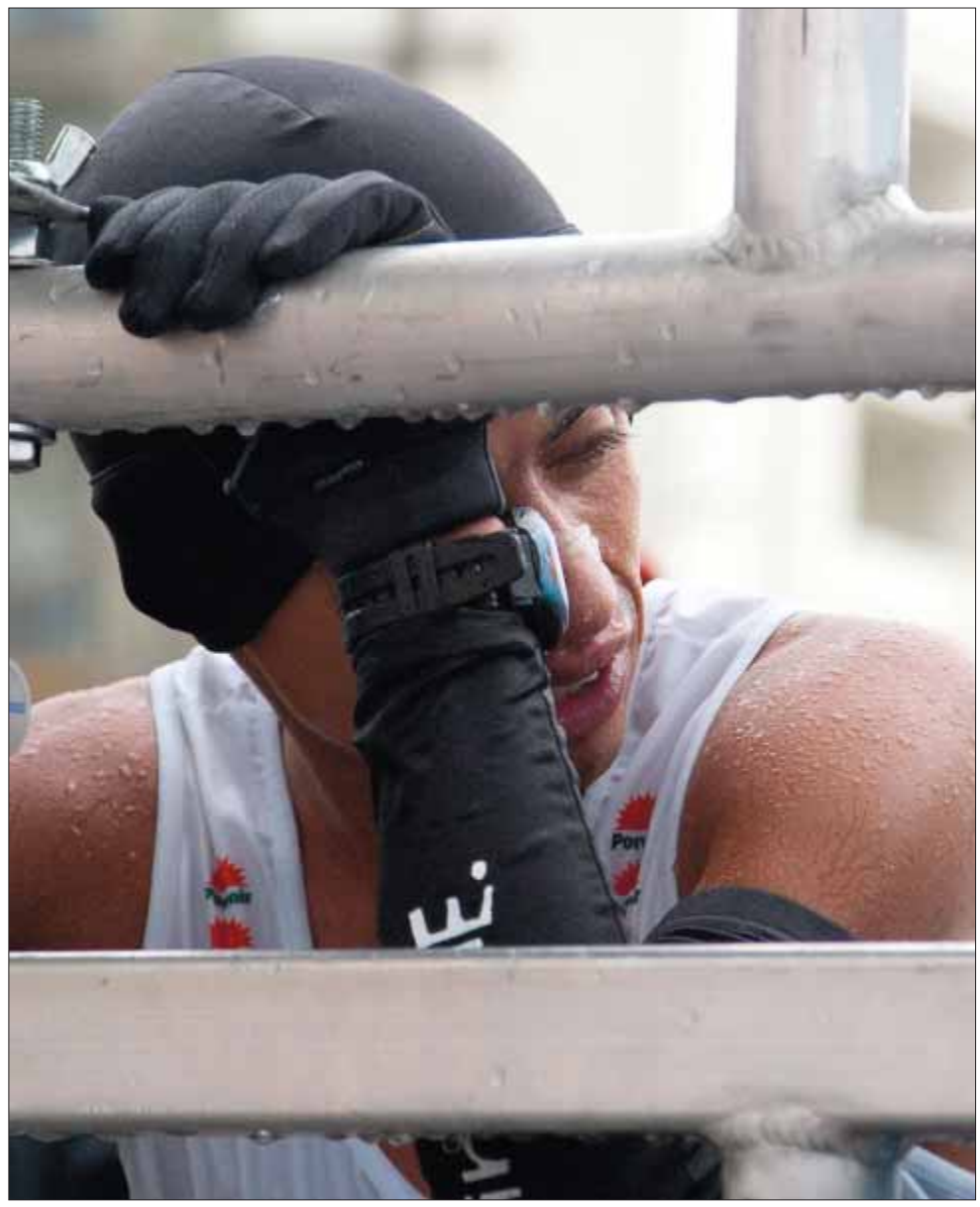
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Brandon Wise *brandonw@smdp.com*

TIRED: **Jason Gutierrez of Colombia catches his breath after a fifth place L.A. Marathon finish.**

WEATHER

FROM PAGE 1

runner, Amy Hastings, came in second.

It wasn't just the top-ranked competitors that came away with big personal wins, however.

Miguel Canton beat his personal best time by almost six minutes, coming in just over the three-hour mark.

Canton, originally of Oaxaca, Mex., and a current resident of Venice, has run six L.A. Marathons and shaved almost an hour off of his 2006 time.

Eighteen-year-old Tiana Thorp, of San Pedro, also conquered her sixth marathon with a top time Sunday.

Thorp began running marathons in the sixth grade. She came away with a 3:52 finish in some of the worst conditions she's competed in, she said.

"I've never run in something like this, it was insane," Thorp said. "With 200 meters left, it just started pouring rain."

When the Daily Press caught up with Thorp, she was recuperating in the second of three temporary emergency departments set up by Santa Monica-UCLA Medical Center volunteers at the senior center on Ocean Boulevard.

Several runners walked in small circles around the room, coaxing cramped muscles back to life, trying to regain body heat lost to the cold, rain and wind in the race.

Marathons come with a set of expected ailments, including dehydration, heat stroke and cramps, said Posie Carpenter, chief administrative officer with the medical center.

This Sunday, runners arrived at the finish line on Ocean Boulevard at California Avenue with hypothermia.

According to the National Weather Service, winds in Santa Monica were expected to reach between 25 and 30 miles per hour, and temperatures hung just below 60 degrees.



Brandon Wise brandonw@smdp.com

HONORS: **Thousands of medals were given to L.A. Marathon finishers on Sunday.**

Over 125 Santa Monica-UCLA Medical Center staff members volunteered their time and services to help the soaked participants recover in the three temporary emergency departments set up in three locations after the finish line.

The centers were quickly overwhelmed. As runners poured in, staff worked with the Fairmont Hotel to open the Starlight Ballroom as an impromptu warming station, said Santa Monica-UCLA spokesperson Ted Braun.

News wire services reported that over 200 runners were sent to the Fairmont, while 300 total were treated for hypothermia. Twenty were sent to mobile hospitals for hypothermia and severe muscle cramps.

Nurses tended to runners with towels,

SEE **WEATHER** PAGE 13

MARATHON
FROM PAGE 1

was hard, but when I ran, it was good," Geneti said through an interpreter.

Buzunesh Deba won the women's division in 2:26:34 to give Ethiopia a sweep.

Geneti and Nicolas Kamakya took the lead from the seventh through the 10th miles in heavy rain and Geneti pulled away by the halfway point.

He opened a big lead on Korir and Kamakya by the 17th mile and ran by himself over the final six miles.

Kamakya finished second in 2:09:26 and Laban Moiben was third in 2:13:12. Korir, attempting to become the race's first three-time winner, was fourth in 2:13:23.

Geneti's 2:06:35 shattered the race record of 2:08:24 set by Korir in 2009, and this year trails only the 2:06:13 run by Wilson Kipsang Kiprotich of Kenya in the Lake Biwa Mainichi Marathon in Japan on March 6.

"I'm surprised at the time," Geneti said. "I hoped to run 2:07."

He also won the $100,000 gender challenge prize when he made up a 17:03 head start given to the women's elite field. He passed the women's leaders on the 20th mile of the "Stadium to the Sea" course that begins at Dodger Stadium and passes through Hollywood and Beverly Hills.

Geneti looked behind him several times over the final miles, but was threatened only by stomach cramps.

Geneti, who has a track background and a personal best 13:00 at 5,000 meters, decided to switch to road racing as he trains with Gebre Gebremariam, the 2010 New York City Marathon champion.

He plans to put the $100,000 toward a school in his home city of Addis Ababa.

Deba broke free from Mare Dibaba and Amy Hastings on the 22nd mile. Hastings was second in 2:27:03 in her marathon debut, while Dibaba was third in 2:30:25.

Deba, who lives and trains in Bronx, N.Y., passed up Sunday's NYC Half-Marathon to run in L.A. It was her fifth marathon victory over the past two years.

"I don't like the rain, but I prepared very, very well, and I was not hurting," Deba said. "My husband wanted me to run 2:24, but I don't like running in the rain. My legs were tight and my stomach was cramping."

It was the first time an Ethiopian, male or female, won the L.A. Marathon. Kenyans had won the previous 12 men's races.

Hastings, from Mammoth Lakes, Calif., recorded the fourth fastest marathon debut by an American woman. She led from the 10th through 16th miles and went out front again late before fading.

"I tried to focus on them to try and come back to them," Hastings said. "It worked pretty good until the last mile."

Korir ran with the leaders early, but was not in contention after the halfway mark.

"I would like to thank God that I was able to finish the race and that I am still alive," Korir said. "I thought it was the end of my life. It was tough."

Krige Schabort won the men's wheelchair race and Shirley Reilly won the women's division.

Race time temperature was 54 degrees and dipped as the day progressed. Heavy rain fell in the early morning when the elite men were running the first half.





Brandon Wise brandonw@smdp.com

TOPS: **(Top) Markos Geneti wins the L.A. Marathon on Sunday in the men's division. (Above) Buzunesh Deba won on the women's side.**

WEATHER
FROM PAGE 12

warm fluids and electrolytes in an attempt to warm and rehydrate them, Carpenter said.

Even elite runners reported to the first emergency department, just outside the Fairmont, said Dr. Nick Shamie, an orthopedic surgeon with the Santa Monica-UCLA Medical Center.

The weather brought other challenges to athletes, including slippery conditions that resulted in multiple falls. One man spilled out of his wheel chair just outside of Dodger Stadium, cutting his finger badly in the process, Shamie said.

"He had an open wound on his finger," Shamie said. "He got back in and just plowed through the other 26.2 miles."

The people completing the race were inspirational to the volunteers, Shamie said.

"It's a good feeling to be here today helping these heroic athletes," he said.

The L.A. Marathon hasn't experienced weather like this since 2000, said Peter Abraham, creative director of the race.

"So far, I'm really impressed by how resilient the runners and volunteers are," he said.

Steady rain and chilling wind did not deter die-hards from coming out to watch the race, although the crowds were not as thick as in previous years.

Family members and friends lined the fences in an effort to see their competitors, some arriving as early as 6:30 a.m. to grab a choice spot.

Alicia Guererro, of Ontario, and her family came to watch son Miguel Guererro compete in his first marathon.

"He's been practicing for months," she said excitedly. "He's on pace for four hours."

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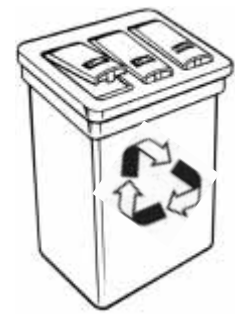
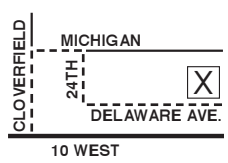
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Surf Conditions **Water Temp:** 61°

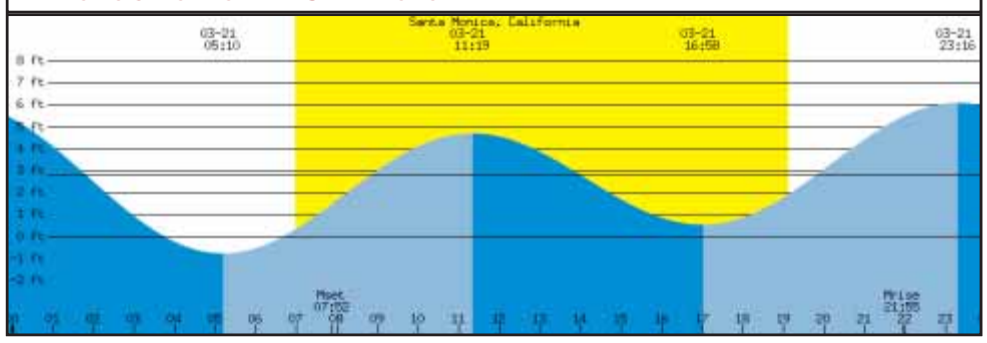
Swell Forecast

The WNW and WSW swells make for mixed up, washing-machine like conditions with waves most everywhere head high with overhead pluses. Conditions look poor.

Long Range Synopsis

Midweek it looks smaller, around waist to chest most everywhere.

Tide Forecast for Today in Santa Monica



BEACH REPORT CARD

NORTH LOS ANGELES COUNTY

Grades for this report are based on monitoring data from the previous 30 days up to the ending date of: **March 16, 2011**

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

QUICK STATS (for the last 30 days)

- Number of sewage spills -- 0
- Number of beach closures due to a sewage spill -- 0
- Number of wet days -- 14
- Number of A grades for dry/wet weather -- 30 / 32
- Number of (C,D,F) grades for dry/wet weather -- 12 / 13

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

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

LOCATION	DRY	WET
Leo Carrillo Beach, at Arroyo Sequit Creek mouth.	B	F
Nicholas Beach at San Nicholas Canyon Creek mouth.	A+	A+
El Pescador State Beach, between Lechusa and Las Alisos creeks.	A+	A+
Encinal Canyon at El Matador State Beach.	A+	A+
Broad Beach at Trancas Creek mouth.	A+	D
Zuma Beach at Zuma Creek mouth.	A+	F
Walnut Creek, projection of Wildlife Rd. (private).	A+	A+
Paradise Cove Pier at Ramirez Canyon Creek mouth.	F	B
Escondido Creek, just east of Escondido State Beach.	F	D
Latigo Canyon Creek mouth.	F	A+
Solstice Canyon at Don Blocker County Beach.	A	C
Puerco State Beach at creek mouth.	A+	A
Marie Canyon storm drain at Puerco Beach, at 24572 Malibu Rd..	B	A+
Surfrider Beach at Malibu Colony fence.	A+	A+
Surfrider Beach (breach location)- daily.	F	F
Malibu Pier - 50 yards east.	F	F
Carbon Beach at Sweetwater Canyon.	F	A
Las Flores State Beach at Las Flores Creek (point zero).	A	A+
Big Rock Beach at 19948 PCH stairs.	A+	D
Pena Creek at Los Tunos County Beach.	A+	A+
Tuna Canyon.	ns	ns
Topanga State Beach at creek mouth.	F	F
Castlerock Storm Drain at Castle Rock Beach.	A+	A+
Santa Ynez Storm Drain at Castle Rock Beach.	B	A+
Will Rogers State Beach at 17200 PCH (1/4 mile east of Sunset drain).	A+	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+	A+
Will Rogers State Beach at Temescal Canyon drain.	A+	A+
Will Rogers State Beach at Santa Monica Canyon drain (Chautauqua).	F	F
Santa Monica Beach at Montana Ave. drain.	A+	A+
Santa Monica Beach at Wilshire Blvd. drain.	B	A
Santa Monica Municipal Pier.	F	C
Santa Monica Beach at Pico/Kenter storm drain.	F	F
Santa Monica Beach at Strand St. (in front of the restrooms).	A+	A+
Ocean Park Beach at Ashland Ave. drain.	B	A
Venice City Beach, at the Rose Ave. storm drain.	A+	A+
Venice Beach at Brooks Ave. drain.	A+	A+
Venice Beach at Windward Ave. drain.	A+	B
Venice Fishing Pier - 50 yards south.	A+	A+
Venice Beach- projection of Topsail St..	A+	A+
Marina del Rey, Mothers' Beach- lifeguard tower.	D	A
Dockweiler State Beach at Ballona Creek mouth.	D	F
Dockweiler State Beach at Culver Blvd. drain.	A+	A+
North Westchester Storm Drain at Dockweiler State Beach.	A+	A+
Dockweiler State Beach at World Way (south of D&W jetty).	A+	A+
Dockweiler State Beach at Imperial Hwy drain.	A+	A+
Dockweiler Beach- opposite Hyperion Treatment Plant.	A+	A+
Dockweiler State Beach at Grand Ave. drain.	A+	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 non-profit environmental organization dedicated to making Santa Monica Bay and Southern California coastal waters safe and healthy for people and marine life.

Heal the Bay

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.

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De La Salle wins boys' D-1 NorCal championship

ASSOCIATED PRESS

SACRAMENTO Travis Pacos had 19 points as De La Salle of Concord came from behind to upset Castro Valley, 49-43, to win the boys' Division 1 NorCal championship Saturday.

Amadi Udenyi had 11 points, six rebounds and five assists for De La Salle (27-5) at Power Balance Pavilion, while Juan Anderson led Castro Valley (30-2) with 20 points and Chris Read added 11.

Castro Valley controlled the game during most of the first three quarters, but couldn't pull away. The Trojans led by eight, 29-21, late in the third, but De La Salle ran off 18 straight points and Castro never got closer than six.

De La Salle won its fifth NorCal title and will face Mater Dei of Santa Ana Saturday in the Division I state title game.

Giants' Wilson injured, might miss opening day

ASSOCIATED PRESS

SCOTTSDALE, Ariz. San Francisco Giants closer Brian Wilson is being sidelined with a strained ribcage muscle, an injury that could keep the big-bearded major league saves leader out for the start of the season.

The San Francisco Chronicle reported Saturday he had an MRI. Wilson was injured Thursday while pitching against the Los Angeles Angels.

Wilson will be re-evaluated on Monday. It is uncertain whether he will be ready for opening day.

If he is out for an extended period, the closer's role likely would be taken by left-handers Jeremy Affeldt or Javier Lopez, or right-hander Sergio Romo.

The 29-year-old Wilson led the majors with 48 saves last year.

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Adjustment Bureau (PG-13) 1hr 46min
1:35pm, 4:10pm, 6:45pm, 9:20pm

Unknown (PG-13) 1hr 49min
4:30pm, 9:45pm

Hall Pass (R) 1hr 38min
1:45pm, 7:10pm

Lincoln Lawyer (R) 1hr 59min
12:30pm, 3:15pm, 6:15pm, 9:15pm

Kill the Irishman (R) 1hr 46min
2:00pm, 4:40pm, 7:15pm, 9:50pm

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

Rango (PG) 1hr 47min
11:00am, 1:40pm, 4:25pm, 7:15pm, 10:05pm

Paul (R) 1hr 40min
10:55am, 12:30pm, 1:30pm, 3:15pm, 4:15pm, 6:00pm, 7:00pm, 8:45pm, 9:45pm

Battle: Los Angeles (PG-13) 1hr 56min
11:05am, 1:50pm, 4:40pm, 7:30pm, 10:15pm

Adjustment Bureau (PG-13) 1hr 46min
11:40am, 2:25pm, 4:55pm, 7:30pm, 10:10pm

Mars Needs Moms in Disney Digital 3D (PG) 1hr 28min
11:15am, 1:35pm, 4:00pm, 6:30pm, 9:00pm

Red Riding Hood (PG-13) 1hr 40min
11:45am, 2:20pm, 4:50pm, 7:20pm, 9:50pm

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Desert Flower (Wustenblume) (R) 2hrs 00min
1:10pm, 4:10pm, 7:10pm, 10:00pm

Barney's Version (NR) 2hrs 12min
1:20pm, 4:20pm, 7:20pm, 10:15pm

Cedar Rapids (R) 1hr 26min
1:00pm, 3:10pm, 5:20pm, 7:50pm, 10:10pm

I Am (NR) 1hr 16min
1:30pm, 3:40pm, 5:50pm, 8:00pm, 10:10pm

AMC Criterion 6
1313 Third Street Promenade
(310) 395-1599

Rango (PG) 1hr 47min
12:45pm, 3:30pm, 6:15pm, 9:00pm

Battle: Los Angeles (PG-13) 1hr 56min
12:30pm, 3:25pm, 6:30pm, 9:30pm

Limitless (PG-13) 1hr 45min
11:00am, 12:15pm, 1:30pm, 3:15pm, 4:15pm, 6:00pm, 7:00pm, 8:45pm, 9:45pm

Lincoln Lawyer (R) 1hr 59min
10:50am, 1:45pm, 4:30pm, 7:20pm, 10:10pm

I Will Follow (NR) 1hr 28min
10:55am, 1:10pm, 3:20pm, 5:30pm, 7:40pm, 10:00pm

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

Take a stand, Aquarius

ARIES (March 21-April 19)
★★★★ Just as you get used to the fact that your audience is many people, later in the day, you find that you are playing for one person. Remember, you are good in either situation and can flourish. The unexpected rides hard. Tonight: Talk over dinner.

TAURUS (April 20-May 20)
★★★★ Plug into work with an eye to accomplishment. Your imagination takes you on a new adventure, especially involving work and a friendship. Do be careful. Detach in the afternoon and get a complete perspective. Tonight: Seek out friends.

GEMINI (May 21-June 20)
★★★★ Your creativity flourishes as you lazily get work started. You might be slightly indulgent, yet it might be worthwhile. You spin out to a new beginning as you seek new answers. The unexpected develops within a friendship. Tonight: Working late.

CANCER (June 21-July 22)
★★★★ Take a hint from Gemini. You might even decide to work from home or call in sick. Truth be told, you might gather more information that way. A feeling of completion will be the end result if you detach and seek out new answers. Tonight: Brainstorming session.

LEO (July 23-Aug. 22)
★★★★ Get a head start on your day. Get into work; return calls; schedule a meeting for the morning, if you can. By noon, you might feel as if the workday should be finished. Lighten up and choose less-demanding tasks -- for now. Tonight: Mull over something you heard.

VIRGO (Aug. 23-Sept. 22)
★★★★ An insightful question helps you deal with a new situation at work. Someone you meet today or in the near future could easily sweep you off your feet. Try to stay reality-bound. Your friends could be a powerful resource. Tonight: Catch up on a friend's news.

LIBRA (Sept. 23-Oct. 22)
★★★★ You feel great in the morning, as if you can deal with nearly anything. That feeling will be challenged early in the day. Be aware of the financial implications of a situation. Have a discussion. Make sure both of you have the same thoughts on an agreement. Tonight: Deal with what is on your mind.

SCORPIO (Oct. 23-Nov. 21)
★★★★ The tendency this morning is to want to close your door or do some solid thinking alone, despite others. By the afternoon, you'll feel much better. Take a stand. Do your best to make an impression on a situation. Others respond well to you. Tonight: The only answer is "yes."

SAGITTARIUS (Nov. 22-Dec. 21)
★★★★★ Investigate new possibilities with the knowledge that you might be alone in instrumenting them. Have meetings in the morning and reach out for others. What you hear might not be music to your ears, but it's necessary to hear. Tonight: Do some much-needed thinking.

CAPRICORN (Dec. 22-Jan. 19)
★★★★ Demands and responsibilities take up a lot of your time. You wonder when you can start wishing for more of what you want. The answer is when you are ready, which could be now. Look at how you might be your own worst enemy. Tonight: Where people are.

AQUARIUS (Jan. 20-Feb. 18)
★★★★★ Use your time wisely. Do research quickly and effectively. Making strong decisions is always easier if you have as much information as possible. Take action this afternoon, or plan to take action once you feel your ducks are lined up. Tonight: Take a stand.

PISCES (Feb. 19-March 20)
★★★★★ Deal with a partner directly as only you can. It is obvious that you understand each other. You also might need to talk about what ails you and what is going on. Get more facts and find an expert or two before anchoring in on a decision. Tonight: Explore; do something new.

Happy birthday

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

This year, you'll have opportunities to interact with others differently. Note a steady stream of people coming toward you with various needs. You will want to respond. Relate both in groups and individually. An unusually creative person presents one new idea after the other. If you are single, many people would like to be yours. Which one will you choose? If you are attached, the two of you will enjoy a stronger connection.



MYSTERY PHOTO

Brandon Wise *brandonw@smdp.com*

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

Garfield

By Jim Davis



The Meaning of Lila

By John Forgetta & L.A. Rose



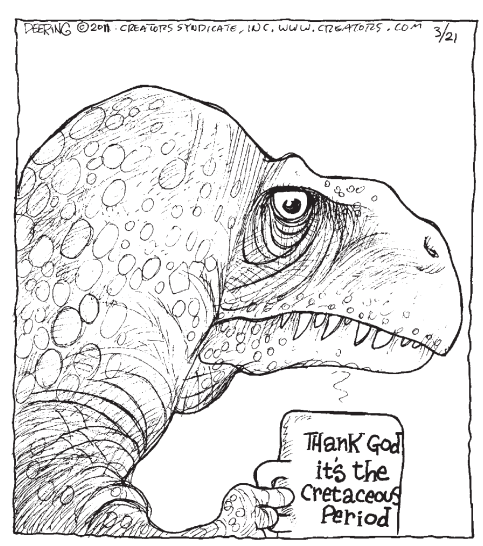
Girls and Sports

By Justin Borus and Andrew Feinstein



Strange Brew

By John Deering



Speed Bump

By Dave Coverly



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 ★

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

King Features Syndicate

GETTING STARTED

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

SOLUTIONS TO YESTERDAY'S PUZZLE

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

"Do You Know The Jealously Guarded Secrets Banks Hide From You That Could Cost You Thousands?"

A nationally known financial expert says many who have savings accounts make these mistakes, costing themselves and their families thousands of dollars! They risk their retirement security, increasing the chance they could outlive their money. This is true whether they handle their savings themselves, or with help from a professional! Are you needlessly losing thousands of dollars? **Find out NOW, Call toll-free, 800-637-8842 for a free consultation on alternatives to savings accounts and CD's. CALL NOW, before it's too late!**

CROSSWORD

By THOMAS JOSEPH

ACROSS

1 Skater Henie
6 Gold measure
11 Exemplary
12 Nimble
13 Oyster product
14 Attendance count
15 Weather-map spots
17 Work phone no.
18 Store department
22 Saudi native
23 Derisive sounds
27 Factions
29 Hunker down
30 Trick-taking game
32 Arm bone
33 Zero
35 Boxing great
38 House topper
39 Damascus' nation
41 Nitwits
45 On the way
46 Sports venue
47 Tubular pasta
48 Like cliffs

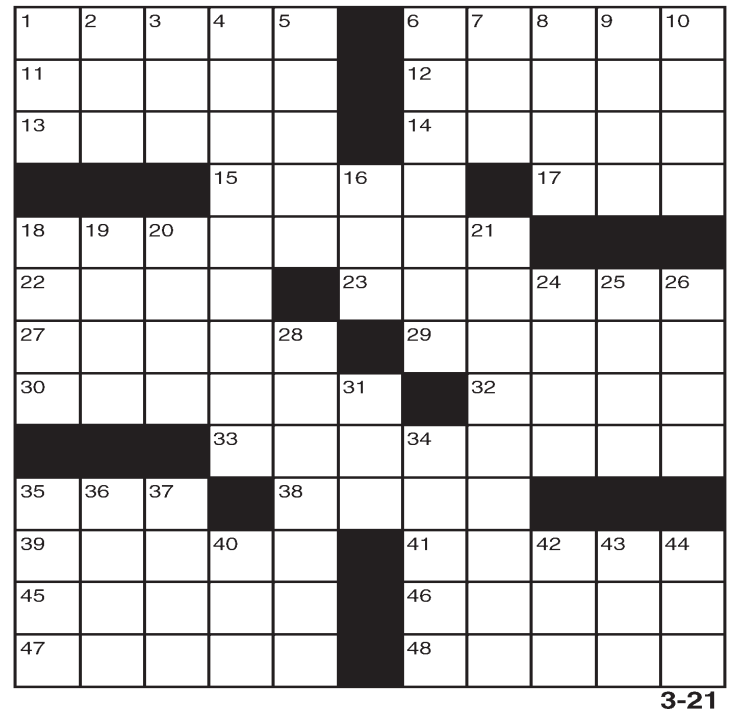
DOWN

1 Use a straw
2 Pindar poem
3 Arts-funding org.
4 Norwegian cheese
5 Permit
6 Wichita natives
7 In the past
8 Ascend
9 TV's Trebek
10 Exam
16 Director Craven
18 Prepare potatoes
19 Pennsylvania port
20 Zilch
21 French cheese
24 Hold power
25 Zesty flavor
26 Without a date
28 Closet use
31 Jack of "Barney Miller"
34 Fizzy drinks
35 Pronto, in memos
36 Singer Lovett
37 Steel ingredient
40 Tourist stop
42 Ruby of "Do the Right Thing"
43 Low digit
44 Tree fluid

S	N	A	F	U	■	F	A	S	T	S
T	O	N	E	R	■	A	T	E	A	M
O	M	I	T	S	■	T	E	R	S	E
N	O	M	A	A	M	■	■	E	T	A
E	R	A	■	M	O	U	R	N	E	R
D	E	L	■	I	N	R	O	A	D	■
■	■	■	A	N	I	S	E	■	■	■
■	P	E	L	O	T	A	■	G	P	S
R	U	N	F	R	O	M	■	L	A	W
A	R	T	■	■	R	A	C	I	N	E
S	P	R	I	G	■	J	U	N	T	A
P	L	A	N	E	■	O	R	D	E	R
S	E	P	A	L	■	R	E	A	D	S

Saturday's answer

NEW CROSSWORD BOOK! Send $4.75 (check/m.o.) to Thomas Joseph Book 1, P.O. Box 536475, Orlando, FL 32853-6475



3-21

NEWS OF THE WEIRD
BY CHUCK SHEPARD

■ 21st-Century American Exports? In strife-torn Sudan (land of the Darfur murder and rape atrocities and a per-capita annual income of $2,200), an epic, year-long Ponzi scheme engineered by a lowly former police officer has enticed nearly 50,000 victims to invest an estimated $180 million (according to a March dispatch on Slate.com). At the height of the hysteria, even militia fighters in Darfur rushed to invest. (As Bernard Madoff was initially, perpetrator Adam Ismael is lounging comfortably under house arrest.) And in February, NPR reported that the United States government will soon be asked to bail out yet another bank that dramatically overextended itself with bad loans -- and is now $900 million short: the Bank of Kabul in Afghanistan.

■ The essential uniform of super-ambitious Chinese businessmen nowadays includes a leather designer purse, reported the Los Angeles Times in a February dispatch from Beijing, and high-end sellers "can't believe their luck," now that "(b)oth sexes in the world's most populous country adore purses." The Coach company will have 53 stores in China by mid-year, and Hermes and Louis Vuitton are so optimistic that they built stores in less-obviously prosperous reaches of the country. (Apparently, only authentic designer items lend businessmen credibility. For the export market, China remains a world leader in trademark-pirating knock-offs.)

■ The lower house of Russia's parliament approved legislation in February to classify beer, for the very first time, as an alcoholic beverage. Traditionally, because of the dominance of the vodka industry, beer has been regarded as closer to a soft drink.

TODAY IN HISTORY

1788 A fire in New Orleans leaves most of the town in ruins.

WORD UP!

largess \ lar-ZHES; lar-JES; LAR-jes \ , noun; also largesse

1. Generous giving (as of gifts or money), often accompanied by condescension.
2. Gifts, money, or other valuables so given.
3. Generosity; liberality.

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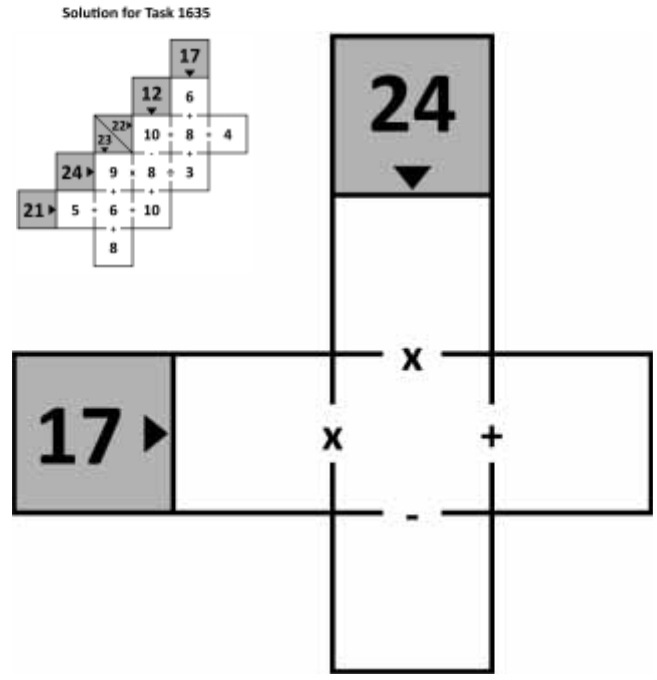
- Fill the grid with the set of given numbers (1 to 12) to satisfy the Equa demands (7 to 24) in the shaded boxes. The Equa demands represent the sum of the digits that you will insert into the empty squares.
- Each horizontal row has one Equa demand to satisfy; each vertical column also has one demand to satisfy. Each empty square in the grid dictates the math operation (addition +, subtraction -, multiplication X, and division ÷) that must be performed to meet the demands.
- You must follow the given math operations for each square and you must make sure all the numbers satisfy the demands in the shaded boxes when connected in adjacent threes and calculated together from left to right, and top to bottom.
- The numbers you insert into the grid must satisfy the Equa demands both horizontally and vertically.

For more games, go to www.arithmo.com

Fill in the empty fields with the given numbers so when calculated together they satisfy all Equas in the gray boxes:

2, 3, 5, 7, 11

Solution for Task 1635



Santa Monica Daily Press

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Employment

Assisted living community is looking for caregivers and medication technicians to assist elderly residents with their care. Schedule will include weekends both morning and evening shifts. Must have good attitude and love for seniors. Pre employment drug test and criminal background check. If interested, please fill out an application at 2107 Ocean Ave. SM 90405. EOE

Business Analyst (Los Angeles, CA) needed by Jarin Kasi Ltd– Research, Analyze and evaluate
company's operation & market condition. MBA required. No exp. needed. Mail resume: Jarin
Kasi Ltd. 1230 Montana Ave. Ste 103, Sta. Monica, CA 90403.

For Rent

522 San Vicente Blvd Santa Monica Prime, must see! Large 2 bedroom 2 bath, fireplace, hardwood floors, Dutch kitchen, laundry facility $2700.00/month (310) 479-1012

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Automotive

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Notices

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NOTICE OF APPLICATION FOR CHANGE IN OWNERSHIP OF ALCOHOLIC BEVERAGE LICENSE(S)
Date of Filing Application: FEBRUARY 24, 2011
To Whom it may concern:
The Name(s) of the Applicant(s) is/are: ROYAL LUSH LLC
The applicants listed above are applying to the Department of Alcoholic Beverage Control to sell alcoholic beverages at: 1301 OCEAN AVE, SANTA MONICA, CA 90401-1019
Type of License(s) Applied for: 47 – ON-SALE GENERAL EATING PLACE
Department of Alcoholic Beverage Control LOS ANGELES.
SANTA MONICA DAILY PRESS 4/21/2011

Name Changes

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. ES01635
Superior Court of California, County of Los Angeles
Petition of MERYL WEIKEL for Change of Name
TO ALL INTERESTED PERSONS:

Name Changes

Petitioner or Attorney: MERYL WEIKEL filed a petition with this court for a decree of changing names as follows: MERYL LOUISE WEIKEL to MERYL LOUISE DE MILO 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: 4/8/11 Time: 8:30AM, Dept. B
The address of the court is Superior Court North District, 300 East Olive Avenue, Burbank, CA 91502.
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: FEB 24, 2011
MARY THORNTON HOUSE
SUPERVISING JUDGE
2/28/11, 3/7/11, 3/14/11, 3/21/11

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. ES014699
Superior Court of California, County of Los Angeles
Petition of MELODY JOANN CASTILLO BY AND THROUGH HER GUARDIAN SHARON OSORNIO for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: MELODY JOANN CASTILLO BY AND THROUGH HER GUARDIAN SHARON OSORNIO filed a petition with this court for a decree of changing names as follows: MELODY JOANN CASTILLO to SHARON DANIELLA CASTILLO 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: APRIL 22, 2011 Time: 8:30AM, Dept. B
The address of the court is Superior Court North District, 300 East Olive Avenue, Burbank, CA 91502.
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: MARCH 4, 2011
MARY THORNTON HOUSE
SUPERVISING JUDGE
3/7/11, 3/14/11, 3/21/11, 3/28/11

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. ES014735
Superior Court of California, County of Los Angeles
Petition of for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: CAREY MCCONNELL filed a petition with this court for a decree of changing names as follows: CAREY CHRISTIAN MCCONNELL to ANGELMCCONNELL 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: APRIL 29, 2011 Time: 8:30AM, Dept. A , ROOM 204
The address of the court is Superior Court North District, 300 East Olive Avenue, Burbank, CA 91502.
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: March 18, 2011
MARY THORNTON HOUSE
SUPERVISING JUDGE
3/21/11, 3/28/11, 4/4/11, 4/11/11

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. ES014638
Superior Court of California, County of Los Angeles
Petition of JACOB GOLDBERG, A MINOR BY AND THROUGH HIS/HER GUARDIAN AD LITEM NICOLE HELFER for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: NICOLE HELFER filed a petition with this court for a decree of changing names as follows: JACOB WILLIAM GOLDBERG to JACON WILLIAM HELFER 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: APRIL 15, 2011 Time: 8:30AM, Dept. B
The address of the court is Superior Court North District, 300 East Olive Avenue, Burbank, CA 91502.
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: MARCH 4, 2011
MARY THORNTON HOUSE
SUPERVISING JUDGE
3/7/11, 3/14/11, 3/21/11, 3/28/11

DBAS

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110285791 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/23/2011 The following person(s) is (are) doing business as AI#ON 201000610176 SUN STUDIO LA . The full name of registrant(s) is/are: THE SUN STUDIO GROUP LLC 1856 S. SEPULVEDA BLVD LOS ANGELES, CA 90025. 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)11/1/2010. /s/: THE SUN STUDIO GROUP LLC; MEMBER. This statement was filed with the County Clerk of LOS ANGELES County on 02/23/2011. 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 02/28/2011, 03/07/2011, 03/14/2011, 03/21/2011.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0241615
The following person(s) is (are) doing business as: M G TAX SERVICE, 19731 CAMINO DE ROSA, WALNUT, CA 91789. Full name of registrant(s) is (are) MARIA GARCIA, 19731 CAMINO DE ROSA, WALNUT, CA 91789. This Business is conducted by: AN INDIVIDUAL. Signed: MARIA GARCIA This statement was filed with the County Clerk of Los Angeles County on 02/14/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 01/18/06. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Feb. 28, March 07, 14, 21, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0239635
The following person(s) is (are) doing business as: PRINT PLANET, 3627 E. CESAR CHAVEZ AVE., L.A., CA 90063. Full name of registrant(s) is (are) JOSE FUENTES, 7949 BRIGHT AVE. #14-A, WHITTIER, CA 90602. This Business is conducted by: AN INDIVIDUAL. Signed: JOSE FUENTES. This statement was filed with the County Clerk of Los Angeles County on 02/14/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Feb. 28, March 07, 14, 21, 2011
Publish: Santa Monica Daily Press

DBAS

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0249397
The following person(s) is (are) doing business as: SAIGON MARKET, 739 E. ANAHEIM ST., LONG BEACH, CA 90813. Full name of registrant(s) is (are) PEA KING, 739 E. ANAHEIM ST., LONG BEACH, CA 90813. This Business is conducted by: AN INDIVIDUAL. Signed: PEA KING. This statement was filed with the County Clerk of Los Angeles County on 02/15/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 2/15/11. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Feb. 28, March 07, 14, 21, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0263041
The following person(s) is (are) doing business as: THE BEST BROKER FOR RUGS, 536 GOLDENWEST DR., REDLAND, CA 92373. Full name of registrant(s) is (are) ABDOLLAH PARHIZKAR, 536 GOLDENWEST DR., REDLAND, CA 92373. This Business is conducted by: AN INDIVIDUAL. Signed: ABDOLLAH PARHIZKAR. This statement was filed with the County Clerk of Los Angeles County on 02/17/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 01/01/11. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Feb. 28, March 07, 14, 21, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0239626
The following person(s) is (are) doing business as: ZAPATERIA NAYARIT, 376 E. 230th ST., CARSON, CA 90745. Full name of registrant(s) is (are) ARACELI VERDIN, 376 E. 230th ST., CARSON, CA 90745. This Business is conducted by: AN INDIVIDUAL. Signed: ARACELI VERDIN. This statement was filed with the County Clerk of Los Angeles County on 02/14/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Feb. 28, March 07, 14, 21, 2011
Publish: Santa Monica Daily Press

FILE NO. 2010-0247347
STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
The following person(s) has/have abandoned the use of the fictitious business name: HARBOR LIFT, 1401 E. "O" ST., WILMINGTON, CA 90744. The fictitious business name referred to above was filed on 12/08/2008, in the county of Los Angeles. The original file number of 2008-2155274. The business was conducted by: AN INDIVIDUAL. This statement was filed with the County Clerk of Los Angeles on 02/15/11. The business information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false, is guilty of a crime.) SIGNED: ROBERT PEREZ/OWNER.
Pub. Feb. 28, March 07, 14, 21, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0247995
The following person(s) is (are) doing business as: GALACTICOS, 20710 AMIE AVE. #224, TORRANCE, CA 90503. Full name of registrant(s) is (are) JUVAL JOSEPH KUPERBERG, 20710 AMIE AVE. #224, TORRANCE, CA 90503. This Business is conducted by: AN INDIVIDUAL. Signed: JUVAL JOSEPH KUPERBERG. This statement was filed with the County Clerk of Los Angeles County on 02/15/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Feb. 28, March 07, 14, 21, 2011
Publish: Santa Monica Daily Press

DBAS

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110219729 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/09/2011 The following person(s) is (are) doing business as BUTTER & LOVE CAKES. The full name of registrant(s) is/are: KELLIE ABBOTT 1171 AMHERST AVENUE LOS ANGELES, CA 90049. 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/:KELLIE ABBOTT; OWNER. This statement was filed with the County Clerk of LOS ANGELES County on 02/09/2011. 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 02/28/2011, 03/07/2011, 03/14/2011, 03/21/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110265460 This statement was filed with the County Clerk of LOS ANGELES on 02/17/2011 The following person(s) is (are) doing business as POLYRADIANT TECHNOLOGY INC; WFA DESIGN INC. The full name of registrant(s) is/are: AGIYO INC 8748 HANNA AVE WEST HILLS, CA 91304. 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/:WENSHENG ZHOU ; PRESIDENT. This statement was filed with the County Clerk of LOS ANGELES County on 02/17/2011. 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 02/28/2011, 03/07/2011, 03/14/2011, 03/21/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110285790 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/23/2011 The following person(s) is (are) doing business as KENTUCKY DERBY TOURS ; KENTUCKY DERBY JUNKET. The full name of registrant(s) is/are: JANE DEMPSEY 820 WILSON PLACE 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)01/01/1976. /s/: JANE DEMPSEY; OWNER. This statement was filed with the County Clerk of LOS ANGELES County on 02/23/2011. 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 02/28/2011, 03/07/2011, 03/14/2011, 03/28/2011.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0249035
The following person(s) is (are) doing business as: F R QUAN, 913 JUNIPERO DR., DUARTE, CA 91010. Full name of registrant(s) is (are) FRANK-

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DBAS

LIN R. QUAN, 913 JUNIPERO DR., DUARTE, CA 91010. This Business is conducted by: AN INDIVIDUAL. Signed: FRANKLIN R. QUAN. This statement was filed with the County Clerk of Los Angeles County on 02/15/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Feb. 28, March 07, 14, 21, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0247346
The following person(s) is (are) doing business as: HARBOR LIFT, 1401 E. "O" ST., WILMINGTON, CA 90744. Full name of registrant(s) is (are) DAVID P. FERNANDEZ, SR., 1401 E. "O" ST., WILMINGTON, CA 90744. This Business is conducted by: AN INDIVIDUAL. Signed: DAVID P. FERNANDEZ, SR. This statement was filed with the County Clerk of Los Angeles County on 02/15/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Feb. 28, March 07, 14, 21, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0264374
The following person(s) is (are) doing business as: LOS MOLCAJETES RESTAURANT #1, 695 S. HOOVER ST., L.A., CA 90005. Full name of registrant(s) is (are) JUAN H. GUZMAN, 2030 7th AV., L.A., CA 90005. This Business is conducted by: AN INDIVIDUAL. Signed: JUAN H. GUZMAN. This statement was filed with the County Clerk of Los Angeles County on 02/17/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Feb. 28, March 07, 14, 21, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110266118 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/17/2011 The following person(s) is (are) doing business as FILM SERVICES. The full name of registrant(s) is/are: RICHARD RYAN 4445 COLBATH AVE #104 SHERMAN OAKS, CA 91423. 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/:RICHARD RYAN; OWNER. This statement was filed with the County Clerk of LOS ANGELES County on 02/17/2011. 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 02/28/2011, 03/07/2011, 03/14/2011, 03/21/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 201103278009 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/02/2011 The following person(s) is (are) doing business as THE WAVE BAR. The full name of registrant(s) is/are: MARCO CHAVIRA 250 DIMMICK AVE VENICE, CA 90291. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)12/01/2010. /s/: MARCO CHAVIRA , OWNER . This statement was filed with the County Clerk of LOS ANGELES County on 03/02/2011. 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 03/07/2011, 03/14/2011, 03/21/2011, 03/28/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110326464 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/03/2011 The following person(s) is (are) doing business as AI#ON 3293810 BROCKTON LIQUOR. The full name of registrant(s) is/are: BUNDY LIQUOR INC 1600 S WESTGATE AVE #307 LOS ANGELES, CA 90025. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/25/2011. /s/: ESKANDAR SHAMTOOB; PRESIDENT . This statement was filed with the County Clerk of LOS ANGELES County on 03/03/2011. 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 03/07/2011, 03/14/2011, 03/21/2011, 03/28/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110307978 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/28/2011 The following person(s) is (are) doing business as AZTECA RESTAURANT. The full name of registrant(s) is/are: AZTECA RESTAURANT & FAMILY ENTERPRISES INC 28643 S. WESTERN AVE 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/:AZTECA RESTAURANT & FAMILY ENTERPRISES INC; PRESIDENT. This statement was filed with the County Clerk of LOS ANGELES County on 02/28/2011. 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 03/07/2011, 03/14/2011, 03/21/2011, 03/28/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110294514 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/24/2011 The following person(s) is (are) doing business as TEAM VITZ. The full name of registrant(s) is/are: PETER TADROS 12312 HAVELOCK AVE CULVER CITY, CA 90230. 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/:PETER TADROS. This statement was filed with the County Clerk of LOS ANGELES County on 02/24/2011. 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 03/07/2011, 03/14/2011, 03/21/2011, 03/28/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110331614 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/03/2011 The following person(s) is (are) doing business as AI#ON 200420310004 CENTRAL SAPC. The full name of registrant(s) is/are: YOLO, LLC 1348 14TH STREET SANTA MONICA, CA 90404. 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)01/01/2011. /s/: YOLO, LLC; LLC. This statement was filed with the County Clerk of LOS ANGELES County on 03/03/2011. 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 03/07/2011, 03/14/2011, 03/21/2011, 03/28/2011.

Statement of Abandonment of Use of Fictitious Business Name
Document Record 061363512
Current File No. 20110362274
State of California, County of Los Angeles
The following person(s) has/have abandoned the use of the fictitious Business name:
BWELL CLINIC , 2811 WILSHIRE BLVD, # 510, SANTA MONICA, CA 90403
The fictitious business name referred to above was filed on 6/21/06 in the county of LOS ANGELES.
Registered owners: DMV, INC. , 2811 , 2811 WILSHIRE BLVD, # 510, SANTA MONICA, CA 90403
This business is conducted by: A CORPORATION
/s/ JAMES DAHLGREN/ SECRETARY
This statement was filed with the County Clerk of Los Angeles County on 3/9/2011
Published: SANTA MONICA DAILY PRESS 3/14/11, 3/21/11, 3/28/11, 4/7/11

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110331612 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/03/2011 The following person(s) is (are) doing business as Design Love Fest. The full name of registrant(s) is/are: Brieanne Emery 838 Hyperion Ave Los Angeles, CA 90029. 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/:Brieanne Emery. This statement was filed with the County Clerk of LOS ANGELES County on 03/03/2011. 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 03/07/2011, 03/14/2011, 03/21/2011, 03/28/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110331613 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/03/2011 The following person(s) is (are) doing business as Law Offices of Olaf J. Muller. The full name of registrant(s) is/are: Olaf Jerzy Muller 3623 jasmine Ave. #304 Los Angeles, CA 90034. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)02/01/2011. /s/: Olaf J. Muller. This statement was filed with the County Clerk of LOS ANGELES County on 03/03/2011. 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 03/07/2011, 03/14/2011, 03/21/2011, 03/28/2011.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0315298
The following person(s) is (are) doing business as: ABANTO'S AUTOMOTIVE CORES WAREHOUSE, INC., 7816 MAIE AVE., L.A., CA 90001. Full name of registrant(s) is (are) ABANTO'S AUTOMOTIVE CORE WAREHOUSE, INC., 7816 MAIE AVE., L.A., CA 90001. This Business is conducted by: A CORPORATION. Signed: LUIS MANUEL ABANTO. This statement was filed with the County Clerk of Los Angeles County on 03/01/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 11/14/2005. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 14, 21, 28, April 04, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110316530 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/03/2011 The following person(s) is (are) doing business as KRISTA HAYNES NUTRITION CONSULTING. The full name of registrant(s) is/are: KRISTA LYNN HAYNES . R.D 8238 W. MANCHESTER ACE, UNIT 205 PLAYA DEL REY, CA 90293. 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/:KRISTA L. HAYNES R.D.; REGISTERED DIETITIAN/OWNER. This statement was filed with the County Clerk of LOS ANGELES County on 03/03/2011. 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 03/14/2011, 03/21/2011, 03/28/2011, 04/04/2011.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0311136
The following person(s) is (are) doing business as: ASAP ALWAYS SAY A PRAYER; ASAP THE MOVEMENT, 4600 BERRYMAN AVE., CULVER SITY, CA 90230. Full name of registrant(s) is (are) OBDUL REID, 4600 BERRYMAN AVE., CULVER CITY, CA 90230. This Business is conducted by: AN INDIVIDUAL. Signed: OBDUL REID. This statement was filed with the County Clerk of Los Angeles County on 02/28/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 03/07/06. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 14, 21, 28, April 04, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110327766 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/02/2011 The following person(s) is (are) doing business as IVY APPROVED. The full name of registrant(s) is/are: MEGAN AMELIA KNAPP PETERS; MARISSA LEIGH ERICSON 4514 ABBEY PL; 1333 N. CURSON AVE #101 LOS ANGELES, CA 90019; LOS ANGELES, CA 90046. This Business is being conducted by: a Partnership. The registrant commenced to transact business under the fictitious business name or names listed on (Date)12/1/2010. /s/: MEGAN A. K. PETERS; PARTNER. This statement was filed with the County Clerk of LOS ANGELES County on 03/02/2011. 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 03/14/2011, 03/21/2011, 03/28/2011, 04/04/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110362276 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/09/2011 The following person(s) is (are) doing business as WESTSIDE TOWING & TRANSPORT. The full name of registrant(s) is/are: CYRUS K. WAMBAA 3701 OVERLAND AVE #J -184 LOS ANGELES, CA 90034. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:CYRUS WAMBAA; OWNER. This statement was filed with the County Clerk of LOS ANGELES County on 03/09/2011. 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 03/14/2011, 03/21/2011, 03/28/2011, 04/04/2011.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0331547
The following person(s) is (are) doing business as: VISA PARA UN SUENO, 3343-A TWEEDY BLVD., SOUTH GATE, CA 90280. Full name of registrant(s) is (are) EFRAIN O. RAMIREZ, 4520 W. 136th ST., HAWTHORNE, CA 90250. This Business is conducted by: AN INDIVIDUAL. Signed: EFRAIN O. RAMIREZ. This statement was filed with the County Clerk of Los Angeles County on 03/03/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 14, 21, 28, April 04, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110362277 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/09/2011 The following person(s) is (are) doing business as ALIE DESIGN INC.. The full name of registrant(s) is/are: ALIE CHANG 222 AMALFI DR. SANTA MONICA, CA 90402. 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/:ALIE CHANG; PRESIDENT, CEO. This statement was filed with the County Clerk of LOS ANGELES County on 03/09/2011. 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 03/14/2011, 03/21/2011, 03/28/2011, 04/04/2011.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0304446
The following person(s) is (are) doing business as: SONS OF SOUL; SONS OF SOUL CAR CLUB; SONS OF SOUL E.L.A. CAR CLUB, 8439 DUCHESS DR., WHITTIER, CA 90606. Full name of registrant(s) is (are) HENRY MENDEZ, 8439 DUCHESS DR., WHITTIER, CA 90606, DANIEL A. GONZALES, 15919 LA FORGE ST. #B, WHITTIER, CA 90603. This Business is conducted by: CO-PARTNERS. Signed: DANIEL A. GONZALES. This statement was filed with the County Clerk of Los Angeles County on 02/25/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 01/01/1965. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 14, 21, 28, April 04, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0328346
The following person(s) is (are) doing business as: R M T GROUP, 3915 EXPOSITION BLVD., L.A., CA 90016. Full name of registrant(s) is (are) RAUL D. DAVIS, 3415 EXPOSITION BLVD., L.A., CA 90016. This Business is conducted by: AN INDIVIDUAL. Signed: RAUL D. DAVIS. This statement was filed with the County Clerk of Los Angeles County on 03/02/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 14, 21, 28, April 04, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0299535
The following person(s) is (are) doing business as: PIELCANELA C.A. ; IMPORTADORA CAMPERO, 2051 E. 76th ST. #C, L.A., CA 90001. Full name of registrant(s) is (are) NHARBYE A. CAMPERO, 2051 E. 76th ST. #C, L.A., CA 90001. This Business is conducted by: AN INDIVIDUAL. Signed: NHARBYE A. CAMPERO. This statement was filed with the County Clerk of Los Angeles County on 02/25/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 14, 21, 28, April 04, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0299123
The following person(s) is (are) doing business as: KOINONIA ENTERTAINMENT, 14027 FIDLER ST., BELLFLOWER, CA 90706. Full name of registrant(s) is (are) TABITHA CAWTHON, 10228 DOTY #3, INGLEWOOD, CA 90303. This Business is conducted by: AN INDIVIDUAL. Signed: TABITHA CAWTHON. This statement was filed with the County Clerk of Los Angeles County on 02/25/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 14, 21, 28, April 04, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0299579
The following person(s) is (are) doing business as: INVERSIONES Y.A.U.S. 21 C.A.; FUCSIA STYLE C.A., 2051 E. 76th ST. #C, L.A., CA 90001. Full name of registrant(s) is (are) ANYOLI J. UTRERA, ANA Y. SANCHEZ, 2051 E. 76th ST. #C, L.A., CA 90001. This Business is conducted by: AN INDIVIDUAL. Signed: ANYOLI J. UTRERA. This statement was filed with the County Clerk of Los Angeles County on 02/25/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 14, 21, 28, April 04, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110286794 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 02/23/2011 The following person(s) is (are) doing business as KENNEDY CLEANING AND MAINTENANCE, INC; WILSHIRE LEGACY MANAGEMENT, INC. ; JONATHAN SUHRE, INC.; MIMI MAID, INC.; WILSHIRE LEGACY GROUP, INC.. The full name of registrant(s) is/are: KCM GLOBAL CORPORATION 872 HILLDALE AVE, APT 8 WEST HOLLYWOOD, CA 90069. This Business is being conducted by: a Corporation. This statement was filed with the County Clerk of LOS ANGELES County on 02/23/2011. 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 03/14/2011, 03/21/2011, 03/28/2011, 04/04/2011.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0334520
The following person(s) is (are) doing business as: EMBASSY FINANCIAL GROUP, INC., 11428 ARTESIA BLVD. #9, ARTESIA, CA 90701. Full name of registrant(s) is (are) EMBASSY FINANCIAL GROUP, INC., 3243 E. WARM SPRINGS RD., LAS VEGAS, NV 89120. This Business is conducted by: A CORPORATION. Signed: PETER MAKHLOUF. This statement was filed with the County Clerk of Los Angeles County on 03/03/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 06/26/06. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 14, 21, 28, April 04, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0299555
The following person(s) is (are) doing business as: TIENDAS ROYEN C.A., 2051 E. 76th ST. #C, L.A., CA 90001. Full name of registrant(s) is (are) ROSA A. CASTILLO BLANCO, 2051 E. 76th ST. #C, L.A., CA 90001. This Business is conducted by: AN INDIVIDUAL. Signed: ROSA A. CASTILLO BLANCO. This statement was filed with the County Clerk of Los Angeles County on 02/25/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 14, 21, 28, April 04, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110340194 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/04/2011 The following person(s) is (are) doing business as AI#ON 200615710167. The full name of registrant(s) is/are: SUMMIT ENTERTAINMENT, LLC 1601 CLOVERFIELD BLVD, SUITE 200 SOUTH TOWER SANTA MONICA, CA 90404. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the

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fictitious business name or names listed above. /s/:SUMMIT ENTERTAINMENT; EVP & GENERAL COUNSEL . This statement was filed with the County Clerk of LOS ANGELES County on 03/04/2011. 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 03/21/2011, 03/28/2011, 04/04/2011, 04/11/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110340771 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/04/2011 The following person(s) is (are) doing business as TYLER NOREN MUSIC STUDIO; TYLER NOREN. The full name of registrant(s) is/are: NORENE ELEANOR FOIN 5250 COLODNY DR #27 AGOURA HILLS, CA 91301. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)10/2006. /s/: NORENE FOIN; OWNER. This statement was filed with the County Clerk of LOS ANGELES County on 03/04/2011. 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 03/21/2011, 03/28/2011, 04/04/2011, 04/11/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20110383788 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 03/14/2011 The following person(s) is (are) doing business as SPOT - 44 AUTO REPAIR. The full name of registrant(s) is/are: MONICA MAYER 3519 CLARINGTON AVE #29 LOS ANGELES, CA 90034. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)03/14/2011. /s/: MONICA MAYER. This statement was filed with the County Clerk of LOS ANGELES County on 03/14/2011. 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 03/21/2011, 03/28/2011, 04/04/2011, 04/11/2011.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0355998
The following person(s) is (are) doing business as: SUIT PRESTIGE, 9637 BRYSON AVE., SOUTH GATE, CA 90280. Full name of registrant(s) is (are) VERONICA MENDEZ, 9637 BRYSON AVE., SOUTH GATE, CA 90280. This Business is conducted by: AN INDIVIDUAL. Signed: VERONICA MENDEZ. This statement was filed with the County Clerk of Los Angeles County on 03/08/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 14, 21, 28, April 04, 2011
Publish: Santa Monica Daily Press

TITIOUS BUSINESS NAME STATEMENT
File No. 11-0342283
The following person(s) is (are) doing business as: ROCK N ROLL EXPRESS, 537? AVE B, REDONDO BEACH, CA 90277. Full name of registrant(s) is (are) MARIO NEGRETTI, 537? AVE B, REDONDO BEACH, CA 90277. This Business is conducted by: AN INDIVIDUAL. Signed: MARIO NEGRETTI. This statement was filed with the County Clerk of Los Angeles County on 03/04/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 14, 21, 28, April 04, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0371104
The following person(s) is (are) doing business as: LA CORONA SPICES, 14101 ROSECRANS AVE. UNIT E, LA MIRADA, CA 90638. Full name of registrant(s) is (are) BTS CARBON, INC., 14101 ROSECRANS AVE. UNIT E, LA MIRADA, CA 90638. This Business is conducted by: A CORPORATION. Signed: RAVI DESILVA. This statement was filed with the County Clerk of Los Angeles County on 03/10/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 03/10/2011. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 14, 21, 28, April 04, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0371661
The following person(s) is (are) doing business as: CHEERYMAX SOLUTIONS, 2930 W. IMPERIAL HWY., INGLEWOOD, CA 90303. Full name of registrant(s) is (are) OLISAEMEKA A. CHUKWUEMEKA, 12022 BIRCH AVE. #27, HAWTHORNE, CA 90250. This Business is conducted by: AN INDIVIDUAL. Signed: OLISAEMEKA A. CHUKWUEMEKA. This statement was filed with the County Clerk of Los Angeles County on 03/10/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 14, 21, 28, April 04, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0349185
The following person(s) is (are) doing business as: KEVIN'S TOBACCO PALACE; TOBACCO PALACE, 3837 TWEEDY BLVD., SOUTH GATE, CA 90280. Full name of registrant(s) is (are) KEVIN RUEDA, 10033 CALIFORNIA AVE., SOUTH GATE, CA 90280. This Business is conducted by: AN INDIVIDUAL. Signed: KEVIN RUEDA. This statement was filed with the County Clerk of Los Angeles County on 03/07/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 14, 21, 28, April 04, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0348472
The following person(s) is (are) doing business as: HOLISTIC HEALTH STYLES, 908 6th ST. #5, SANTA MONICA, CA 90403. Full name of registrant(s) is (are) LAUREN HARTUNG, 908 6th ST. #5, SANTA MONICA, CA 90403. This Business is conducted by: AN INDIVIDUAL. Signed: LAUREN HARTUNG. This statement was filed with the County Clerk of Los Angeles County on 03/07/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 14, 21, 28, April 04, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0371105
The following person(s) is (are) doing business as: GRUPO CANELA Y ESPECIAS, 775 S. CENTRAL AVE., L.A., CA 90021. Full name of registrant(s) is (are) BTS CARBON, INC., 14101 ROSECRANS AVE. UNIT E, LA MIRADA, CA 90638. This Business is conducted by: A CORPORATION. Signed: RAVI DESILVA. This statement was filed with the County Clerk of Los Angeles County on 03/10/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 03/10/2011. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 14, 21, 28, April 04, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0371661
The following person(s) is (are) doing business as: CHEERYMAX SOLUTIONS, 2930 W. IMPERIAL HWY., INGLEWOOD, CA 90303. Full name of registrant(s) is (are) OLISAEMEKA A. CHUKWUEMEKA, 12022 BIRCH AVE. #27, HAWTHORNE, CA 90250. This Business is conducted by: AN INDIVIDUAL. Signed: OLISAEMEKA A. CHUKWUEMEKA. This statement was filed with the County Clerk of Los Angeles County on 03/10/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 14, 21, 28, April 04, 2011 Publish: Santa Monica Daily Press

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FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0348793
The following person(s) is (are) doing business as: BELL ENTERTAINMENT; RED DRAGON ENTERTAINMENT, 15981 YARNELL ST., SYLMAR, CA 91342. Full name of registrant(s) is (are) RAYLENE BELL YEUNG, 15981 YARNELL ST., SYLMAR, CA 91342. This Business is conducted by: AN INDIVIDUAL. Signed: RAYLENE BELL YEUNG. This statement was filed with the County Clerk of Los Angeles County on 03/07/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 09/19/2006. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 14, 21, 28, April 04, 2011
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FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0348555
The following person(s) is (are) doing business as: BELL ENTERTAINMENT, 15981 YARNELL ST., SYLMAR, CA 91342. Full name of registrant(s) is (are) RAYLENE BELL YEUNG, 15981 YARNELL ST., SYLMAR, CA 91342. This Business is conducted by: AN INDIVIDUAL. Signed: RAYLENE BELL YEUNG. This statement was filed with the County Clerk of Los Angeles County on 03/07/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 09/18/2006. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 14, 21, 28, April 04, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0354592
The following person(s) is (are) doing business as: A GR8T BEGINNING ACADEMY, 321 E. CARSON ST., CARSON, CA 90745. Full name of registrant(s) is (are) LINDA JOHNSON, 335 E. ALBERTONI ST. 200-644, CARSON, CA 90746. This Business is conducted by: AN INDIVIDUAL. Signed: LINDA JOHNSON. This statement was filed with the County Clerk of Los Angeles County on 03/08/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 03/08/2011. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 14, 21, 28, April 04, 2011
Publish: Santa Monica Daily Press

FILE NO. 2010-0381464
STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
The following person(s) has/have abandoned the use of the fictitious business name: ESTEPHANIE'S SHOES, 1326 E. 48th ST., L.A., CA 90011. The fictitious business name referred to above was filed on 06/22/2010, in the county of Los Angeles. The original file number of 20100854864. The business was conducted by: CO-PARTNERS. This statement was filed with the County Clerk of Los Angeles on 03/11/11. The business information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false, is guilty of a crime.) SIGNED: OSWALDO H. HERNANDEZ/OWNER.
Pub. March 21, 28, April 04, 11, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0409779
The following person(s) is (are) doing business as: ABJR ENTERPRISES, 450 CHARMINGDALE RD., DIAMOND BAR, CA 91765. Full name of registrant(s) is (are) JOSE REYES, 450 CHARMINGDALE RD., DIAMOND BAR, CA 91765. This Business is conducted by: AN INDIVIDUAL. Signed: JOSE REYES. This statement was filed with the County Clerk of Los Angeles County on 03/17/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 21, 28, April 04, 11, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0394424
The following person(s) is (are) doing business as: KING OF KINGS JEWELRY, 12641 BELINDA CT., LYNWOOD, CA 90262. Full name of registrant(s) is (are) TAMBARI ESAENWI, 12641 BELINDA CT., LYNWOOD, CA 90262. This Business is conducted by: AN INDIVIDUAL. Signed: TAMBARI ESAENWI. This statement was filed with the County Clerk of Los Angeles County on 03/15/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 21, 28, April 04, 11, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0410980
The following person(s) is (are) doing business as: NEZA AUTO REPAIR, 8925 S. FIGUEROA, L.A., CA 90003. Full name of registrant(s) is (are) JUAN M. LOPEZ, 5873? BONSALLO AV., L.A., CA 90044, RICARDO MORENO, 49 FIGUEROA #215, L.A., CA 90037. This Business is conducted by: CO-PARTNERS. Signed: JUAN MANUEL LOPEZ. This statement was filed with the County Clerk of Los Angeles County on 03/17/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 03/17/11. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 21, 28, April 04, 11, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0387410
The following person(s) is (are) doing business as: PASTELERIA 3 LUCEROS, 12934 PARAMOUNT BLVD., DOWNEY, CA 90242. Full name of registrant(s) is (are) ESPERANZA CHAVEZ, 19421 ELY AVE., ARTESIA, CA 90701. This Business is conducted by: AN INDIVIDUAL. Signed: ESPERANZA CHAVEZ. This statement was filed with the County Clerk of Los Angeles County on 03/14/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 03/14/11. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 21, 28, April 04, 11, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0380613
The following person(s) is (are) doing business as: REAL EXPERT BUILDERS, 2127 E. 81st ST., L.A., CA 90001. Full name of registrant(s) is (are) BETTER BUILDING CONSTRUCTION, INC., 2127 E. 81st ST., L.A., CA 90001. This Business is conducted by: A CORPORATION. Signed: FEDERICO M. MENDOZA. This statement was filed with the County Clerk of Los Angeles County on 03/11/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 01/25/2010. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 21, 28, April 04, 11, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0395337
The following person(s) is (are) doing business as: SILVIA FLOWERS, 508 E. 8th ST. UNIT B, L.A., CA 90014. Full name of registrant(s) is (are) SILVIA SOLACHA, 3469 OPAL ST., L.A., CA 90023. This Business is conducted by: AN INDIVIDUAL. Signed: SILVIA SOLACHA. This statement was filed with the County Clerk of Los Angeles County on 03/15/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 03/01/11. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 21, 28, April 04, 11, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0311827
The following person(s) is (are) doing business as: TIERRA SANTA NUTRITION CENTER, 757 S. FETTERLY AVE. STE 105-A, L.A., CA 90022. Full name of registrant(s) is (are) MOSBAH ZHOUR, 4268 WALNUT ST., BELL, CA 90201. This Business is conducted by: AN INDIVIDUAL. Signed: MOSBAH ZHOUR. This statement was filed with the County Clerk of Los Angeles County on 02/28/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 02/22/11. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 21, 28, April 04, 11, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0379444
The following person(s) is (are) doing business as: YMAGEN GRUPO NORTENO, 11824 ALBURTIS AVE., NORWALK, CA 90650. Full name of registrant(s) is (are) EUGENIO ELIZARRARAS, 11824 ALBURTIS AVE., NORWALK, CA 90650. This Business is conducted by: AN INDIVIDUAL. Signed: EUGENIO ELIZARRARAS. This statement was filed with the County Clerk of Los Angeles County on 03/11/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 21, 28, April 04, 11, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-0311827
The following person(s) is (are) doing business as: TIERRA SANTA NUTRITION CENTER, 757 S. FETTERLY AVE. STE 105-A, L.A., CA 90022. Full name of registrant(s) is (are) MOSBAH ZHOUR, 4268 WALNUT ST., BELL, CA 90201. This Business is conducted by: AN INDIVIDUAL. Signed: MOSBAH ZHOUR. This statement was filed with the County Clerk of Los Angeles County on 02/28/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 02/22/11. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. March 21, 28, April 04, 11, 2011
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