



**BLAME IT ON FLUTIE
SEE PAGE 12**

Santa Monica Daily Press

Since 2001: A news odyssey

THE CLAIMING THE STREETS ISSUE

Off the grid

BY KEVIN HERRERA
Editor in Chief

SUNSET PARK A Santa Monica couple with a passion for sustainability is waging a clean car campaign, urging the governor and the California Air Resources Board (CARB) to protect the electric car by requiring automakers to rev up production instead of pumping the brakes.

Paul and Zan Dubin Scott of "Who Killed the Electric Car?" fame and co-founders of Plug-In America have fired off a letter (along with a few celebrities and a former CIA director) to the governor calling on him to stick with the state's progressive Zero Emissions Vehicle program, which was adopted in 1990 and requires automakers to

SEE CAR PAGE 10



GAS-FREE: Zan (left) and Paul Dubin Scott proudly stand by their zero emissions vehicle.



LOOKING BACK: Darlene Bahr, the president of the Santa Monica Bay Woman's Club, flips through an old scrapbook filled with faded newspaper clippings from the Evening Outlook.

COMMUNITY PROFILES | WOMAN'S CLUB

Working for women

SM Bay Woman's Club looking for a little help from the local community

BY KEVIN HERRERA
Editor in Chief

FOURTH STREET From the outside, the Santa Monica Bay Woman's Club looks like a fortress, its stark gray façade cold and uninviting to those passing by, most with no clue as to the history behind the landmark, built in 1914 to house the philanthropic organization that has helped send kids to college, entertain soldiers on leave and provide medical care to the city's uninsured.

Step through the sturdy wooden doors and that history comes alive. Straight ahead is the dance floor and stage where big bands rocked the house for World War II vets and Richard Simmons filmed his first "Sweatin' to the Oldies" workout tape. The golden hardwood floors are original, smooth and shiny from decades of use — perfect for doing the moonwalk with 250 of your closest friends.

Along the sides are stairs leading up to the second floor, a spacious area with room for 150 people and balconies that overlook the stage below. French doors adorn the rear, allowing light to filter in, creating shadows that run from one side of the spacious hall to

the other.

It's a romantic sight, but look closely and the flaws become clear. Paint is peeling from the walls, newel posts are chipped and the ceilings show signs of water damage with round patches of light brown. An enormous skylight is covered by acoustic paneling, hiding the true beauty of the hall.

Darlene Bahr and the rest of the club's members are trying to restore that beauty for generations to come. They plan to do this by hosting fundraisers and applying for grants, as well as using parking revenues generated by an adjacent lot the club owns. The space is also available for rent — around \$300 for four hours — with a local swing club one of the regular tenants. Restoring the space could cost as much as \$2 million or more, but Bahr is determined to not only reach that goal, but to surpass it, setting the stage for younger members to carry on the legacy.

"Our goal is to bring it back to its former glory, to make it a community center once again," said Bahr, a retired dietitian from Minnesota who settled in Santa Monica in 1982. "It's a beautiful space and when we fix it up, I think it will draw a lot of people in."

Built in 1914, the impressive structure on Fourth Street just south of Wilshire Boulevard has been all but shuttered for the past two decades. Members still meet regularly but the level of activity has slowed considerably since the glory days of the 1930s through the 1960s when there was a juniors club, a needle work guild and a "well baby clinic," to treat low-income children.

SEE CP PAGE 8



Gary Limjap

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3/27 GLOBAL CONNECTIONS: "THE CHINESE ECONOMY: LOOKING BACK & LOOKING FORWARD"

Dr. Shing-Wu Wang—of the USC Marshall School of Business—continues SMC's Global Connections Lecture Series with his thoughts on China's economic development. • Thu, Mar 27 • 11:15 am • Free • Art 214 • SMC Main Campus

3/29 2ND ANNUAL SANTA MONICA AIRPORT AVENUE ART WALK

Explore the SMC ceramics studio, works by SMC Arts Mentor students, and the many galleries, art studios, and theaters along Airport Avenue (at Santa Monica Airport). It's a festive afternoon of live music, children's theater, refreshments, and more! • Sat, Mar 29 • 1-5 pm • Free • Airport Ave. (between Bundy Dr. & 23rd St.)

3/30 SMC SYMPHONY: WORKS BY BACH AND RAVEL

Under the baton of SMC music professor James Smith, the orchestra's performance features Bach's *Brandenburg Concerto No. 2* and Ravel's *Mother Goose Suite*. • Sun, Mar 30 • 4 pm • \$12 • Concert Hall • SMC Main Campus

also • SMC POLITICAL FILMS SERIES showing of *CITIZEN RUTH* (1996), starring Laura Dern, Swoosie Kurtz, and Burt Reynolds, Mon, Mar 24, 6:30 pm, HSS 165, SMC Main Campus • JAZZ CONCERT: Phil Ranelin Quintet, Fri, Mar 28, 7 pm (\$12), Concert Hall, SMC Main Campus • PLANETARIUM shows, Fri, Mar 28: "Night Sky" 7 pm, "Tilt! Equinoxes and Solstices Explained" 8 pm, Drescher 223, SMC Main Campus • "AIDA" Opening Night, SMC Theatre Arts Production, Fri, Mar 28, 8 pm, Main Stage, SMC Main Campus, runs thru Apr 6 (\$18/\$15/\$12) • ONGOING EXHIBITS: Kathleen Buckalew: "Artists Revealed" continues thru Apr 19 at SMC Photography Gallery, SMC Main Campus; "SMC Faculty Photography Exhibit" continues thru Apr 19 at Pete & Susan Barrett Art Gallery, SMC Performing Arts Center; "A Digital Dream" Juried Photo Show continues thru Apr 25 at Emeritus College Art Gallery • COMPETITIONS: Women's Softball, Tue, Mar 25, 1 pm, Cloverfield Park; Men's Volleyball, Wed, Mar 26, 6 pm, SMC Pavilion; Pacific Coast 30th Annual USA Table Tennis Tournament, Sat-Sun, Mar 29-30, All Day, SMC Pavilion.

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WHAT'S UP WESTSIDE

OUT AND ABOUT IN SANTA MONICA AND SURROUNDS



Kulturas anniversary

1700 Ocean Park Blvd., 11 a.m. — 7 p.m.

Transplant second-hand bookstore, Kulturas, is celebrating its first whole year in Santa Monica by having "rolling sales" around different sections of the store. Check out their "sort-of-vintage" clothing corner and the current artist exhibit. For further information, call (310) 450-8707.

'Lose Weight for Good'

1328 22nd St., 7 p.m. — 8:30 p.m.

Saint John's Health Center presents "Los Weight for Good," a comprehensive program for healthy weight management. No food to purchase, no shakes to drink - just a sound approach to lasting lifestyle solutions. Instructed by a dietitian, cost for the 13-week series is \$300. Flexible access to the Santa Monica Spectrum Health Club and Santa Monica curves is available to those without a current gym membership. Classes fill up quickly so call today - (310) 829-8453!

Tango with Tango

1416 Electric Ave., Venice, 8:30 p.m. — 10 p.m.

Learn Argentine Tango with Makela Tango at the Electric Lodge. No partner necessary. For more information, visit www.makelatango.com.

Tuesday, March 25, 2008

Rolling with Ray

Westside, 1 p.m.

Novelist Raymond Chandler gravitated to sin and debauchery, so Santa Monica in the 1930s was a frequent stop for Philip Marlowe, one of his most popular characters. From shady doctors to second wives with pasts to crooked cops with a loathing for a mouthy PI, this tour has it all. Chandler's canonization of sin, wealth and sunshine on L.A.'s Westside fed the abiding myths of the American hard-boiled genre and play into the popular conception of the region. For information, call (323) 223-2767.

Story Time for Twos

2601 Main St., 10 a.m. — 11 a.m.

The Ocean Park Branch Library brings back their music and story program for toddlers aged 24 — 36 months. Registration and an accompanying adult are required. For more information or to make a reservation, call (310) 392-3804.

Getting wild on the Westside

Noon — 5 p.m.

For the first time, the true crime archeologists of the 1947project have set their sights on points west of Robertson Boulevard, and the results are truly astonishing. In this new tour spotlighting some of the weirdest, most horrific and downright unbelievable crimes of historic West Los Angeles. Seats are \$55 a person. For more information, call (323) 223-2767.

Santa Monica on two feet

1436 Second St., 10 a.m.

The Santa Monica Conservancy leads a two-hour tour that explores more than 130 years of Santa Monica history from its wild west frontier beginnings to the metropolis of today. Starting from the 1875 Rapp Saloon, the route includes many landmarks and concludes at the 2003 NRDC building. For information, call (310) 496-3146.

For more information on any of the events listed, log on to smdp.com and click the "Events" tab for the given day's calendar.



Spring is stagnant

BY ANNE D'INNOCENZIO

AP Business Writer

NEW YORK The nation's stores are awash with orange patent leather sandals and coral printed dresses, but gray or black would be a better match to shoppers' moods these days.

"The climate out there is frightening," said Judith Lederman, a public relations executive who was laid off from Lord & Taylor three weeks ago. The Scarsdale, N.Y. resident says she'll bypass the mall and dig into her closet for her spring wardrobe.

Patrick Presley, store manager at Fred Segal's Santa Monica location, noted shoppers are focusing on basics — jeans and T-shirts — and not the latest trendy merchandise.

The spring season, the last big chance to grab consumers before the back-to-school business, was already expected to be tough for retailers, particularly apparel merchants. An early Easter — this Sunday's is the earliest since 1913 — historically doesn't help sales of lightweight clothing and deteriorating economic conditions have made shoppers even more nervous in recent weeks. Consumers already worried about rising prices, weak jobs and housing markets and tight credit got another jolt on Monday with the near collapse of investment firm Bear Stearns Cos., a major casualty of the mortgage crisis.

"As you pile on uncertainty, there is a greater burden on consumers," said Lynn Franco, director of The Conference Board's Consumer Research Center.

The Conference Board is slated to report next week that its consumer sentiment index will remain at a 17-year low of 75 in March, after tumbling 12 points in February. That's the lowest level since the index registered 64.8 in February 2003, just before the U.S. invaded Iraq. The index has been on a decline since it registered 111.9 last July.

That's bad news for retailers and the U.S. economy, which need consumers to be in a good mood. Consumer spending accounts for two-thirds of economic activity.

Michael Niemira, chief economist at the International Council of Shopping Centers, is sticking with his March same-stores sales growth forecast of only 1 percent for the 50 merchants he tracks, after a 1.9 percent gain in February. Same-store sales, or sales at stores opened at least a year, are considered a key indicator of a retailer's health.

"It is a tough month. It probably doesn't get much better," said Niemira.

He noted that soaring gasoline prices in particular are squeezing customers from all income groups. According to a survey conducted by ICSC earlier this month, 64 percent of about 1,000 customers polled said that higher gasoline prices were curbing their willingness to spend.



MAD DASH

Morgan Genser news@smdp.com

Children scramble to hunt for Easter eggs during the 16th Annual Jaycees Peter Rabbit Day at Douglas Park on Saturday.

Local cities scramble to maintain roads

Editor's note: This is the first in a series of articles on the cost of commuting.

BY DANIEL ARCHULETA

Managing Editor

CITYWIDE Driving in the Los Angeles area can be hell. There's traffic, high gas prices and the roads are seemingly in constant need of improvement.

Congestion has been and will continue to be a problem as long as people flock to this sun-drenched metropolis in search of better lives. Gas prices ebb and flow based on a set of circumstances that few outside of the State Department or the boardrooms of major oil companies can even begin to change. But, poor road conditions apparently can be controlled with a little help from municipal governments.

"Santa Monica has a very aggressive maintenance program that is associated with a resurfacing program," said

Bernardo "Bogee" Cline, the city's superintendent of street maintenance. "(Santa Monica's) alleys are better than L.A.'s streets."

While local cities struggle to keep up with the wear and tear that hordes of cars and trucks inflict on streets, some seem to do worse than others. A recent study discovered that poor road conditions in Santa Monica's neighbor, Los Angeles, cost the average driver nearly \$800 a year. Things had gotten so bad in L.A. that two years ago Mayor Antonio Villaraigosa announced a sweeping plan to fill 1 million potholes. While the ambitious project recently filled its 800,000th pothole, the study by TRIP, a national transportation research group, illustrates that more needs to be done to protect drivers from incurring costs related to pavement conditions.

"With state and federal transportation funding falling short, the cost of

materials and repairs rising and traffic volumes increasing, transportation agencies will face a significant challenge in improving urban pavement conditions," said William M. Wilkins, TRIP's executive director.

With a number of major streets and boulevards flowing out of Los Angeles and into Santa Monica, this issue doesn't stop at the city's borders. Cline's department is constantly on the look out for potholes and deteriorating road pavement. His office receives two to five calls each day from locals alerting him of problems across the city. Once a call comes in, he dispatches a crew to survey the situation and recommend a solution. If there's a noticeable pothole, a patch truck manned by a pair of workers heads out to the location to fix the problem within 24 hours.

Aside from calls from residents, the street maintenance division also fields

SEE ROADS PAGE 8



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LETTERS TO THE EDITOR

Send comments to editor@smdp.com

Woman’s best friend

Editor:
Another suggestion for women living alone: Get a dog. (“Staying safe in the city,” page 1, March 20) Not only are they great company, but they bark when someone rings the doorbell and would certainly scare away anyone who tries to break in. Beware of dog signs on gates and fences are also very helpful in keeping strangers away. There are many animal rescue groups around town and they always have lonely creatures who are very grateful for a new owner and home.
N.L. Miller
Santa Monica

Exit exam gets an ‘F’

Editor:
The Governor plans to cut nearly \$5 billion from education over the next 18 months because of the budget crisis. I suggest we accomplish some of this by dumping the High School Exit Exam.
There is no evidence that the exam does any good: Research shows that high school teachers’ grades are a better predictor of college success than standardized tests are.
California spends about \$250 million each year just for remedial instruction for this exam, and millions more for administration and scoring. Keeping this exam and cutting programs known to be effective is like weighing the animal but not feeding it.
Stephen Krashen
Santa Monica

Obama is the real deal

Editor:
Barak Obama’s speech, “A More Perfect Union,” recognized that many of us feel some degree of black anger and white resentment. He acknowledged these emotions while neither justifying them nor condemning them. While condemning their hateful expression, he conceded that these feelings exist. Admitting them is the first step to dissolving them and moving onward.
Obama spoke from the heart, from his true experience of living in both our black and our white cultures. His life, indeed his DNA, embodies our truly American experience.
Obama mapped out a vision for getting beyond the distractions of race and racism, toward solving the real problems we face: War, economy, health, education, and environment.
An imperfect man leading us toward a more perfect union, Obama is a mensch, a real human being, the real deal. After so very many years of lesser candidates and presidents, let us hope that the American people can tell the difference. Perhaps even some political pundits, nay-sayers, and fear mongers will recognize his sensible hopefulness when they hear him.
Bruce Joffe
Piedmont, Calif.

Two-thirds rule needs to go

Editor:
A few anti-tax Republicans are forcing California to accept a draconian fiscal policy. How can a bunch of perverse GOP lawmakers do this? Because of California’s antiquated two-thirds legislative rule that allows a minority of politicians to block, obstruct and thwart meaningful budget reduction via reducing income revenue. This is the goal of the anti-tax ideology, bring government to a standstill, eventually leading to the privatizing of Social Security and Medicare which they see as the great demon.
Maybe this is an oversimplification, but if the GOP gets its way, all Californians will suffer except for the GOP’s rich benefactors who go sailing off into the sunset. Education, as we already see, police, firefighters, health care, etc. will have funding cut. Why are Californians so docile in the face of looming cuts to public services? Have they bought into the deception of the Republican Party anti-tax ideology?
Ron Lowe
Santa Monica



My Write

Bill Bauer

Send comments to editor@smdp.com

Proposition 98 is a nightmare

HEAD FOR THE HILLS. PROPOSITION 98 IS coming. If approved, kiss rent control goodbye!

“The California Property Owner & Farmland Protection Act” is a nasty ballot proposition. It bars state and local governments from taking any private property for private use.
Its real purpose is to abolish rent control throughout the state. If approved, millions of seniors on fixed incomes, single mothers and working families could be at greater risk of being forced out of their homes. In addition, Prop. 98 would gut the most basic tenant protections and end most non-governmental affordable housing by allowing most rent control units to go “market rate” forever with no price protection once a rent-control tenant moves out.
If “98” passes June 3rd, it would be more difficult for governments to purchase private property and transfer it to a nonprofit public housing developer, for example. And, it would undermine general land-use and environmental protections including zoning regulations that protect wilderness areas, neighborhoods and home values.
According to the Legislative Analysts Office, “Any rent control measure enacted after January 1, 2007, would end. Rent control measures enacted before January 1, 2007, would be phased out on a unit-by-unit basis after an apartment unit or mobile home park space is vacated. Once vacant, property owners could charge market rate rents, and that apartment unit or mobile home space would not (ever) be subject to rent control again.”
Who’s behind Prop. 98? If you haven’t figured it out already: The usual landlord groups, real estate interests, and paranoid property owners. The Howard Jarvis Taxpayer Association (HJTA) led the effort to qualify the proposition for the June ballot even though voters rejected Proposition 90, a similar measure, in November, 2006.
Supporters of Prop. 98 also include family farmers, right-wingers, conservative organizations and anti-tax advocates. Jon Coupal, president of the HJTA, says government officials must be prohibited from imposing price restrictions on the sale or lease of private property and “Prop. 98 is aimed at closing all the loopholes including rent control.”
There’s a Santa Monica connection. Prop. 98 proponents, “Californians for Property Rights Protection” is right (no pun intended) here in Santa Monica on Seventh Street. Election compliance attorney Colleen McAndrews is their treasurer, according to their Web site. The Los Angeles Business Journal, (Sept. 8, 2003) describes McAndrews as “a behind-the-scenes player in GOP politics and election law for more

than 25 years.” She’s also consulted on various business and hotel backed ballot initiatives here over the years.

Owners of mobile home parks and associations such as Western Manufactured Housing Communities are also funding the Prop. 98 campaign. Other backers include apartment owner associations and large apartment owner/developers such as Chicago real estate billionaire Sam Zell, chairman of Equity Lifestyle Properties Inc., which owns both apartments and motor home parks. Zell recently acquired the Tribune Company, owner of KTLA, Channel 5 and the Los Angeles Times.
Paul Hogarth writes in the online Beyond Chron.org, “Look no further than Dan Faller, president and founder of the American Owner’s Association (AOA) — the largest landlord group in California. Faller complains heatedly about rent control, calls pro-tenant elected officials ‘terrorists’ and ‘suicide bombers,’ says that renters ‘choose not to provide for themselves,’ and tells landlords: ‘You are either for us or against us in this fight for your freedom and property rights.’” Heller’s group has raised hundreds of thousands of dollars for “98.”

Together, Prop. 98 supporters have already raised about \$2 million to promote their assault on the poor and vulnerable, according to published reports. With voter turnout in June expected to be very low, “98” could win. Stating that “Prop. 98 is the most dangerous right-wing initiative to hit the California ballot in years,” Hogarth adds, “the Prop. 98 forces just want to repeal all regulations of private property.”
To make things more complicated, there’s a similar counter proposition on the ballot that does not involve rent control. Proposition 99, “The Homeowners Protection Act,” would reform eminent domain by prohibiting the government from using eminent domain to take a home (including condominiums) to transfer to a private developer. A coalition led by the California League of Cities has qualified it for the June election.

Because it doesn’t mention rent control, affect the environment or substantially restrict zoning codes, “99” doesn’t have the adverse consequences that Prop. 98 has. The good news is it’s written so that if it receives more votes than “98,” it would prevail even if “98” receives majority of the votes.

If Prop. 98 succeeds at the polls, it will be a much different Santa Monica in the future with only two classes of people: The rich and those in public housing. Pass the word. “No 98,” and “Yes” on “99.” The home you save may be your own.

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The Rand Stand

By Keith Lockitch

Send comments to editor@smdp.com

The Easter masquerade

IN 1582 POPE GREGORY XIII established our modern calendar and fixed the rules determining the date of Easter. This year Easter falls on March 23, but from year to year it can shift by as much as a month on the Gregorian calendar.

Finding Easter's date for a given year requires a surprising degree of scientific acumen. The last things one might expect to see in, say, the Book of Common Prayer are tables of numbers and rules for mathematical calculations — but there they are, nevertheless.

At first glance, this seems to exemplify a kind of harmony between religion and science, a peaceful concord between faith and reason. Indeed, a variety of public figures — from prominent scientists to the Pope — have promoted the view that science and religion are not adversaries but complementary and mutually supporting fields. "Truth cannot contradict truth," they declare, implying that the truths discovered by reasoning from sensory evidence cannot clash with the "truths" of religious dogma.

A closer look, however, reveals the long history of the hostility of faith towards reason — which continues to this day. Violent clashes between the two are not only possible but unavoidable, and the notion that religion can coexist on friendly terms with science and reason is false.

For reasons both biblical and astronomical, Easter is defined as the first Sunday after the first full moon on or after the vernal equinox (the first day of spring). To get his calendar rules right, Pope Gregory had to rely on some of the best astronomers and mathematicians of his day.

A faithful canon of the Catholic Church, Copernicus supported the calendar project happily. His scientific work was partly motivated by the goal of predicting more accurately the first day of spring and the subsequent full moon. He modestly expressed the hope that by facilitating the calculation of Easter his labors would "contribute somewhat even to the Commonwealth of the Church."

At first Copernicus's work was warmly accepted by Church officials — but only because they didn't take it seriously. Sixteenth century common sense held that the Sun orbits the Earth, which is motionless at the center of the universe. More important, Church scholars held that the true structure of the world is established not by science but by official interpretation of Scripture. Hence, they regarded the motion of the Earth as nothing more than a convenient mathematical assumption —

an idea justified solely by its utility in making astronomical predictions. Thinking they could evade a clash between reason and revelation, they denied the reality of the Earth's motion but used the Copernican theory nonetheless.

This contradiction became inescapable decades after the Gregorian reform when Galileo removed the objections from common sense by explaining the physics of the moving Earth. But the objections from faith proved more intractable. Galileo's outspoken defense of the Earth's motion as a serious physical idea forced Church leaders to take a stand — and when they got off the fence, they came down firmly against science. That the Church persecuted Galileo for defending Copernican theory is well-known. Less frequently acknowledged is the utter hypocrisy of that act: the Church persecuted Galileo for defending the very ideas on which its Easter reform depended.

In 1992 Pope John Paul II grudgingly admitted — 350 years too late — that his predecessors had been wrong. He called the Church's persecution of Galileo a "sad misunderstanding" that "now belongs to the past."

But does it?

Although few would now declare the Earth the motionless center of the universe, it is not difficult to find those who claim it to be 6,000 years old and deny the long, slow evolution of its species. More alarming is that the same Dark Ages mentality that dragged Galileo before the Inquisition now seeks to prohibit entire fields of scientific research, such as therapeutic cloning. The war of religion against science has merely shifted to new battlegrounds, but it still rages on.

Religion's alleged harmony with science is a fraudulent masquerade, extending only insofar as religious dogmas are not called into question. True defenders of science must be committed to reason as an absolute principle — following facts wherever they lead and bowing to no authorities but logic and reality. And they must understand that the servile obedience demanded by faith is wholly incompatible with science — and with the rational thinking on which all human progress and prosperity depends.

Keith Lockitch, PhD in physics, is a resident fellow at the Ayn Rand Institute, focusing on science and environmentalism. The Institute promotes Objectivism, the philosophy of Ayn Rand. Contact the writer at media@aynrand.org.

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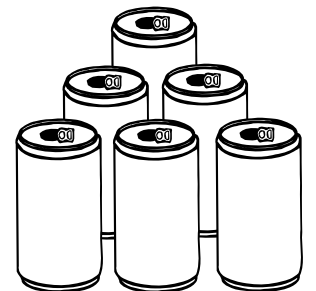
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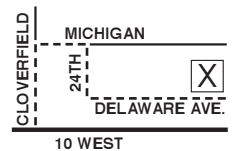
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The Q-Line

Feeling safe in Santa Monica

A pair of homicides last week has some in the usually safe city on edge. While murders don't happen very often in this city by the sea, the recent murders raises more than a few poignant issues regarding safety.

So this week's Q-Line question asks:
In light of the recent murders do you still feel safe in Santa Monica? If not, what are you doing to protect yourself?

Call (310) 285-8106 before Friday at 5 p.m. and we'll print your answers in the weekend edition of the Daily Press. Please limit responses to a minute or less.



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KNOW BEFORE YOU GO

"Know Before You Go" is a weekly update on construction projects throughout Santa Monica. Here is a run-down of this week's construction projects initiated by City Hall

Annenberg Community Beach Club at Santa Monica State Beach (415 Pacific Coast Hwy.)

Beach Parking Lot 10 will be closed for rehabilitation Feb. 7 through May 20. Beach patrons are advised to ride a bike or park in Lot 9 north. The self pay machine in Lot 9 allows payment for either all-day or two-hour parking. Flag persons will be in the area to ensure safe conditions and limit disruption to Pacific Coast Highway.



Annual Tree Trimming Project

City trees will be trimmed at the following locations this winter: 24th Street (San Vicente Boulevard to Montana Avenue), 14th Street (San Vicente to Montana), Fourth Street (Montana to Wilshire Boulevard), 24th Street (Idaho Avenue to Wilshire Boulevard), Cedar Street (Seventh Street to Lincoln Boulevard), 28th Street (Pico Blvd to Ocean Park Boulevard), Centinela Avenue (Santa Monica Boulevard to Nebraska Street), Georgina Avenue (Ocean Avenue to 14th Street), Ashland Avenue (Lincoln Boulevard to 14th Street), Georgina Avenue (14th Street to 17th Street), Carlyle Avenue (Ninth Street to 14th Street), Sixth Street (Idaho Avenue to Wilshire Boulevard), Douglas Park, and 14th Street (Pico to Ocean Park boulevards). There will be minimal lane closures from 7:30 a.m. to 3:30 p.m., Mondays thru Fridays. The annual tree trimming schedule is subject to change without notice due to inclement weather, emergencies, community events, budget conditions, street repairs or other public improvements. Residences and businesses will be notified in advance of tree trimming operations, blocks will also be posted with no parking signs.

Back On the Beach Café (445 Pacific Coast Hwy.)

Flag persons will be in the area to ensure safe conditions and limit disruption to traffic flow on PCH on weekdays from 9 a.m. to 4 p.m. Beach Parking Lot 10 will be closed for rehabilitation Feb. 7 through May 20. Beach patrons are advised ride a bike or park in Lot 9 north. The self-pay machine in Lot 9 allows payment for either all-day or two-hour parking.

Big Blue Bus Campus Expansion (1620 Sixth St.)

No public parking at the eastside of Sixth Street (South of Colorado Avenue). Mar. 3, 2008 to Aug. 25, 2009: No parking along, and no pedestrian access to west sidewalk of Seventh Street, between Colorado and Olympic boulevards. Jan. 21, 2009 to Apr. 21, 2009: No parking along, and no pedestrian access to south sidewalk of Colorado between Sixth and Seventh streets.

Colorado Ocean Relief Sewer Project

Traffic from the I-10 Freeway will be directed to avoid Colorado Avenue by either using Pico Boulevard or East-West streets North of Colorado. Project is scheduled for completion in May 2009. Detours are as follows:

- Westbound Colorado Avenue will be closed at Second Street.
- Eastbound Colorado Avenue will be reduced to one lane between Ocean Avenue and Second Street.
- Southbound Second Street will be closed at Colorado Avenue.
- Pedestrian access to businesses and through the work area will be maintained.

Marine Street Utility Undergrounding

Relocation and undergrounding of electric, phone, and cable facilities on Marine Street, between Lincoln Boulevard and Prospect Court. Parking limitations will be posted daily and detours may be announced as necessary.

Second/Fourth streets Streetscape Improvement Project

Construction crews will be working on both sides of Second Street from Wilshire Boulevard to Colorado Avenue and digging potholes on Fourth Street between Arizona Avenue and Broadway. There may be occasional disruption to some parking spaces. Please follow posted detour signs.

Traffic Signal Upgrade

Fiber optic infrastructure installation and traffic signal modifications will continue in the following locations: 1) Main Street from Pico Boulevard to City Hall. 2) Colorado Avenue from Main to Lincoln Boulevard. 3) Lincoln from Pico to the I-10 Freeway. 4) Broadway from Fifth to Seventh streets. 5) Santa Monica Boulevard from Sixth Street to Lincoln. Work hours are 7:30 a.m. to 5 p.m., Monday through Friday. Traffic lane closures and sidewalk closures should be anticipated at these locations.

Wilshire Storm Water Diversion Structure

Construction for the installation of the diversion facility on Ocean Avenue and Wilshire Boulevard has been completed. Traffic lanes have been restored to normal operation. Park restoration work will be complete February 2008.

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Returning writers boost economy

RYAN NAKASHIMA
AP Business Writer

LOS ANGELES The end of the Hollywood writers strike helped boost state payrolls in February, when employers added a total of 25,800 jobs despite continuing losses in the construction industry, the state said Friday.

The figures reported by the Employment Development Department followed a revised loss of 29,300 jobs in January.

About 11,400 jobs were added last month in the information sector after the 100-day writers walkout ended on Feb. 12.

Even more entertainment jobs are expected to be added as production returns to normal, said Howard Roth, chief economist for California Department of Finance.

"They'll probably come back over time," he said. "This may be the first installment."

Hollywood employment also is picking up as studios bank TV and movie productions amid fears that the Screen Actors Guild will strike after its contract expires June 30, experts said.

"This is a big black cloud hanging over the industry," said Jack Kyser, chief economist of the Los Angeles County Economic Development Corp.

The writers strike cost Los Angeles County an estimated \$2.5 billion, he said.

The job increases in California came as total U.S. payrolls fell by 63,000 in February.

California's hospitality and leisure industries added 4,600 jobs last month, likely because a weak dollar brought international

visitors to California, Kyser said.

Over the month, a total of 35,400 jobs were gained in the trade, transportation, information, professional services, education and health, leisure, and government sectors.

About 9,600 jobs were lost in construction, financial activities and manufacturing because of the continuing problems in the housing sector. The financial sector accounted for the biggest drop of 3,500 jobs.

Christopher Thornberg, principal of consulting firm Beacon Economics LLC, discounted the February bump in employment as a one-time event related to the writers strike.

Thornberg expected the final February numbers to be revised downward.

"We are a state that is in a recession, and there still seems to be some denial as to that fact," he said.

About 15.17 million people held non-farm payroll jobs in California last month, down from the peak of 15.19 million set in July.

The unemployment rate in the state was 5.7 percent in February, down from 5.9 percent in January. The rate in February 2007 was 5.0 percent.

The national unemployment rate was 4.8 percent last month.

In California, there were 1.04 million unemployed people in February, down about 40,000 from a month earlier. The number of employed people was unchanged last month at about 17.22 million.

Man gets 30 days in jail for taco scam posted in online video

By the Associated Press

RIALTO Robert Echeverria took \$15 worth of food and 15 minutes of fame from Del Taco, but now he's paying with jail time — and he'll have to find his tacos elsewhere.

Echeverria and two friends filmed and posted on YouTube a free-and-easy way to score a sackful of tacos and quesadillas called, quite bluntly, "How to Scam Del Taco."

The video had gotten more than 20,000 hits as of last week. Unfortunately for Echeverria, the viewers included police in Rialto who said the viral video provided them with one of the easiest cases they've ever made.

For the take — two quesadillas with extra chicken, seven tacos, two sodas and a large order of fries — Echeverria has been sentenced to 30 days in jail, three years probation, and a ban from his favorite food spot, authorities said.

In the short film made on Feb. 19, the 32-year-old Echeverria — who is bald with a goatee and tattoos and weighs about 500 pounds according to police — calls the Del Taco in Rialto, about 50 miles east of Los Angeles, from the drivers' seat of his sport utility vehicle.

In a friendly tone he claims to be a CEO

named "Robert Kennedy" who has already spoken to the store's manager and corporate office about some unwanted sour cream and the lack of a receipt in a previous order.

"I love your guys' tacos," he said.

One of his two 18-year-old co-stars, Brian Fawcett, is later shown walking into the restaurant and claiming the food. The video ends with the three men feasting and laughing.

A Rialto resident saw the video online last month and called police, authorities said.

Echeverria found himself in custody, initially arrested for felony commercial burgla-

ry and jailed in lieu of \$125,000 bail.

"He was quite proud of himself there in the video, but he cried like a big baby back here," Rialto police Lt. Joe Cirilo said.

Cirilo said the case was wrapped up quickly. Echeverria even provided a pair of personal phone numbers in the video.

"Not only do we thank him, we thank YouTube," Cirilo said.

Last week, Echeverria pleaded guilty to misdemeanor burglary and received a sentence of 30 days in jail, three years probation, and one special condition: a ban from the Rialto Del Taco.

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Kevin Herrera kevinh@smdp.com

RESTORING A BIT OF LOCAL HISTORY: Darlene Bahr, the president of the Santa Monica Bay Woman's Club, is currently trying to raise funds to restore the club that was built back in 1914.

Club is getting back on its feet

FROM CP PAGE 1

Members used to roll bandages for the Red Cross and knit and bake for charity. By the 1950s the club boasted 700 members, up from the original 88 or so when it was organized by Elmira T. Stephens.

In the beginning, members held meetings in various public halls around town. Feeling the need for a permanent home, the club tried to secure a site. Two lots on the corner of 11th Street and Santa Monica Boulevard were given to the club with the privilege of selling them if another location was found. Later a site was chosen at 1210 Fourth Street with a frontage of 75-feet. Member S.J. Engleston raised \$2,600 to help pay for the site and the 11th Street lots were sold for \$1,800, money that was used to start a clubhouse fund.

The key to the club's survival is bringing in new members. Since Bahr took over as president four years ago, the club has grown from 27 members, its lowest level, to just over 100 members and growing. The club recently won the "Blue Dolphin Trophy" from the Federation of Woman's Clubs for increasing membership by 27 percent last year.

"We are looking to these younger members to carry the torch," Bahr said.

Membership dropped off because of the

changing times. Women no longer stayed at home and raised kids, leaving them time to volunteer. During the '60s women began to venture out into the workforce and attended universities at a much higher rate, leading them to put off having children to focus on their careers. Others were forced to raise children on their own because of divorce, leaving even less time to organize bake sales and the like.

Bahr feels the time is right to continue growing the membership, putting the club back on the social map. There are tango dances classes every week, a ballet class during the day that charges only \$3 and the Junior League of Women is using the club for workshops and leadership classes.

"The activity is increasing, but we still are nowhere near where we need to be in terms of raising money for the restoration," Bahr said as she flipped through an old scrapbook filled with faded newspaper clippings from the Evening Outlook.

"The money we make barely covers operating expenses and maintenance. We spend about \$5,000 a month sometimes just on minor repairs. The hope is to restore the building so that we can save that money for other things, like scholarships for students."

kevinh@smdp.com



SAVING TREES

Morgan Genser news@smdp.com

Jason Oliver, a member of the Santa Monica Treesavers, attaches a 'Save the Trees' sign to a ficus tree on Fourth Street on Saturday. The group was out on Saturday attempting to collect signatures to continue their drive to save 54 ficus trees that are slated to be removed as part of a street beautification project in the downtown area.

City aggressively tries to maintain its streets

FROM ROADS PAGE 3

complaints via its Web site. The city also has an ongoing program that monitors street conditions citywide.

"We have a street inspection program that is run by our engineering division that is dedicated to resurfacing streets and figuring out what are the priorities," Cline said. "It is a very impressive thing that (the engineering division) is doing."

A survey of the city's streets attest to Cline's assertion that his department does an adequate job of maintenance. There are a number of alleys in the downtown area that show some wear, but nothing severe enough to cause damage to automobiles. Overall the city offers adequate driving conditions, but some aren't completely sold.

"Commuting [to Santa Monica] from L.A., it's easy to see that the roads here are better," said Robert Ibarra, a software developer. "But, there are some spots [in the city] that need some work. There always seems to be problems on Colorado (Avenue) down by Fourth (Street)."

Ibarra said that the potholes in that area became so bad recently that he often takes a different route to get to downtown. A check of the intersection he cited does reveal some distressed conditions, but Cline said most of the problems there could be attributed to the recent rains and that his department had recently been dispatched to the area to patch a number of potholes.

If drivers believe that damage to their automobiles was caused by poor road conditions, they are directed to contact the city's risk management division to file a formal complaint. Jonathon Lackey, the city's liability claims administrator, said that such claims are rare and payouts even more rare.

"If we feel the damage was caused by something we knew about, we have to pay," Lackey said. "If we weren't aware of (the problem) we don't pay out. It's that simple."

He attributes the lack of actual claims to the fact that the city goes to lengths to prevent its streets from deteriorating to the point where damage could occur.

"The city is very responsive to requests for repairs," Lackey said. "We try to fix the problem before it gets to the point that my office has to hear about it."

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GOOD TO THE ENVIRONMENT: Paul (left) and Zan Dubin Scott recently sent a letter to the governor calling on him to stick with the state's progressive Zero Emissions Vehicle program.

CARB looking to be more flexible

FROM CAR PAGE 1

produce 75,000 Zero Emission Vehicles (ZEVs) by 2017.

CARB is considering changes that would reduce that number considerably — around 27,500 — by allowing the auto industry to earn credit for producing low-emission and partial zero-emission vehicles like hybrids. The change would reduce the cost of compliance by \$1.3 billion annually from 2012-2014, and by nearly \$900 million in 2015-2017, according to a CARB staff report.

"We have been driving a fully electric car (not a hybrid) for six years," Zan Dubin Scott said. "We haven't been to the gas station once in that time. And we charge our car with electricity generated by the solar panels on our roof. We are driving on sunshine — Zero pollution — when others are paying \$4 per gallon for gasoline that is wreaking havoc with our environment and causing national insecurity."

Plug-In America is calling on the governor and CARB to "hold firm" on the original ZEV numbers and to make other changes, such as requiring public fleets to purchase ZEVs when practical.

The ZEV program, which is credited with pushing automakers to produce alternative vehicles, has been modified four times since its inception to reflect changes in technology. CARB staff is defending the recommendations, saying they still reflect the original goal of the program — to greatly reduce harmful emissions — but allow for more flexibility that incorporates several technologies. The changes also create more incentives for automakers to explore alternative vehicles with the hopes that one will come up with a technology that is economically feasible.

"We are not putting all of our eggs in one basket," said Leo Kay, director of communications for CARB. "I think we are seeing a mix of electric vehicles, we see plug-in hybrids, fuel cell technology, hydrogen, ethanol, flexible fuel vehicles, so ultimately I think it's safe to say whatever the board ends up agreeing to, it will allow for a greater diversity of technologies."

"No one's mind is set by any stretch," Kay added. "(The board) will be realistic about what the limitations are of certain technologies and then struggle with trying to figure out what we can realistically expect the engineers at the major auto manufacturers to

come up with to meet reduction goals."

Auto-manufacturers are pushing for changes that will allow them to meet the requirements by producing plug-in hybrids, hydrogen fuel-cell, as well as pure, battery-powered ZEVs. By embracing the various technologies, automakers can see which takes the lead in the marketplace and then dedicate resources to production instead of research and development.

While battery-powered vehicles are an option, the technology hasn't evolved as quickly as the auto industry would like, the batteries still unable to take drivers long distances, said Gloria Bergquist, vice president of the Alliance of Automobile Manufacturers, who specializes in environmental and safety issues.

"We wish that the state of California could mandate technological breakthroughs ... on advanced batteries and we would welcome that ...," Bergquist said. "In the meantime we are working on it and a range of other technologies that the marketplace will accept. Some people like iPods and others like MP3 players."

The auto industry ranks high on the list in terms of spending on research and devel-

opment, dedicating roughly \$1 billion to create one new model, Bergquist said. That includes safety tests, creating facilities to produce it and training dealers to be able to repair or replace parts.

"I think there is a sense that (creating battery breakthroughs) is a great priority because that could take us a lot farther in removing us from our dependence on foreign oil," Bergquist said.

The Scotts are already living off the grid, and believe other people, if given the opportunity, will do the same. That is why they and others like them will be traveling to Sacramento this week to rally and try to once again save the electric car.

"We know (ZEVs) can work, we just need more of them out there," Paul Scott said as he leaned up against his green Toyota RAV4 EV, one of several hundred he and others helped save in 2003 when regulators reversed themselves and automakers recalled and destroyed hundreds of the leased vehicles.

"(Automakers and CARB) need to stick to the number they agreed to in 2003," Paul Scott added. "We can't let them off the hook."

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Earth Talk

By the editors of E Magazine

Send comments to editor@smdp.com

Eco fashion gets a little funky

Dear Earth Talk:

I've been hearing a lot about all the recycled materials being turned into handbags and purses. Are these bags actually fashionable?

Mary-Beth Johnstone

Cos Cob, CT

ECO FASHION, ESPECIALLY IN THE WORLD OF BAGS, purses and carriers, has proven to be an inventive outlet for all kinds of recycled materials. And yes, most of these bags — even those made from such unlikely materials as candy wrappers (by Ecoist) or carpets (CarpetBags) — not only look good, but would probably draw looks of admiration from fellow bag aficionados.

The Canadian website, eco-handbags.ca, carries a large assortment of creatively adapted materials turned to wearable art from green handbag companies. There are bags made from old books, sailboat sails, juice boxes, aluminum cans, plastic bottles, neckties, cigar boxes, skateboards, candy wrappers, chopsticks, soda pop tops and bicycle tire inner tubes. And these don't look like they've been knit together from a trash bin: They are impeccably sewn one-of-a-kind accessories. The juice box cooler bag, handmade by a cooperative in the Philippines for Bazura Bags, is a great all-purpose carry-all, while the sleek Roadster Handbag made of truck tire inner tubes by English Retreads makes for a stylish everyday purse.

Ava DeMarco and her husband Rob Brandegeer one day looked at used license plates and saw handbags. The couple had launched their company, Littlearth Productions, in 1993 with a mission to match style with eco-consciousness. At first, license plates were used as ornaments on



Photo courtesy Littlearth Productions

GETTING CUTE: Bags and purses have become inventive outlets for all kinds of recycled materials. Pictured here is a purse made from old license plates by Littlearth Productions.

recycled rubber bags. Then they became the bags themselves, twisted into colorful cylindrical purses. Now Littlearth's recycled license plate handbags can be found in more than 1,000 retail outlets and in the clutches of

everyone from Oprah to Chelsea Clinton. "Everything we make is one of a kind, because all license plates are unique," says DeMarco. In one year, Littlearth recycled more than 15 tons of rubber and 40,000 license plates.

And why not turn all that old tire rubber into something eminently wearable? The material is completely durable and effective for everything from men's messenger bags to women's clutches. "I've always been aware of the tire situation," says Robin Gilson, president and founder of Vulcana, a company that makes bags out of recycled car tires. "They collect water; they are breeding grounds for mosquitoes. I thought: 'Wouldn't it be great if you could melt car tires down and reshape them?'"

After taking a leave of absence from her job as an attorney in 1995, Gilson tracked down a company that would take recycled car tire crumb and mix it with natural rubber to create a material suitable for stitching into bags. Vulcana launched its product line in 2001.

For animal-lovers the new range of handbags has been especially welcome — whether they're made from tires, records, hemp or chopsticks, these bags are a great alternative to leather and an easy way to make a fashion statement.

Want to get down to earth? Submit questions to earthtalk@emagazine.com.

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SURF REPORT



SURF CONDITIONS

WATER TEMP: 50-53°

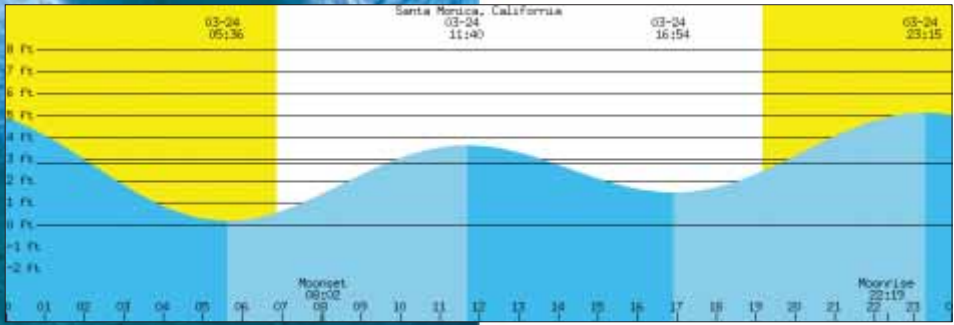
SWELL FORECAST (3-5 FT)

Today looks fairly weak with minor NW and SW in the water, leaving most breaks in knee to waist high surf. Standout west facing breaks still might see some chest high set waves. Winds should be lightly offshore in the morning, turning onshore by noon, and 15 mph in the afternoon. Tide isn't looking too bad, building in the AM for added tidal push midmorning.

LONG RANGE SYNOPSIS

LIGHT SW AND NW WEDNESDAY.

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 four weeks up to the ending date of

March 18, 2008

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

QUICK STATS
(for the last 28 days)

Number of sewage spills -- 1

Number of beach closures due to a sewage spill -- 0

Number of wet days -- 8

Number of A grades for dry/wet weather -- 33 / 19

Number of (C,D,F) grades for dry/wet weather -- 11 / 24

The Beach Report Card is made possible by a grant from



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

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.

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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.

NCAA SPORTS

‘Flutie Effect’ does boost enrollment

BY DENA POTTER

Associated Press Writer

RICHMOND, Va.Turns out there’s some basis for the long-held belief among college admissions officials that the better their schools’ teams do in high-profile sporting events, the more applications they’ll see.

Until recently, evidence about the “Flutie Effect”—coined when applications to Boston College jumped about 30 percent in the two years after quarterback Doug Flutie’s Hail Mary pass beat Miami in 1984—had been mostly anecdotal.

So two researchers set out to quantify it, concluding after a broad study that winning the NCAA football or men’s basketball title means a bump of about 8 percent, with smaller increases the reward more modest success.

“Certainly college administrators have known about this for a while, but I think this study helps to pin down what the average effects are,” said Jaren Pope, an assistant professor in applied economics at Virginia Tech who conducted the study with his brother Devin, an assistant professor at the University of Pennsylvania’s Wharton School.

The brothers compared information on freshman classes at 330 NCAA Division I schools with how the schools’ teams fared from 1983 through 2002.

Among their conclusions in a paper that is to be published this year in Southern Economic Journal:

— Schools that make it to the Sweet 16 in the men’s basketball tournament see an average 3 percent boost in applications the following year. The champion is likely to see a 7 to 8 percent increase, but just making the 65-team field will net schools an average 1 percent bump.

— Similarly, applications go up 7 to 8 percent at schools that win the national football championship, and schools that finish in the top 20 have a 2.5 percent gain.

There has been wide debate over the legitimacy of the Flutie Effect, especially when it comes to whether schools should pour money into athletics programs with the hope of reaping the benefits of a winning team.

Pope said that’s certainly not what he is suggesting.

For George Mason University, just outside Washington, the positive effects of its unlikely Final Four appearance two years ago were wide-reaching.

In addition to increases in fundraising, attendance at games and other benefits, freshman applications increased 22 percent the year after the team made its magical run.

The percentage of out-of-state freshmen jumped from 17 percent to 25 percent, and admissions inquiries rose 350 percent, said Robert Baker, director of George Mason’s Center for Sport Management who conducted a study called “The Business of Being Cinderella.”

Baker also found that SAT scores went up

by 25 points in the freshman class, and retention rates as freshmen moved into their sophomore year increased more than 2 percentage points.

“You will certainly have critics who say it would have happened anyway, but I think the general consensus is that it happened faster because of this and that it allowed this university to reach new heights more quickly,” Baker said.

Gonzaga was virtually unknown in most parts of the country until it broke into the national tournament in the mid-’90s.

The Zags have been in the tournament every year since 1999, and during that time enrollment has grown from just over 4,500 to nearly 7,000, said Dale Goodwin, a university spokesman.

Inquiries have jumped from about 20,000 per year to 50,000, and the Spokane, Wash., school attracts students from eastern states where it doesn’t recruit.

“There’s no other way they would have heard about Gonzaga,” Goodwin said.

The study found that private schools saw even larger increases than public universities.

Drake made it to the NCAA tournament for the first time since 1971 this year only to lose to Western Kentucky on a last-second 3-pointer in overtime Friday. The shot is destined for the highlight reels, meaning the 5,000-student Des Moines, Iowa, school will get even more publicity than its one-and-out counterparts.

Tom Delahunt, Drake’s vice president for admissions and financial aid, said the school already is at capacity, enrolling its largest class in 30 years last year. He still expects increased interest next year.

“We’ll see an increase in high school sophomores and juniors that are now putting Drake on their list where they wouldn’t have before, and they’ll come and visit,” Delahunt said. “We know if we can get them to come visit we have a better chance for them to enroll.”

Pope and others admit that the windfall is short-lived, usually lasting only a few years after a team’s tournament run. Experts say that’s all the time that’s needed.

“If the effect is one to three years, that’s exactly in the zone where students are paying attention to what’s going on,” said Steven Goodman, an educational consultant in Washington, D.C., and author of “College Admissions Together: It Takes a Family.”

“Not that many 9-year-olds are thinking about college admissions, but there are plenty of 15-year-olds who are following the NCAA tournament.”

Experts agree that any bump caused by a tournament appearance can’t sustain a school, but it gives them valuable national exposure that most couldn’t buy. Out of thousands of schools in the country, Goodman said most students apply to seven to 10.

“No one student can know everything about every college, so universities vie for the attention of students, and sports is one of the many ways that schools do that,” he said.

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1:00, 3:45, 6:30, 9:15
Dr. Seuss' Horton Hears a Who (G) 1hr 28min
12:30, 2:45, 5:00, 7:15, 9:30
Miss Pettigrew Lives for a Day (PG-13) 1hr 32min
12:40, 2:55, 5:15, 7:30, 9:45
The Grand (R) 1hr 35min
12:50, 3:30, 6:15, 9:00

AMC 7 SANTA MONICA
1310 Third St.
(310) 289-4262

College Road Trip (G) 1hr 23min
1:20, 3:35, 5:55, 8:10, 10:20

Doomsday (R) 1hr 45min
12:05, 2:30, 5:00, 7:30, 10:00
Dr. Seuss' Horton Hears a Who (G) 1hr 28min
1:10, 3:30, 5:45, 7:55, 10:05
Jumper (PG-13) 1hr 28min
1:00, 3:15, 5:30, 7:45, 9:55
The Other Boleyn Girl (PG-13)
1:45, 4:40, 7:35, 10:15
Tyler Perry's Meet the Browns (PG-13) 1hr 40min
12:20, 2:35, 4:55, 7:25, 9:50
Under the Same Moon (PG-13) 1hr 49min
2:25, 5:05, 7:40, 10:10

LAEMMLE'S MONICA FOURPLEX
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Funny Games (R) 1hr 48min
1:25, 4:20, 7:10, 9:55

Married Life (PG-13) 1hr 30min
1:00, 3:10, 5:20, 7:40, 10:00

Paranoid Park (R) 1hr 20min
1:15, 3:30, 5:45, 8:00, 10:15
Sleepwalking (NR) 1hr 41min
1:40, 7:10

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10,000 B.C. (PG-13) 1hr 49min
11:30am, 12:30, 3:00, 4:30, 5:30,
8:00, 9:30, 10:30

Never Back Down (PG-13) 1hr 46min
11:15 a.m., 1:50, 4:40, 7:40, 10:20

Semi-Pro (R) 1hr 30min
2:10, 7:10

Shutter (PG-13) 1hr 25min
12:10, 2:40, 4:50, 7:20, 10:00

More information email news@smdp.com

Indulge a little, Libra

ARIES (March 21-April 19)

★★★★ Let someone else run with the ball. Ask yourself why you feel you must shoulder every responsibility. Others need to and can pitch in. Tonight: Listen to another's revelries.

TAURUS (April 20-May 20)

★★★★★ Let others make the first move; enjoy being the Bull in the pasture sniffing the flowers. Sometimes a passive stand creates far more action than being assertive. You naturally will incorporate and express these skills. Tonight: Sort through invitations.

GEMINI (May 21-June 20)

★★★★ Dig into any project 100 percent. The more you concentrate, the less you will encounter flub-ups. You also might clear out work faster. Clear your desk first.

CANCER (June 21-July 22)

★★★★★ Examine the many different opportunities that are being dropped in your lap. You are not committing to going with them by checking them out. Be smart and do nothing that could entail a high risk factor. Tonight: Happy as a cat!

LEO (July 23-Aug. 22)

★★★★ Home is where the heart is. If you can work from home more often, do. Otherwise, try to add that homey touch to your house. A plant or two, or perhaps a pillow could add that quality. Tonight: Easy as can be.

VIRGO (Aug. 23-Sept. 22)

★★★★★ Share your thoughts more often and let your imagination bubble forth. You could be an endless source of information and solutions. Step into this natural role. Let others appreciate what you have to offer. Tonight: Give up being shy.

LIBRA (Sept. 23-Oct. 22)

★★★ Expenses could be mounting, making you feel far more uncomfortable. If you allow, you will see someone in a far clearer light. Tonight: Indulge a little. Lighten up.

SCORPIO (Oct. 23-Nov. 21)

★★★★ Follow your instincts, even if you are uncomfortable or unsure. You will do the right thing. Tonight: All smiles.

SAGITTARIUS (Nov. 22-Dec. 21)

★★ Take your time initiating a new idea or project. In fact, some deep thought and investigation would be most appropriate. You might feel like your professional life works against your personal life. Tonight: Think all you want, but choose not to act.

CAPRICORN (Dec. 22-Jan. 19)

★★★★★ You could be wondering which way to go and when. If you really want to work out a problem, ask for others' suggestions. You might not be the only source for a good idea. Teamwork and participation can break down barriers too. Tonight: Aim for what you want.

AQUARIUS (Jan. 20-Feb. 18)

★★★★ Step up to the plate. If you feel confused by different messages on the same issue, stop. You might need to go on your own fact-finding mission. Staying anchored will help you more than you realize. Tonight: Could be late.

PISCES (Feb. 19-March 20)

★★★★★ Reach out for those at a distance. Easily, you could be overwhelmed by what is happening. There is such a thing as too much of a good thing. Be willing to step back and get others' feedback. You might be very interested in their point of view. Tonight: Say yes to living.

Happy Birthday

You make a difference this year. Your strength is your ability to detach and see the whole picture. Just sharing your vision of a situation will allow others to find solutions. You also will be great at determining the correct path. Use some of your innate talent and skills. Apply these skills in your life. Travel and education could play key roles. If you are single, a new person who's quite unique and different could mosey into your life. Transform and grow. Many new opportunities surround this person. If you are attached, walk in your sweetie's shoes more often. A natural empathy emerges, building closeness. SCORPIO pushes you to grow mentally.

Jacqueline Bigar is on the Internet at <http://www.jacquelinebigar.com> (c) 2006 by King Features Syndicate Inc.

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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 Bronze (easiest) to Silver to Gold (hardest).

Difficulty
BRONZE

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

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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

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

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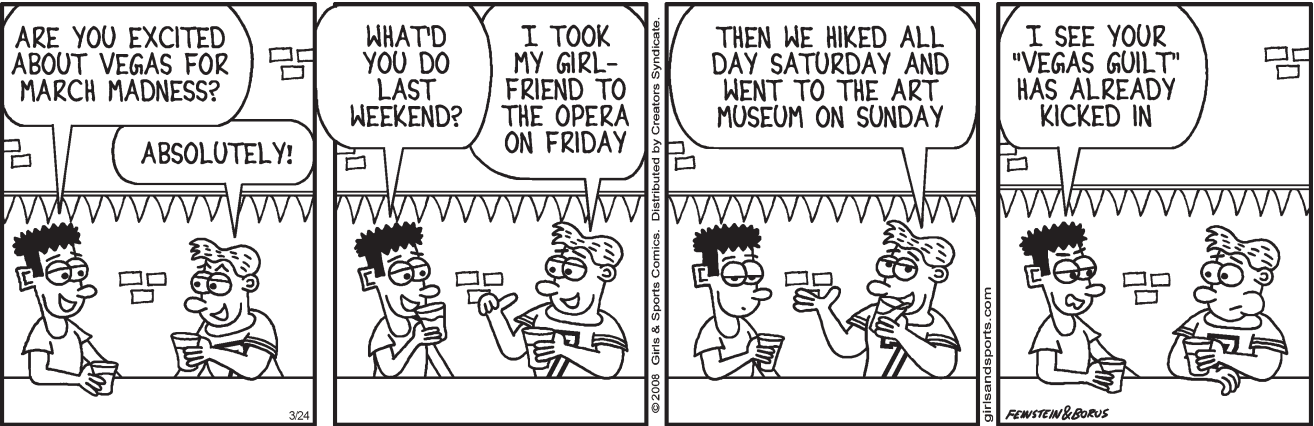
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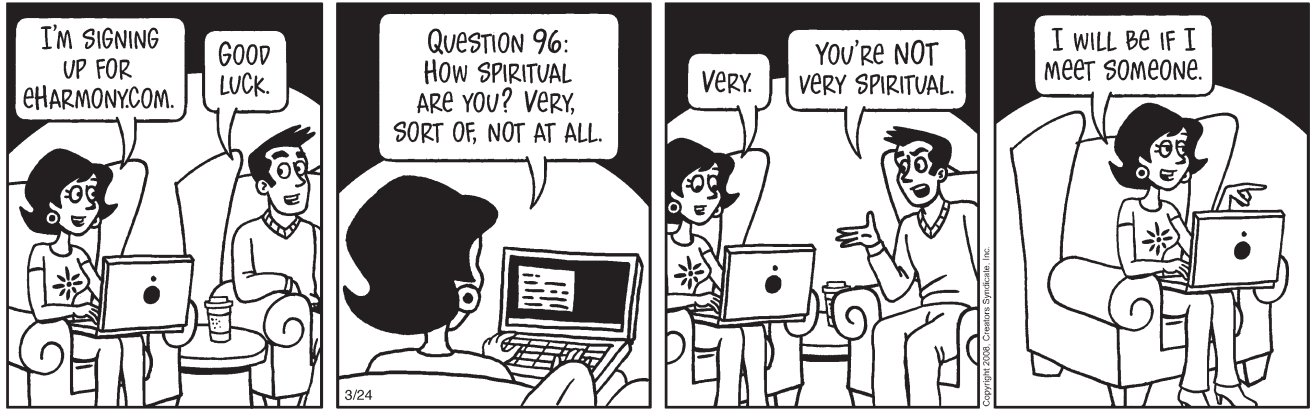
Girls and Sports

By Justin Borus and Andrew Feinstein



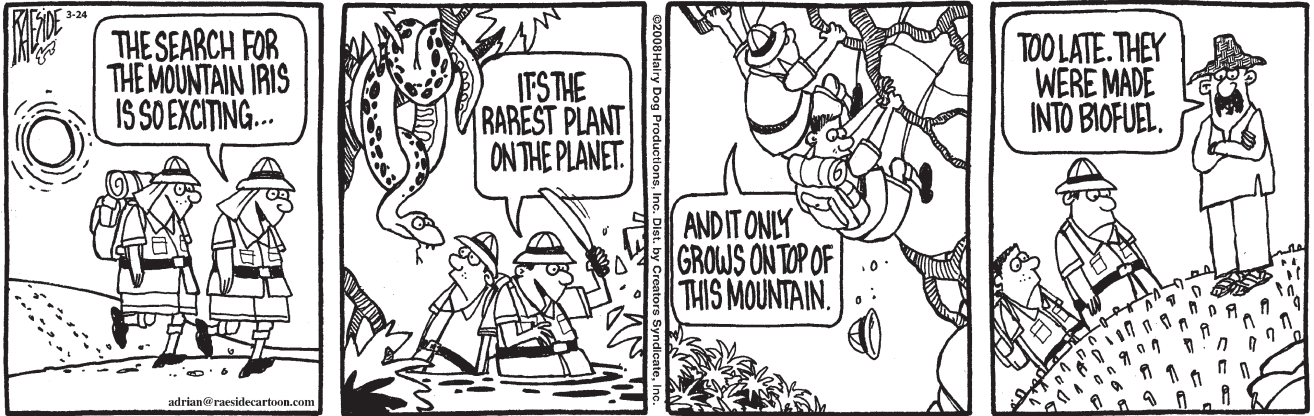
The Meaning of Lila

By John Forgetta & L.A. Rose



The Other Coast

By Adrian Raeside



Garfield

By Jim Davis



Dog eat Doug

By Brian Anderson



The Dinette Set by Julie Larson



Strange Brew

By John Deering



Speed Bump

By Dave Coverly



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Brandon Wise brandonw@smdp.com

The first one to identify where this shot was taken wins a prize from the Daily Press. Send answers to editor@smdp.com.

CROSSWORD

By THOMAS JOSEPH

ACROSS

- 1 Circus performer
- 6 In the neighborhood
- 11 "Tiny Bubbles" singer
- 12 Solitary
- 13 Poet Gertrude
- 14 Basil-based sauce
- 15 Frog's cousin
- 17 Finger count
- 18 Letter-man's gig
- 22 Manipulative sort
- 23 Horrified
- 27 Bra part
- 29 Indian lute
- 30 Pinnacle
- 32 Fast-food request
- 33 Astronauts
- 35 Rocker Vicious
- 38 Ogden's state
- 39 Ordeal
- 41 Strike and rebound
- 45 Last Greek letter
- 46 Be penitent
- 47 Well fill
- 48 Film statue

2 Auction unit

- 3 Counting start
- 4 Lab critters
- 5 Taboo acts
- 6 Poms and Pokes
- 7 Flamenco cheer
- 8 Price
- 9 Pay to play
- 10 Writer Uris
- 16 Inventor's cry
- 18 One Deadly Sin
- 19 Italian wine region
- 20 Maryland player, for short
- 21 The good guys

- 24 Physics bit
- 25 Cook's mint
- 26 1982 Disney film
- 28 Well-liked
- 31 Touch lightly
- 34 Bean-bearing tree

- 35 Hide away
- 36 "— La Douce"
- 37 Losing plan
- 40 Maturity
- 42 Bird of myth
- 43 "Not — dare!"
- 44 Debussy's "La —"

C	O	H	O	S		C	O	A	T	S
A	R	U	B	A		A	N	E	R	A
R	A	D	O	N		P	E	R	I	L
I	N	S	E	T	S			O	P	T
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S	E	N		C	O	I	L	E	D	
				E	R	O	D	E		
	D	E	L	U	G	E		G	P	S
R	E	S	I	Z	E	S		R	A	M
A	B	C			S	O	N	A	T	A
S	T	A	T	E		V	A	D	E	R
T	O	P	E	S		E	V	E	N	T
A	R	E	A	S		R	E	S	T	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

1	2	3	4	5		6	7	8	9	10
11						12				
13						14				
			15		16			17		
18	19	20					21			
22					23			24	25	26
27				28		29				
30					31		32			
			33			34				
35	36	37		38						
39			40			41		42	43	44
45						46				
47						48				

DOWN

- 1 Music buys

NEWS OF THE WEIRD
BY CHUCK SHEPARD

■ A 39-year-old man fell to his death while trying to slide down a banister in the Hollywood & Highland Center mall in Los Angeles in January. And three more people died recently as a result of disrespecting railroad tracks: a 42-year-old man, hit by a train on tracks near Burlington, Ill., while listening to his iPod (September); a 31-year-old man, hit by a train in Berkeley, Calif., while talking on his cell phone (November); and another man, hit by a train in San Leandro, Calif., also while on his cell phone.

■ In February, on "signing day," when hundreds of highly recruited high school football players announced which colleges they would attend, lineman Kevin Hart of Fernley (Nev.) High School met local reporters with his coach at his side and dramatically chose the University of California over the University of Oregon. However, when the reporters called those colleges' coaches for reactions, they learned that Hart had not been meaningfully recruited by either school. Hart explained two days later that he passionately wanted to play at a major school and that when no offer came, "I made up what I wanted to be reality." Hart did not elaborate on what conceivable useful outcome he could have expected from the ruse. When These People Vote, Theirs Count as Much as Yours

■ During the media hoopla on Feb. 5, about that day's 24-state "Super Tuesday" "national primary" for president, enthusiastic voters called election offices for the addresses of their polling places so they could run down and vote: 400 called in Virginia (but its primary would be the following week); 1,000 called in Dallas (its primary would be a month later); "hundreds" called in Florida (its primary was the week before). At least six people were lined up to vote by 6:30 a.m. at one precinct in Milwaukee (Wisconsin's primary would be two weeks later).

TODAY IN HISTORY

1765 Britain enacted the Quartering Act, requiring American colonists to provide temporary housing to British soldiers.

1882 German scientist Robert Koch announced in Berlin that he had discovered the bacillus responsible for tuberculosis.

1934 President Roosevelt signed a bill granting future independence to the Philippines.

1944 in occupied Rome, the Nazis executed more than 300 civilians in reprisal for an attack by Italian partisans the day before that had killed 32 German soldiers.

1955 the Tennessee Williams play "Cat on a Hot Tin Roof" opened on Broadway.

1976 the president of Argentina, Isabel Peron, was deposed by her country's military.

1980 one of El Salvador's most respected Roman Catholic Church leaders, Archbishop Oscar Arnulfo Romero, was shot to death by gunmen as he celebrated Mass in San Salvador.

WORD UP!

anathema \uh-NATH-uh-muh\, noun: A ban or curse pronounced with religious solemnity by ecclesiastical authority.

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Notices

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. BS113619
Superior Court of California, County of Los Angeles
Petition of WALTER JUNIOR NEUBAUER for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: WALTER JUNIOR NEUBAUER filed a petition with this court for a decree of changing names as follows: WALTER JUNIOR NEUBAUER to WALTER NEUBAUER, JR.. 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: 05/01/2008 Time:9:00 am, Dept.A., Room 548
The address of the court is 111 N. HILL ST. LOS ANGELES, CA. 90012
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 11, 2008
MURRAY GROSS, COMMISSIONER
3/24/2008, 3/31/2008, 4/7/2008, 4/14/2008

NOTICE OF APPLICATION TO SELL ALCOHOLIC BEVERAGE LICENSE(S)
Date of Filing Application: March 12, 2008
To Whom it may concern:
The Name(s) of the Applicant(s) is/are: CHANNEL ROAD ASSOCIATES
The applicants listed above are applying to the Department of Alcoholic Beverage Control to sell alcoholic beverages at: 219 W CHANNEL RD. SANTA MONICA, CA. 90402-1105
Type of License(s) Applied for: 67 – ON-SALE WINE BED AND BREAKFAST INN.
Department of Alcoholic Beverage Control INGLEWOOD.
SANTA MONICA DAILY PRESS
3/24/2008, 3/31/2008, 4/07/2008

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. LS017124
Superior Court of California, County of Los Angeles
Petition of LAQUANTAS ROCHELLE SMITH for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: LAQUANTAS ROCHELLE SMITH filed a petition with this court for a decree of changing names as follows: LAQUANTAS ROCHELLE SMITH to LAQUANTAS SHASE SIRI SMITH. 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: 05/05/2008 Time:1:30, Dept. A, Room 510
The address of the court is 6230 SYLMAR AVE. VAN NUYS, CA. 91401
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DBAS

PRESS to publish 3/17/2008, 3/24/2008, 3/31/2008, 4/7/2008

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20080425909 FIRST FILING. The following person(s) is (are) doing business as CAL TEX PRECISION INC. . CTPI, 15521 VERMONT AVE. PARAMOUNT, CA 90723. The full name of registrant(s) is/are : CAL TEX PRECISION INC. 15521 VERMONT AVE. PARAMOUNT, CA 90723 This Business is being conducted by, a corporation. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: CAL TEX PRECISION INC.

This statement was filed with the County Clerk of LOS ANGELES County on 3/12/2008. 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 3/17/2008, 3/24/2008, 3/31/2008, 4/7/2008

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20080416278 FIRST FILING. The following person(s) is (are) doing business as QUIROZ CORPORATION, 9306 KARMONT AVE. SOUTH GATE, CA 90280. The full name of registrant(s) is/are : QUIROZ CORPORATION 9306 KARMONT AVE. SOUTH GATE, CA 90280 This Business is being conducted by, a corporation. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: QUIROZ CORPORATION

This statement was filed with the County Clerk of LOS ANGELES County on 3/11/2008. 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 3/17/2008, 3/24/2008, 3/31/2008, 4/7/2008

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20080445873 FIRST FILING. The following person(s) is (are) doing business as ROCK NATION, 211 ARIZONA AVE. SANTA MONICA, CA. 90401, LOS ANGELES. The full name of registrant(s) is/are : ROCK SKOOL, INC. 211 ARIZONA AVE. SANTA MONICA, CA. 90401 This Business is being conducted by, a corporation. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)3/14/2008. /s/: ROCK SKOOK INC. PRESIDENT, JOHN GIAMMARRUSCO

This statement was filed with the County Clerk of LOS ANGELES County on 3/14/2008. 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 3/25/2008, 3/31/2008, 4/7/2008, 4/14/2008

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20080482433 FIRST FILING. The following person(s) is (are) doing business as DURLEY PARK MANAGEMENT, 1517 LINCOLN BLVD. SANTA MONICA, CA. 90401, LOS ANGELES. The full name of registrant(s) is/are : DURLEY PARK MANAGEMENT CORPORATION, 1517 LINCOLN BLVD. SANTA MONICA, CA. 90401 This Business is being conducted by, a corporation. Signed: Registrant has not yet begun to transact business under the fictitious name or names listed herein.. /s/: DURLEY PARK MANAGEMENT, IRENE HOWARD, SECRETARY This statement was filed with the County Clerk of LOS ANGELES County on 3/20/2008. 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 3/24/2008, 3/31/2008, 4/7/2008, 4/14/2008

Name Changes

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. BS113751
Superior Court of California, County of Los Angeles
Petition of BRADLEY KENT NORMAN for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: BRADLEY KENT NORMAN

Name Changes

filed a petition with this court for a decree of changing names as follows: BRADLEY KENT NORMAN to RACHEL BRANDINE NORMAN. 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: 05/02/2008 Time:9:00 am, Dept. A, Room 548
The address of the court is 1725 Main St., Santa Monica, CA 90401.

A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: MAR. 12, 2008
MURRAY GROSS, COMMISSIONER
3/24/2008, 3/31/2008, 4/7/2008, 4/14/2008

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sure they know who to call and where to meet in case of an emergency.
For more information on how to make a family emergency plan,
or for additional cards, go to ready.gov

Ready



Family Emergency Plan

EMERGENCY CONTACT NAME:
TELEPHONE:
OUT-OF-TOWN CONTACT NAME:
TELEPHONE:
NEIGHBORHOOD MEETING PLACE:
TELEPHONE:
OTHER IMPORTANT INFORMATION:
DIAL 911 FOR EMERGENCIES

Ready



Family Emergency Plan

EMERGENCY CONTACT NAME:
TELEPHONE:
OUT-OF-TOWN CONTACT NAME:
TELEPHONE:
NEIGHBORHOOD MEETING PLACE:
TELEPHONE:
OTHER IMPORTANT INFORMATION:
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785 Linda Flora Drive

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231 - 18th Street, Santa Monica
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Letter from Seller:

"Hi Kate, I do want to thank you for all that you have done to sell my house, all the advice and patient explanations of real estate details to a distant novice who loved her home and was reluctant to leave it in someone else's hands. My Daughter, my Financial Advisor and my CPA also think highly of you. I would certainly recommend you to anyone in Santa Monica who is thinking of selling their house in these troubled times."

- Louise

Open Sunday, March 30th
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~~Reduced~~ \$599,000

Updated 2 + 1.75 Condo

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\$719,000

Top Floor 2 + 1.75 Condo

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12124 - Goshen Street # 105

\$779,000

Spacious 3 + 1.75 Condo

Average Price of Properties Listed for Sale As of Late March 2008

		<u>Single Family Homes</u>	<u>Condos & Townhomes</u>
Santa Monica Canyon	=	\$ 2,312,625	\$ 1,300,000
North of Montana	=	\$ 3,732,261	\$ 2,044,714
Between Wilshire & Montana	=	\$ 1,881,900	\$ 1,000,510
South of Wilshire	=	\$ 873,966	\$ 768,653
Sunset Park	=	\$ 1,416,583	\$ 720,231
Ocean Park	=	\$ 1,778,900	\$ 1,126,256

Statistics updated every Friday

What is Your Home Worth? Contact Me to Find Out!

This is not intended as a solicitation if you currently have a broker. The information has been retrieved from the Multiple Listing Service. Some of these properties have been sold or listed with other Real Estate Agents.