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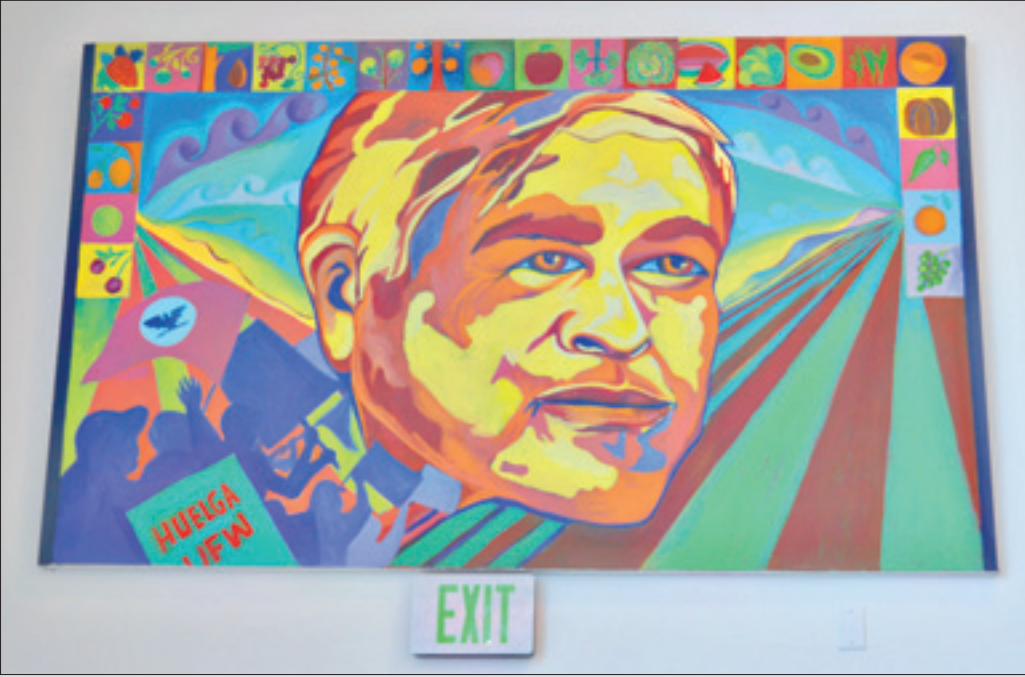
TUESDAY, MARCH 31, 2015

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Santa Monica Daily Press

APPOINTING PHILOSOPHIES SEE PAGE 5

Students reflect, expand on legacy of Cesar Chavez



Courtesy Photo

CHAVEZ: Student artwork is part of the larger recognition of Cesar Chavez Day.

BY JEFFREY I. GOODMAN
Daily Press Staff Writer

CITYWIDE In 1990, scores of Santa Monica High School students joined Cesar Chavez outside a local hotel in a peaceful protest against the use of harmful chemicals in California agriculture. “Today marks a milestone,” the labor leader reportedly told the crowd, which had gathered near the site of an annual convention for fruit growers and distributors. “We’re here to tell the pesticide traffickers we will no longer tolerate the spraying in silence.”

Today — this today — marks another milestone.

It’s been 25 years since that rally, and the legacy of the union activist lives on as students in the local school district reflect on his impact during annual celebrations of Cesar Chavez Day.

The school board earlier this month passed a resolution encouraging “all schools and justice-minded people of the community to

honor the legacy of Cesar Chavez as a symbol of hope and justice.”

Recognition of the civil rights champion is particularly evident at Edison Language Academy, where second-grade students recently gave a themed concert featuring original songs about Chavez (<https://vimeo.com/123032440>).

Using money collected through the district’s new fundraising model, the dual-immersion school on Virginia Avenue — where all children learn in English and Spanish — created a semester-long choral music program and started a songwriting residency for the 78 second-grade students.

Students spent six weeks penning lyrics about Chavez and learning other Latin American songs with the help of choral music teacher Jacqueline Fuentes, a native of Chile.

“Our students study about Cesar Chavez as

SEE CHAVEZ PAGE 6

New group wants to move Santa Monica Forward

BY MATTHEW HALL
Editor-in-Chief

CITYWIDE If you want to talk about the City of Santa Monica, then the newly formed organization Santa Monica Forward politely invites you to join their group.

Forward announced its existence via a press release this week and organizers said its goal is to provide a place where residents of all viewpoints can engage in civil discussion without much of the vitriol that has colored recent debates.

A partial list of founders includes 45 names and contains former politicians, current councilmembers, local activists and members of

the business community. The list includes Judy Abdo, Richard Bloom, Nick Boles, Gleam Davis, Frank Gruber, Carl Hansen, Erik Huberman, Jason Islas, Juan Matute, Pam O’Connor, Terry O’Day, Cynthia Rose and Barry Snell.

Abdo said Forward was founded with a positive goal.

“The group isn’t coming together as anti-this or anti-that,” she said. “It’s more about how can we help people feel comfortable expressing their opinions.”

She said some residents found themselves alienated during recent public meetings and do not agree

SEE FORWARD PAGE 3

UCLA Medical Center offering free meditation

BY DAVID MARK SIMPSON
Daily Press Staff Writer

16TH STREET Steve Ellis’ journey to free weekly mindful awareness classes at UCLA Medical Center in Santa Monica was inspired — like so many Santa Monica decisions — by traffic on the 405.

Ellis has been going to, and loving, the same classes on Thursdays at the Hammer Museum for nearly two years but, when he found out that UCLA Medical is offering them every Tuesday from 12:30 to 1 p.m., he decided his practice should have a new home.

Until January, the classes, led by teachers from the UCLA Mindful Awareness Research Center, were offered twice a month on different days of the week. The regularity, Ellis said, was all he needed to make the switch.

“It helps any kind of anxiety. It helps any kind of mood swings, lowers the heart rate, keeps you away from doctors, basically. That’s what I’ve found,” Ellis said. “I think when I do it I’m distracted from the daily routine and having to navigate through all the things that we do everyday. This class keeps me awake and it lasts through the whole day.”

Last Tuesday, Ellis, a Santa Monica resident for 20 years, was trying the UCLA Medical Center session for the first time, expecting to like it.

Meridee Joseph and Evelyn Challis were also Santa Monica residents visiting for the first time. Joseph said she’s considering taking Mindful Awareness Program classes, which are offered to mem-

SEE UCLA PAGE 6



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Calendar

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What's Up Westside

OUT AND ABOUT IN SANTA MONICA

March 30

Grand opening at Kabbalah Centre

The grand opening will take place during the monthly Spiritual Social Hour. Spiritual Social Hour is a two-hour window in which people can gather together. The Spiritual Social Hour offers a light, friendly environment with light music, light refreshments, and light-mindedness. 1221 2nd Street, Suite 100, 6 - 8 p.m.

Adult beach volleyball

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

Online travel resources

This hands-on computer class will show you online travel websites and other resources to help plan your next vacation. Seating is limited and on a first come, first served basis. Montana Ave. Library, 1704 Montana Ave. 6:30 p.m.

Crafty Kids: crowns

Part of Springtime Mania, make a crown to celebrate spring. Ages 3 & up. Montana Ave. Library, 1704 Montana Ave. 3 p.m.

Bridge

Play bridge at the library every Monday afternoon. Have fun, meet new people, and challenge your mind. Advanced beginners welcome. This is not a class. Fairview Branch Library, 2101 Ocean Park Blvd., 12 p.m.

March 31

Family yoga

Learn a bit about yoga. Come move, breathe, and play. For ages 5 and up, and their families. Ocean Park Branch Library, 2601 Main St., 3 p.m.

Summer gardening

Let's get ready for summer veggies by learning how to transplant tomato, cucumber, and green bean seedlings from Master Gardener Emi! Space is limited, sign up in person or by phone (310) 458-8684. Pico Branch Library, 2201 Pico Blvd., 3 p.m.

Youth beach volleyball

Classes for ages 7-15 and all experience levels, available in a semi-private setting. \$18/class or \$72 (4 classes). Annenberg Community Beach House, 415 PCH, 4 p.m.

Learn to knit

All levels welcome. Bring your own supplies. Ages 8 and up. For more information, visit www.fairviewknittingcircle.blogspot.com. Fairview Branch Library, 2101 Ocean Park Blvd., 5 p.m.

Lego robotics 101

Build a Lego Robot and learn how to use basic programming to make it move. For grades 2-6. Limited space, registration is required. Sign-ups start March 16 in-person or by calling (310) 458-8682. Montana Avenue Branch Library, 1704 Montana Ave. 2 p.m.

April 1

Abbit the Average April Fool's Day Magic Show

Kids ages 4 and up and their families are invited to a funny magic and juggling show with Abbit the Average at the Main Library. It's a great way to enjoy some quality family time during Spring Break. The show begins at 2 p.m. in the MLK Jr Auditorium at the library, 601 Santa Monica Blvd. Seating is limited and on a first-arrival basis.

Planning Commission meeting

SEE LISTINGS PAGE 3

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

FORWARD
FROM PAGE 1

with some of the statements made by other organizations when they claim to represent Santa Monica citizens at large.

“People are feeling like their voices aren’t being heard and they didn’t have a place to have their voices heard,” she said.

Rose, who is Director of the bicycle advocacy group Santa Monica Spoke, said her participation was motivated in large part by the one-sided claims made in recent civic discussions.

“The only reason I’m involved is I don’t feel my voice was represented and this was an exciting way for me to feel that I could take part in a conversation that’s moving in a direction that is inclusive, equitable and civil,” she said. “I am frustrated, as I think many people are, that there are groups in Santa Monica that say they speak for Santa Monica residents, (Forward) is providing people that may not agree with those points a place to be heard and to have conversa-

tions. We will never claim to speak for everyone, and that’s part of the frustration and what brought these people together, there was a lot of conversation from a lot of different places that gave the impression that was the only voice.”

Abdo is a former member of the City Council, a current member of the Pier Board and works with other local organizations. She said Forward’s founders may be part of other local organizations but the new group has no institutional relationship to anyone. She said the individuals who chose to found the organization did so due to a set of shared beliefs that mirrors many of the established political organizations already in the City but Santa Monica Forward maintains a focus on the process of discussion rather than any specific goal.

“We are working for a diverse, progressive, sustainable and equitable Santa Monica,” reads the group’s mission statement. “We endorse the community’s vision for its future, expressed in the LUCE. We stand for fact-based, inclusive and civil public discourse that respects the many view-

points of our residents.”

Matute said the group’s members share a foundation in progressive beliefs and Forward’s membership will contain individuals who are part of many other groups.

“I think there’s a whole lot of overlap between this group and other groups that exist,” he said. “People felt there needs to be an organization that focuses on creating respectful public dialogue, that is focused on making sure progressive values are not lost.”

He said he chose to participate for the same reasons he engages with other political activity including as part of the Board of Advisors for Santa Monica Next (a local division of the transit-focused Southern California Streets Initiative).

“It had a lot to do with my job at UCLA, teaching and research about what cities are doing about climate change, that’s my personal motivation for being involved in all of these efforts,” he said.

Rose said the group hopes to be a resource for residents that can dispel myths, answer questions and provide factual information.

“The biggest part of our mission at this

point is to put forward and support civil discourse and fact based conversations that are not personal,” she said.

Organizers said Forward is still in its formative stage and what comes of its inclusive discussions will be determined by the people that participate.

“We don’t have any set position or trajectory on where we’re going at this point,” said Rose. “We know we have a common goal of putting this conversation forward of being diverse and inclusive in our supporters.”

Abdo specifically touted Forward’s diversity citing the spectrum of ages, geographical locations and specific causes among its founding members.

“It’s multi-generational and with growing diversity in the group of people,” she said. “We’re trying to bring together different generational thinking so that we understand each other better. We think that that’s really important.”

matt@smdp.com

✉ **WHAT DO YOU THINK?**
■ Send letters to editor@smdp.com

COMMUNITY BRIEFS

Venice
Visions art exhibit highlights Venice Art Walk

On April 3, Resonate Church of Santa Monica invites the community to the G2 Gallery in Venice for a unique art experience called ‘Visions’.

The art consists of 10 windows, each of which was given to a different local artist to be transformed into a work of

art. Each piece reflects the leanings of the individual artist, as well as relating to a different passage from the Sermon on the Mount. The window paintings will be auctioned off online, with some of the proceeds going to benefit the global poor in Ecuador.

Artist Bobbie Rich has spearheaded the project, as well as contributing a work of her own.

“From 10 artists, religious to nonreli-

gious, high schoolers to grandparents, the development of this series of beautiful art windows has been filled with individual stories of faith and creativity,” she said.

Resonate Pastor David Cobia said, “I’m really excited about all of our Grand Opening weekend events. We have some fantastic local artists who have created pieces for our ‘Visions’ Gallery on Friday evening, and are really looking forward to

kicking off our Sunday morning services in a very cool theater space for adults and a fantastic newly-renovated space for kids.”

Resonate will begin meeting on April 5th at the 18th Street Theater in Santa Monica.

The Visions event, which coincides with Venice’s First Friday, will take place on April 3, from 6 - 9 p.m. Admission is free.

— SUBMITTED BY MATT BRENNAN

LISTINGS
FROM PAGE 2

Regular meeting of the Planning Commission. For more information, visit <http://www.smgov.net/Departments/PCD/Boards-Commissions/Planning-Commission>. City Hall, 1685 Main St., 7 p.m.

Green living workshop
Learn what you can do on a personal level to live more sustainably while connecting with your neighbors and community. Join a free green living workshop offered by the City of Santa

Monica’s Office of Sustainability and the Environment and Sustainable Works. Learn ways to save money, positively impact your family, community, and ultimately the planet. Topics include: water, energy, waste, chemicals, transportation, and shopping & food. Main Library, 601 Santa Monica Blvd., 7 - 8:30 p.m.

‘Frozen’ dance party
Create crafts, sing and dance along to the tunes of “Frozen” and more. Ages 4 and up. Montana Avenue Branch Library, 1704 Montana Ave, 3 p.m.

April 2

Writers’ workshop with Laurie Horowitz
This four-week workshop covers long and short fiction and creative nonfiction. Each person should bring 5-7 double spaced pages of their work. For the first class, bring five copies. 1450 Ocean, Thursdays 4/2-4/23, 7-9 p.m., Cost: \$40, \$15 drop in, 7 - 9 p.m. Register at smgov.net/reserve or call (310) 458-2239.

Family yoga
A special yoga class for kids and parents to try together. Ages 5 and up. Montana Avenue Branch Library, 1704 Montana Ave. 3 - 3:45 p.m.

What’s new this week?
Current events discussion. Moderated by Jack Nordhaus. Fairview Branch Library, 2101 Ocean Park Blvd., 1 p.m.

Spring break family gaming
Family Fun Days! Enjoy quality family time at the library! Play and ?Kinect? with video and board games. Ages 3 & up. Main Library, 601 Santa Monica Blvd., 2 p.m.

Baby story time at Pico
Story time series for babies 0-17 months. Pico Branch Library, 2201 Pico Blvd., 10 a.m.

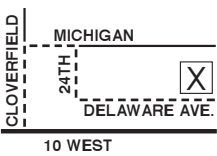


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LETTERS TO THE EDITOR

Send comments to editor@smdp.com

Enforce bus fares before raising them
Editor:

Instead of a fare hike, Big Blue Bus drivers should enforce the existing fare. As someone who always pays the fare, I am fed up with watching people board the bus and breeze right by the fare box without even glancing at it – and the drivers never say a word. How much money is BBB losing because the drivers do not require people to pay the fare? As a longtime rider, I remember the days when the drivers wouldn't move the bus until a person paid the fare.

Another problem is the students who are supposed to swipe their card in the fare box but can't do it because nine out of 10 times the driver has a folded up piece of paper stuck in the slot where the students are supposed to swipe their cards. Every year the agreement with Santa Monica College comes up for approval by the City Council, and it always says the students are supposed to swipe their cards – which is how BBB determines the rate to charge. If that is the case, the school must be getting a great deal because the students almost never have to even show a card, much less swipe it.

How much money does SMC pay, and how many students are accounted for through the fare box? How does the actual fare the school pays for its students compare to the other fares charged by BBB? Simple division should tell us if the school is paying its fair share. Also, how much money is lost because people cannot swipe their cards because the driver has blocked the card slot on the fare box? Do not accept the answer I was given by a customer service person that if someone's card doesn't work (which implies it was inserted) or if the fare box isn't working, the driver presses a key to count the boarding. One ride on a Line 7 will show you that is not true. The other excuse is that sometimes a fare box may not be able to read the card. If that is the case, then 90 percent of BBB fare boxes must be broken.

Before sticking it to the riders again, City Council members should take a ride on a few different buses to see just how many people are riding for free. It is appalling at how lax BBB has become about enforcing fare payment. Ironically, some of the buses carry signs informing customers that fare evasion is a crime.

BBB should be required to enforce the existing fare, whether cash or card, before raising it again.

Kevin Curtis
Santa Monica



What's the Point?

David Pizarra

Send comments to editor@smdp.com

Santa Monicarmageddon

REMEMBER CARMAGEDDON? THAT nightmare that was supposed to happen when the 405 was closed over a weekend? Yeah, it didn't really happen. Most people just stayed home, and traffic was awesomely light getting around town — in fact, it was more like CarHeaven.

Well, it's back. Only this time, it's bigger, better and planning on sticking around way, way, way longer.

Sunday I had stopped in for lunch on Montana Avenue and was then on my way to the gym at the Loews hotel on Ocean Avenue, an approximately 1.5-mile trip. It only took me 35 minutes in stop-and-go traffic.

The good part of this is that I was able to witness a man running along the fence in the Palisades Park and then perform a handstand on the fence for 1 minute — I thought it was very nice of him to offer entertainment to those of us stuck in traffic. I tried to cut over to 2nd Street, figuring that I would just zig-zag over to Olympic Drive and then back to Ocean, and pop into Loews. Yeah, that was not going to happen either.

The massive traffic realignment that happened on Colorado Avenue between 4th Street and Ocean has the lanes rerouted, and on Sunday I couldn't turn left to cut over to Olympic Drive. My plan was foiled.

As we approach the closure of the California Incline, I can only imagine what new levels of Carmageddon we'll be facing on a daily basis as that traffic relief is now rerouted and condensed onto Moomat Ahiko Way; plus there's the nominal offloading of traffic from PCH that will now be merging into the Ocean Avenue traffic.

Traffic problems seem to be increasing with each week. I realize that much of this is anticipated to be transitory due to the construction of the Metro, but there also seems to be some permanent problems that we are not addressing adequately.

Monday I was on my way back from children's court, and the backup on the 26th Street off ramp was about two blocks long, from the base of the ramp. I noted that at the top of the ramp there was not a single car turning left towards Pico. What this tells me is that the heavy traffic headed into the heart

of the city needs better solutions than we have provided. This was at 10:15 in the morning on a Monday, and it likely had been that way for hours.

I've said it before: We need an additional off ramp from the westbound 10 — either something between Lincoln Boulevard and 26th or between Bundy Drive and 26th, or both. We're going to continue to grow — that's really undisputed; one way or the other, it will happen. But we can ameliorate some of the side effects if we start thinking about the problem differently. As much as the Metro is supposed to help, I'm betting it's not going to be used by a large number of the office workers at Water Garden, or in the downtown corridor.

Hopefully the Metro will be used by more people who are tourists and visitors from our neighboring cities and that will at least alleviate some of the nightmarish traffic we're experiencing, but we still have about another year to go before it's operational.

Even when the Metro is operating, we'll have different traffic issues to deal with — the delays that are expected at Lincoln and Colorado will have a ripple effect across the city as traffic backs up on Lincoln, which will then back up onto the freeway.

Summer is not even here yet, and we're having major delays in the downtown area. I'm thinking that we need to have a much bigger solution than the stopgap measures we've been provided with traffic officers directing traffic.

What would happen if we went to a mostly one-way street design downtown that allows for greater flow of traffic? Seems like there should be a way to re-route the streets so that we have fewer left turns, which I believe cause greater delays than right turns.

We're going to have to do something big to accommodate the masses, and it will be better and easier the sooner we get on it.

DAVID PISARRA is a Los Angeles divorce and child custody lawyer specializing in fathers' and men's rights with the Santa Monica firm of Pizarra & Grist. He welcomes your questions and comments. He can be reached at dpizarra@pizarra.com or (310) 664-9969. You can follow him on Twitter @davidpizarra.

COMMUNITY BRIEFS

Santa Monica

Kids can enter Library's
PEEPSapalooza Diorama Contest!

Creative kids are encouraged to utilize the seasonal Peeps candy to enter the PEEPSapalooza Diorama Contest at the Santa Monica Public Library on Tuesday, April 7.

To participate children aged 0-17 must design and create a diorama at home, using PEEPS® candies with a boot or shoe box base. Dioramas must be based on a book. One entry per person.

Participants should bring your diorama to the Main Library, 601 Santa Monica Blvd. on Tuesday, April 7 at 2 p.m. for the PEEPSapalooza. Prizes will be awarded. Entries can be taken home after the judging.

For more information about this free library program, visit smpl.org or call the Youth Services Department at (310)458-8621.

The Santa Monica Public Library is wheelchair-accessible. For special disabled services, call Library Administration at (310) 458-8606. The Main Library is served by Big Blue Bus routes 1, 2, 3, 7, 8, 9 and 10. Bicycle parking racks are available.

- SUBMITTED BY ANN WAGNER

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Inside/Outside

Michael Feinstein

Send comments to mfeinstein@feinstein.org

Appointing Philosophies

WE HAVE A NEW PLANNING COMMISSIONER in Santa Monica — Carter Rubin — as last Tuesday night, the City Council filled the vacancy created by the election to the City Council of former Planning Commissioner Sue Himmelrich last November.

Not to be confused with Rubin “Hurricane” Carter (made famous by Bob Dylan’s 1975 classic “Hurricane”), the 28 year-old Carter Rubin was elected by what started as a 4-3 vote, that became 6-1 when two Councilmembers changed their votes in a good faith gesture after it was clear Rubin had the votes to be appointed. Rubin’s appointment came as somewhat of a surprise to many.

If you are a member of the public trying to understand how these appointments come about, there is no scorecard or game program. Many differing philosophies come into play when such appointments to city boards and commissions are made.

Carrying forward the sports analogy (go Lakers!) — when its draft time, sometimes you go for the best talent available, regardless of position. Other times, you draft to address a specific need/fill a specific slot in your roster. Sometimes you look at the existing members and consider who would best complement them. But when it involves the Planning Commission, sometimes it comes down to a crude, simple political calculus: “what is the existing voting balance on development, does ‘your side’ have at least four votes, and what do you do to get it/keep it?”

In 1999 when on the Council, I was one of four votes to replace sitting Planning Commissioner Frank Gruber (who was up for reappointment) with former Councilmember Kelly Olson, because I wanted to shift the Commission towards ‘slow-growth.’ The Commissioner I thought was excessively ‘pro-development’ (who I really wanted to replace) wasn’t up for another year or more. So I voted not to reappoint Gruber instead, even though his views were closer to mine than the person I wanted to replace, because I still felt it would help advance my change. What I hadn’t anticipated was the law of unintended consequences. Olsen’s appointment ‘incentivized’ fellow Commissioners Ken Breisch and John Zinner to soon resign. This deprived the community of what I thought would be a great creative planning tension between them and Olsen, whose strong voice I envisioned as a counterpoint to the then prevailing views on the Commission.

Four years later, I made an even more controversial vote, as one of four Councilmembers voting to replace Olsen with Terry O’Day. At that time, the Commission’s majority on development had swung far in the other direction, leaving no strong non-slow growth voices, and a less diverse debate. (Both of these were really tough votes, especially in a small community where you know the people involved.)

This year, those supporting Rubin have cited his regional planning experience, cycling advocacy, local Housing Commission membership and youth. Councilmember Tony Vazquez, who is seen as the swing vote in appointing Rubin, specifically embraced the ‘young blood’ per-

spective in explaining his vote, and of ‘grooming a new generation.’

By contrast, some in the slow growth community felt that the appointment would go to long-time neighborhood and historic preservation activist Nina Fresco, who has roots in the local slow growth movement. Fresco received three Council votes, and would presumably have continued the slow-growth orientation of a seat held by Himmelrich since 2012, and before that by current Councilmember Ted Winterer since 2009.

Furthermore, one of the policy debates during the 2014 City Council campaign was whether entry level affordable housing would be built for people in their 20s and early 30s — a view championed by Rubin among others. For some, this was seen as a positive way to reduce demand upon existing affordable housing and increase overall affordability by expanding supply — while providing an opportunity for young Santa Monicans to continue to live here after high school and college. Combined with reduced on-site parking requirements, it would also provide housing for those who prefer an urban/ecological lifestyle based upon cycling, buses and the Expo line rail line. Others — while agreeing with these goals — feared these arguments would be used as a Trojan Horse to greenwash unreasonable increases in heights and density, with the needs of a new generation used to dismiss long-time residents’ rightful concerns about unsustainable development and growth.

Before Rubin is roasted over the coals of community conflicts that long precede him, he deserves a chance to lay out his own record on projects that will come before the Commission, and show how he incorporates public input.

The bigger issue before us, is about all of us talking together, regardless of where we are on development. Back in 2003, after the Council appointed O’Day over his long time friend and political ally Olsen, former Councilmember and Mayor Ken Genser picked up the phone and set up a meeting with O’Day at Izzy’s Delicatessen on Wilshire, where the two ‘broke bread’ (‘sliced bagels?’) and discussed public policy.

Where were those phone calls in 2013/2014, between the ‘slow-growth’ and the ‘smart growth’ camps, before the Hines project came to Council? There was a positive deal that could have been made that had more affordable housing, less office, fewer traffic impacts, more open space and tighter phasing — if enough people had talked in time. But they didn’t, in many directions — between community and developer, Council and developer, and within the Council, between the two general tendencies on development at the time.

That is the message of the Rubin appointment. If we open those lines of communication today when they are easy, maybe they will be there the next time we are faced with a major development decision.

So, who is going to pick of the phone and call Rubin?

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HOLY WEEK 2015

at FIRST UNITED METHODIST CHURCH of SANTA MONICA



Risking Forgiveness

March 29: Palm Sunday

10 a.m. Worship

Waving of Palms and Loud Hosannas!
Worship is followed by Easter Egg Hunt
and Family Brunch

April 2: Maundy Thursday

7:30 p.m. Worship

Communion, Prayer and Darkness

April 3: Good Friday

Gates Chapel open for Prayer 9 a.m. - 9 p.m.
Labyrinth open for walking 1 p.m. - 9 p.m.

Community Service at 12:10 p.m.

First Presbyterian Church of Santa Monica
1220 2nd Street, Santa Monica, CA 90401

April 5: Easter Day

Easter Sunrise Service

6:30 a.m. Palisades Park

(Santa Monica Blvd. & Ocean Ave.)

Bring fresh flowers for the cross.
Hot coffee served.

Easter Celebration Worship

10 a.m. First UMC Sanctuary

Family Service, Choir, Brass, Organ,
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Local

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TUESDAY, MARCH 31, 2015

Santa Monica Daily Press

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UCLA

FROM PAGE 1

bers of the community and free for students at UCLA.

"My thought was, take the class at UCLA, but I wanted to test it out first," she said.

Joseph said she's practiced meditating sporadically in the past.

"They, whoever they is, say it's one of the top things you can do for your health," she said, smiling. "You can do it in your room. You don't have to come here, but it's very hard to force yourself to do it."

A class of about two dozen locals, hospital workers and patients gathered in the courtyard — the conference room where it's usually held was occupied — and listened to Mitra Manesh's clear, calm and strong directions.

Some lay down in the grass. Others sat on a short wall. Many sat cross-legged. Some

simply stood.

Manesh guided the class around the sounds of a distant car alarm (which came to sound like crickets) and nearby buzz saw (which still sounded like a buzz saw) and into a more balanced, aware and uncritical mental space.

After about 15 minutes of mindful awareness, Manesh, who's been practicing for about 30 years and teaching for 25, brought the class back with a bell and spoke briefly about the concept of rebirth as it relates to the spring equinox and one's life.

Several first-timers thanked Manesh profusely as the class ended.

"It was terrific," Ellis said. "I'll be back. For me, what always happens is I'm on the brink of that calmness inside and that nodding-off but it never gets to the nodding-off point."

dave@smdp.com

CHAVEZ

FROM PAGE 1

a leader and someone who struggled to better the lives of others," Edison principal Lori Orum said. "We teach about him as an important figure in California history and the history of the labor movement and as someone who brought about change through non-violence and organizing. His life and work is one that we hold up as an example for students when we talk about our shared responsibility to leave the world a little better than we find it."

Edison educators have designated an evening to honor Chavez for the last eight or nine years, but the labor leader's influence is felt year-round.

A large portrait of Chavez, which was painted by former fourth-grade students

with the help of an arts teacher, hangs in the school cafeteria. Si se puede — "Yes, it is possible" — is a common refrain on campus.

The school community also honors Chavez through service projects each year, collecting supplies for the Corazon de Vida orphanages in Baja California, Mexico, and organizing a trip to spend time with children there. The children bond through discussions about school, birthdays and shared interests.

"Even though half of our families have low-enough incomes that they qualify for the school lunch program, they seem rich compared with the students from Corazon," Orum said.

Orum added that Edison families have pooled money to support an orphan who is now in college. Si se puede — yes, it is possible.

jeff@smdp.com

DAILY FIRE LOG

The Santa Monica Fire Department responded to 39 calls for service on March 29.

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

EMS 20TH ST / OLYMPIC BLVD 12:01 a.m.
EMS 1700 Block of PICO BLVD 12:21 a.m.
EMS 100 Block of BROADWAY 12:42 a.m.
Automatic Alarm 1300 Block of FRANKLIN ST 9:08 a.m.
EMS 500 Block of ADELAIDE DR 9:36 a.m.
EMS 3100 Block of 3RD ST 9:52 a.m.
EMS 1400 Block of 23RD ST 10:38 a.m.
EMS 400 Block of 400BLK PACIFIC COAST HWY 10:59 a.m.
EMS 1400 Block of 21ST ST 11:33 a.m.
EMS 1500 Block of PACIFIC ST 12:34 p.m.
EMS 4TH ST / MARGUERITA AVE 12:54 p.m.
Elevator Rescue 200 Block of OCEAN AVE 1:02 p.m.
EMS NEILSON WAY / BAY ST 1:11 p.m.
Odor Investigation 600 Block of SANTA MONICA BLVD 1:54 p.m.

EMS 100 Block of COLORADO AVE 3:37 p.m.
EMS 1300 Block of 3RD STREET PROM 3:46 p.m.
EMS 1300 Block of 20TH ST 4:23 p.m.
EMS 0 Block of PICO BLVD 4:24 p.m.
EMS 2600 Block of MAIN ST 5:15 p.m.
EMS 800 Block of 11TH ST 5:18 p.m.
EMS 1400 Block of WILSHIRE BLVD 5:32 p.m.
EMS 500 Block of EUCLID ST 5:49 p.m.
Smoke Investigation 4TH ST / WILSHIRE BLVD 6:00 p.m.
EMS 2400 Block of PICO BLVD 6:19 p.m.
EMS CLOVERFIELD BLVD / INTERSTATE 10 6:21 p.m.
EMS 1200 Block of 9TH ST 6:27 p.m.
EMS 18TH ST / OLYMPIC BLVD 7:07 p.m.
EMS OCEAN AVE / SANTA MONICA BLVD 7:22 p.m.
EMS LINCOLN BLVD / HILL ST 7:39 p.m.
EMS 200 Block of SANTA MONICA BLVD 8:41 p.m.
EMS 300 Block of COLORADO AVE 9:06 p.m.
Automatic Alarm 1300 Block STANFORD 9:33 p.m.
EMS 100 Block OCEAN PARK BLVD., 10:33 p.m.

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DOUBLE HEADER Morgan Genser editor@smdp.com
The Santa Monica High School girls softball team hosted South Torrance High School in a non-conference double header and won both games by the scores of 8-2 and 5-3. With the two wins SAMO improves their record to 3-5. Pictured are Nicole Farhadian, and Jasmine Gomez.



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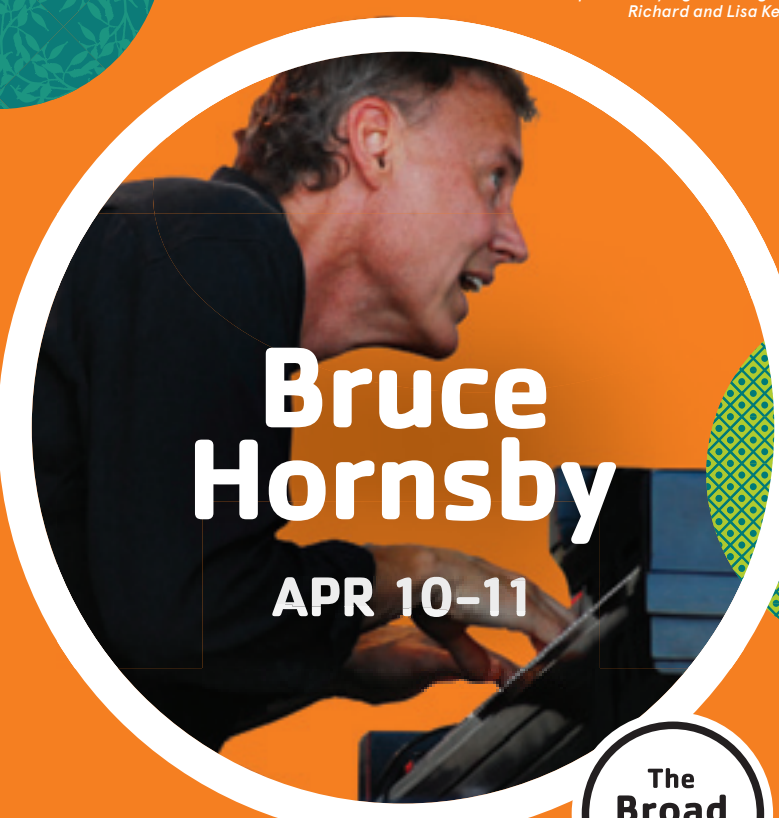
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SURF FORECASTS

WATER TEMP: 64.8°

TUESDAY – FAIR TO GOOD – SURF: 3-5 ft waist to head high
SSW swell eases. WNW swell holds.

WEDNESDAY – FAIR – SURF: 3-4 ft waist to chest high
WNW swell lingers. SSW swell fades.

THURSDAY – FAIR – SURF: 2-3 ft knee to chest high
NW-WNW swell mix. Small SSW swell.

FRIDAY – FAIR – SURF: 2-3 ft knee to chest high
NW-WNW swell. Small SSW swell.

BEACH REPORT CARD



NORTH LOS ANGELES COUNTY

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

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

QUICK STATS (for the last 30 days)

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

The Beach Report Card is made possible by:

Swin Barber Foundation

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

LOCATION	DRY	WET	LOCATION	DRY	WET
Leo Canillo Beach, at Arroyo Sequit Creek mouth.	A+	A+	Wil Rogers State Beach at Bel Air Bay Club drain near fence.	A+	A+
Nicholas Beach at San Nicholas Canyon Creek mouth.	A+	A+	Wil Rogers State Beach at Palga Canyon storm drain.	A	F
El Pescador State Beach, between Luchessa and Las Alas creeks.			Wil Rogers State Beach at Temescal Canyon drain.	A+	A+
Escalante Canyon at El Matador State Beach.	A+	A+	Wil Rogers State Beach at Santa Monica Canyon drain (Chatsworth).	B	B
Broad Beach at Trancoso Creek mouth.	B	A+	Santa Monica Beach at Montana Ave. drain.	A+	A+
Zuma Beach at Zuma Creek mouth.	A+	A+	Santa Monica Beach at Wilshire Blvd. drain.	A+	F
Walnut Creek, projection of Wildlife Rd. (private).	A+	F	Santa Monica Municipal Pier.	C	C
Paradise Cove Pier at Ramirez Canyon Creek mouth.	F	A+	Santa Monica Beach at Pica/Kanter storm drain.	A	D
Escalante Creek, just east of Escalante State Beach.	A+	F	Santa Monica Beach at Strand St. (in front of the restaurants).	A+	A+
Lariga Canyon Creek mouth.	F	A+	Ocean Park Beach at Rolland Ave. drain.	A+	B
Solstice Canyon at San Becker County Beach.	A+	D	Venice City Beach, at the Rose Ave. storm drain.	A+	F
Puerto State Beach at creek mouth.	A+	A+	Venice Beach at Brooks Ave. drain.	A+	A+
Marin Canyon storm drain at Puerto Beach, at 24572 Malibu Rd.	A+	F	Venice Beach at Windward Ave. drain.	A	F
Surfside Beach at Malibu Colony fence.	A+	F	Venice Fishing Pier - 50 yards south.	F	A+
Surfside Beach (beach location) - daily.	A	F	Venice Beach- projection of Topsoil St.	A+	D
Malibu Pier - 50 yards east.	ns	F	Marina del Rey, Mothers' Beach- illegal tower.	F	B
Carbon Beach at Sweetwater Canyon.	A+	F	Deckweiler State Beach at Bellena Creek mouth.	ns	ns
Las Flores State Beach at Las Flores Creek (point rem).	A+	A+	Deckweiler State Beach at Calver Blvd. drain.	A	F
Big Rock Beach at 19948 PCH stairs.	A+	A+	North Westchester Storm Drain at Deckweiler State Beach.	B	B
Pena Creek at Las Tunas County Beach.	A+	F	Deckweiler State Beach at World Way (south of GWW jetty).	A+	A+
Tuna Canyon.	ns	ns	Deckweiler State Beach at Imperial Hwy drain.	A+	F
Topanga State Beach at creek mouth.	A	B	Deckweiler Beach- opposite Hyperion Treatment Plant.	A+	A+
Castroville Storm Drain at Castle Rock Beach.	ns	ns	Deckweiler State Beach at Grand Ave. drain.	A+	A+
Santa Ynez Storm Drain at Castle Rock Beach.	B	F			
Wil Rogers State Beach at 17200 PCH (1/4 mile east of Sunset drain).	B	A+			

LEGEND

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



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

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

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

CRIME WATCH

BY DAILY PRESS STAFF



Crime Watch is culled from reports provided by the Santa Monica Police Department. These are arrests only. All parties are innocent until proven guilty in a court of law.

ON THE MORNING OF MARCH 21

Officers responded to the 2800 block of the beach for a disturbance reported by a City beach worker. The City employee told officers he was trying to clean the restrooms and asked a homeless man if he could temporarily relocate. The homeless man cursed the City employee and threatened to shoot him in the face while removing a black gun from his bag. Officers detained the homeless man nearby who admitted to making the threat and told Officers the gun was a fake. Officers placed him under arrest and located a plastic replica gun nearby in the sand. Jerry Hickman, homeless, had bail set at \$50,000

DAILY POLICE LOG

The Santa Monica Police Department responded to 372 calls for service on March 29.

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

Fight, 2900 block Exposition, 1:11 a.m.
Prowler, 1200 block Franklin, 1:59 a.m.
Burglary, 5th/Broadway, 3:04 a.m.
Drunk driving, 9th/Olympic, 3:45 a.m.
Hit and run, 2200 block Main, 8:31 a.m.
a.m.
Vandalism, 300 block Bay, 9:24 a.m.
Petty theft, 2900 block Washington, 10:59 a.m.
Trespassing, 1400 block 9th, 11:18 a.m.
Petty theft, 1600 block Wilshire, 11:30 a.m.
Auto burglary, 2200 block Virginia, 12:07 p.m.
Hit and run, 5th/Broadway, 12:19 p.m.
Drinking in public, 1800 block 9th, 12:24 p.m.
Vandalism, 2500 block 28th, 1:10 p.m.

Trespassing, 1400 block 26th, 1:10 p.m.
Vandalism, 800 block Maple, 1:23 p.m.
Public intoxication, 1100 block 11th, 1:29 p.m.
Petty theft, 500 block Santa Monica, 1:48 p.m.
Assault, Ocean/Bicknell, 2:32 p.m.
Vandalism, 1000 block 14th, 3:57 p.m.
Person with gun, Ocean/Colorado, 4:31 p.m.
Drinking in public, 1100 block Lincoln, 4:50 p.m.
Assault, 200 block SM Pier, 5:08 p.m.
Hit and run, 2nd/Arizona, 5:16 p.m.
Fight, Ocean/Colorado, 5:40 p.m.
Hit and run, Ocean/Bicknell, 5:52 p.m.
Fight, Ocean/Broadway, 6:36 p.m.
Domestic violence, 1500 block 7th, 7:43 p.m.
Rape, 1200 block 15th, 7:44 p.m.
Burglary, 1000 block Pico, 8:23 p.m.
Fight, 2nd/Broadway, 9:36 p.m.
Drunk driving, Yale/Wilshire, 10:42 p.m.
Hit and run, 1200 block San Vicente, 10:45 p.m.

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27 Picnic pests
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29 Conk out
30 Optimal option
34 Rink surface
35 Museum focus
36 Poem of praise
37 Abdomi-nal network
40 Nonsense
41 Put in office
- 42 Villain's look**
43 Gets up
- DOWN**
- 1 Intense beam
2 Higher than
3 Stacked
4 Lupino of films
5 Belgrade native
6 Com-merce
7 McKellen of "The Hobbit"
8 Admitted an error
9 Take over for
10 Rated, as gold
14 Hunger reminder
19 Sch. orgs.
22 Warning word
23 Cruel ones
24 Mythical creature
25 Metal marble
26 Cattle thief
28 Crime doer, to cops
30 Wearing less
31 Competes in the ring
32 Draw out
33 Exams
38 Big galoot
39 Quarter-back Manning

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

Yesterday's answer

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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				

3-31

MYSTERY PHOTO

Matthew Hall matt@smdp.com



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Sudoku

Fill in the blank cells using numbers 1 to 9. Each number can appear only once in each row, column, and 3x3 block. Use logic and process of elimination to solve the puzzle. The difficulty level ranges from (easiest) to (hardest).

Difficulty Level ★★

GETTING STARTED

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

SOLUTIONS TO YESTERDAY'S PUZZLE

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

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

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DAILY LOTTERY



Draw Date: 3/28
2 4 6 12 38
Power#: 17
Jackpot: 50M



Draw Date: 3/27
17 21 36 58 70
Mega#: 3
Jackpot: 20M



Draw Date: 3/28
7 9 24 29 41
Mega#: 27
Jackpot: 21M

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WORD UP!

funambulist
1. a tightrope walker.

TODAY IN HISTORY

- 1866 - The Spanish Navy bombs the harbor of Valparaíso, Chile.
1877 - The family with samurai antecedents that responded to the Saigy army in ceta Nakatsu, rebels.
1885 - The United Kingdom establishes a protectorate over Bechuanaland.
1889 - The Eiffel Tower is officially opened.
1899 - Malolos, capital of the First Philippine Republic, was captured by American forces.
1901 - 1901 Black Sea earthquake.
1903 - Richard Pearse allegedly makes a

- powered flight in an early aircraft.
1906 - The Intercollegiate Athletic Association of the United States (later the National Collegiate Athletic Association) is established to set rules for college sports in the United States.
1909 - Serbia accepts Austrian control over Bosnia and Herzegovina.
1913 - The Vienna Concert Society rioted during a performance of modernist music by Arnold Schoenberg, Alban Berg, Alexander von Zemlinsky, and Anton von Webern, causing a premature end to the concert due to violence; this concert became known as the Skandalkonzert.

NEWS OF THE WEIRD BY CHUCK SHEPARD

- India Justice: Since News of the Weird last visited the judicial backlog in India (2013), the problem has worsened. The open caseload grew to 31,367,915 by the end of that year -- a quantity that, if all of the country's judges, working around the clock, each resolved 100 cases an hour, it would still take 35 years to clear. Bloomberg Business Week reported in January that lawyers needlessly fatten the backlog with multiple filings, mainly to jack up their fees (and thus encouraging "extortion threats," in place of "law," as the preferred method of resolving disputes).
■ Death-penalty opponents have long sought a clear-cut case in which an obviously innocent person was

- wrongfully executed, and unsurprisingly, the great state of Texas appears about to provide that, in Cameron Todd Willingham (convicted in 1992 and executed in 2004). Since his trial, the arson evidence "proving" murder has been thoroughly discredited, and recently an ex-cellmate's 1996 letter surfaced -- demanding that his own prosecutor comply with the sentence-reduction he was promised if he claimed that Willingham had "confessed" to him (and in fact the cellmate's sentence was substantially reduced after he wrote the letter, though the cellmate later appeared grievously remorseful). Prosecutor John Jackson is facing a state investigation for not disclosing the sentencing promise before trial.

LOOK BEYOND THE OBVIOUS, CAPRICORN

ARIES (March 21-April 19)
★★★★ Use the first half of the day for any matter that needs a creative solution. By the second half of the day, you will be in the mood to complete a project that has been on the back burner. Your energy should be focused on your long-term financial needs. Tonight: Be more fun-loving.

TAURUS (April 20-May 20)
★★★★★ You suddenly might have an energy boost. Choose how you want to direct this vitality. Perhaps you'll want to play with a child or loved one. Know that this drive isn't likely to go away for a while. Express your feelings in such a way that they can be heard. Tonight: As you like it.

GEMINI (May 21-June 20)
★★★★ Reach out to a key person in your life in the morning. Later on, you could be working on a project where you won't want to be bothered. Don't swallow your anger; instead, consider expressing your feelings. Tonight: Settle in for a cozy evening.

CANCER (June 21-July 22)
★★★★ Speak your mind. If you encounter a financial snafu, don't hesitate to backtrack and see where it has come from. Conversations in the afternoon might be filled with a lot of information. A discussion will allow you to see the other side of an issue. Tonight: Meet up with a pal.

LEO (July 23-Aug. 22)
★★★ Someone who has been laid-back is likely to do a sudden reversal. You might be dealing with someone you barely recognize, as he or she could be unusually upset. Getting communication flowing could be nearly impossible at the moment. Tonight: Vanish.

VIRGO (Aug. 23-Sept. 22)
★★★ You might be out of sorts in the morning, but by midafternoon, you'll feel more like your old self. A discussion with a partner or close associate will flow more easily. A one-on-one talk will bring results that please you. Tonight: Be your friendly self.

LIBRA (Sept. 23-Oct. 22)
★★★★ A last-minute detail could slow you down. A talk on an individual level is likely to ease some of the tension. You might note how unpredictable an associate has been and continues to be. You can count on some surprises from this person! Tonight: Get some extra R and R.

SCORPIO (Oct. 23-Nov. 21)
★★★ You can continue to take the lead, if you so desire. An afternoon meeting will bring results that make you feel as though the effort was worth it. A loved one might let you know that it is time to spend some quality time together. Tonight: Where your friends are.

SAGITTARIUS (Nov. 22-Dec. 21)
★★★★ You might be letting go as much as you can. You are likely to encounter an obstacle in the afternoon with someone you must answer to. You could find this person to be fussy and difficult at the present moment. Do what you must. Tonight: In the limelight.

CAPRICORN (Dec. 22-Jan. 19)
★★★★ You will be tired of pushing so hard to achieve the results you want. A partner has been very supportive, yet you might decide to go on your own with a particular idea. You could be wondering what is going on in someone else's mind. Tonight: Look beyond the obvious.

AQUARIUS (Jan. 20-Feb. 18)
★★★★★ You deal well with others. You'll be able to open up to the intricacies of someone else's thought process. Your listening skills seem to be improving as well, as you're able to read between the lines. Avoid untested assumptions. Tonight: The only answer is "yes."

PISCES (Feb. 19-March 20)
★★★★ Work on a project in the morning, and you'll be noticed in the afternoon. You might find that you are surrounded by people you never dreamt you would be in the same room with. Toss yourself in the middle of a conversation. Tonight: Go along with a suggestion.

Tuesday, March 31, 2015

This year no one will question your efficiency or your strong drive. Ideas inspire you. You enjoy a good brainstorming session. You can be critical and snippy when you're in a bad mood. Your ability to detach will be tested, as you often seem to be too involved in the here and now to see the big picture. If you are single, romance could enter your life from out of the blue sometime before September. This person could prove to be very special to you in the long run. If you are attached, the two of you might disagree about vacations and where to go, but you are great at home, all nestled in and sharing a favorite pastime. VIRGO has a cold side.

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

give a (bleep)

Each Tuesday, 'Roxy's Pet Peeves' gives voice to furry friends-in-need
Roxy: It's like humans say, whoever smelt it ...



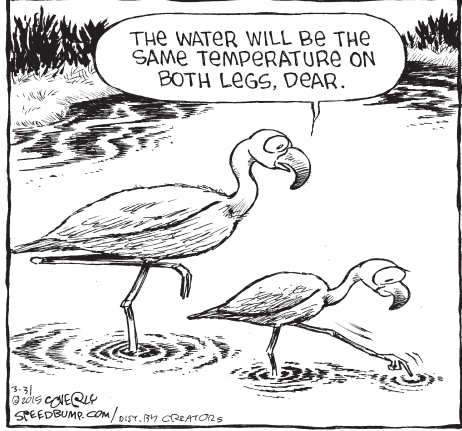
smell something gross and it wasn't you? We still get blamed for cutting the cheese! Uncool. You don't see us pointing at our owner eating a bowl of red pepper chili on the couch.

Samantha Davidson worked with Roxy on this article.

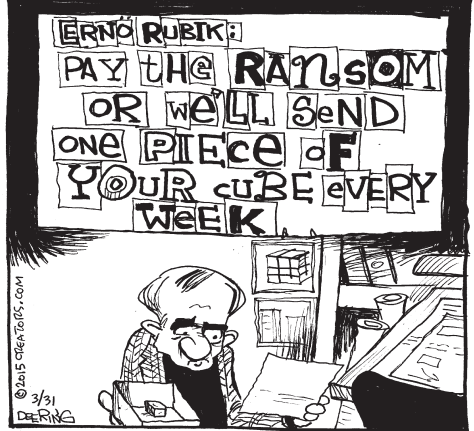


Hey, Dawg, I'm not the only adorable furry friend that likes a nice, warm human to cuddle with. This column's more squeaky toy box than soapbox, but go get your bones. I got some pals-in-need to introduce you to. You might find a new best bud. But first, a peeve I've been scratching off my chest ... You know when you

Speed Bump By Dave Coverly



Strange Brew By John Deering



Dogs of C-Kennel



Garfield



The Meaning of Lila



Lazslo is a precocious, 2-year-old, tri-colored, 16.6-pound, male Lhasa Apso (that's a pack of adjectives for the little dude who emerged from a shelter extremely malnourished. Fast forward a few months, and he is one happy, energetic, muscular lil' guy. When he gets excited, he'll jump up and kiss you on the nose. How cute is that? He wants to go running with you. Probably not the best companion for young kids, as he is strong and could knock them over.

The distinguished Cuba
This sweet guy had a really rough start, but he is such a happy-go-lucky dog that he's ready to let the past go and be in the present. Cuba was in isolation at a City Shelter due to a severe case of mange. Yeah, his face shouldn't look like that and won't in another three weeks. Still, it gives him character. Cuba just needs an owner that accepts him for who he is.



Santa Monica Daily Press

Classifieds

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

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From **ALL** agents in **ALL** companies
Listed for Sale As of late March 2015

		Average Price	# of Listings
Santa Monica Canyon	=	\$11,888,000	1
North of Montana	=	\$4,664,056	16
North of Wilshire	=	\$2,899,500	2
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Ocean Park	=	\$2,699,000	3

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