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WEDNESDAY, APRIL 8, 2009
Volume 8 Issue 132



CURE FOR HEARTACHE?
SEE PAGE 4

Santa Monica Daily Press

We have you covered

THE IS IT REALLY RAINING? ISSUE



Photo courtesy Gumball 3000

COOL WHEELS: **Fans of Gumball 3000, a rally across the U.S. that features celebrity drivers and exotic cars, line up along Hollywood Boulevard last year to catch a glimpse of the vehicles. Organizers plan to start the rally in Santa Monica and put on a free concert for fans.**

Ladies and gentleman, start your engines

BY KEVIN HERRERA
Editor in Chief

DOWNTOWN Producers of the world's largest road trip are close to finalizing a deal with city officials that would make Santa Monica the starting point for the 3,000-mile journey to Miami.

While producers are still working out some of the details, they are certain that Gumball 3000 will kick-off in Santa Monica on May 1. The rally, which includes celebrity guests Tony Hawk, David Hasselhoff, Bam Margera of "Jackass" fame and British indie stars The Enemy, is expected to draw massive crowds and possibly generate much-needed revenue for City Hall and local businesses. Producers are planning a big bash for fans that will include a concert on or near the Santa Monica Pier, at which time auto enthusiasts can inspect the roughly 120 cars involved, ranging from a $5 million Bugatti racer to a Mini Cooper and a classic Cadillac.

For the event's 10th anniversary last year producers closed off a section of Hollywood Boulevard for two days, drawing an estimated crowd of over 50,000, which pales in comparison to crowds in Europe, where Gumball 3000 is not only a rally, but a brand that includes a clothing line, shoes sold by Puma and a Sony Playstation video game, said Gumball 3000 founder and CEO, Maximillion Cooper, a former model and race car driver who believes Gumball can compete with the likes of Virgin and Red Bull in terms of branding.

"It's a constant evolution, bit of the entrepreneurial spirit and a lot of hard work but it's grown and grown really," Copper said during an interview with the Daily Press last week following a meeting with city officials, representatives with the Santa Monica Convention and Visitors Bureau (CVB) and the Santa Monica Pier Restoration Corp.

"We kind of feel like in most European countries we've become kind of a household brand name and now our task is to replicate that out here," Copper added. "If five years from now everyone's heard of Gumball that would be great … . That's the target."

The goal is to bring together people

SEE GUMBALL PAGE 11

SM police nab sexual assault suspect

BY MELODY HANATANI
Daily Press Staff Writer

PUBLIC SAFETY FACILITY Police have a suspect in custody who they believe sexually assaulted a Santa Monica College student Saturday afternoon while she was visiting the campus library.

Santa Monica police officers on Tuesday identified the suspect as Chase Reynolds, an SMC student. SMPD Lt. Dan Salerno said the suspect was being uncooperative and would only tell police he is a resident of Malibu.

Using fingerprints and an SMC identification card, officers were able to determine the suspects' identity. Reynolds was booked on suspicion of assault to commit rape, sexual battery, false imprisonment and robbery. Officers were seeking a $2 million bail, believing Reynolds may be a flight risk since he was uncooperative during the booking

SEE ARREST PAGE 10

PREP SPORTS ROUNDUP

Samohi baseball loses tough one

BY DANIEL ARCHULETA
Managing Editor

ENCINO Tyler Skaggs can't seem to catch a break.

The senior pitcher took a 3-2 lead into the sixth inning only to watch from the bench as the highly-touted Crespi Celts ral-

SEE SPORTS PAGE 9


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WHAT'S UP
WESTSIDE
OUT AND ABOUT IN SANTA MONICA AND SURROUNDS



Green Living Workshop
Main Library
601 Santa Monica Blvd., 7 p.m. — 8 p.m.
Be part of the solution. Educate an empower yourself with simple steps that save our environment and keep your hard-earned green in your wallet. This six-week workshop covers water, energy waste, chemicals, transportation/travel, shopping and food. Call (310) 458-8600 for more information

Thursday, April 9, 2008

Laugh a little
717 Broadway, 11 a.m. — Noon
Ready to laugh your socks off? Join Kim Selbert, certified laughter yoga leader, as she teaches you how to use laughter as a form of body-mind exercise. The class is for all ages and fitness levels. For more information, go to her Website www.kimselbert.com Cost is $10 per person. Call (310) 849-4642 for more information.

Getting together
First United Methodist Church of Santa Monica
1008 11th St., 6 p.m. — 7 p.m.
The community is invited to this new worship experience at First United Methodist Church of Santa Monica on Thursday nights at 6 p.m. in their chapel. Quiet reflection, a retreat from the work-week, peace, meditation, prayer song are all elements of the gathering. Cost: Free. For more information go to (310) 393-8258.

Creative comments
Novel Cafe
212 Pier Ave., 8 p.m. — 10 p.m.
Every Thursday join contributors to FORTH magazine for a poetry and prose reading. Everyone is welcome, including all genres (poetry, fiction, non-fiction). There is a 1,000 word maximum per reader. It is a forum for writers to get exposure and feedback from literary industry professionals. For more information go to www.forthmagazine.com, or call (310) 396-8566.

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.

COMMUNITY BRIEFS

LOS ANGELES

More families seeking shelter

Southland shelters that house and feed the homeless in winter months experienced an 87 percent increase in the number of families seeking help, the Los Angeles Homeless Services Authority reported Monday.

Between Dec. 1 and March 15, the 13 facilities in the Winter Shelter Program provided 309,000 meals and 1,660 beds. During that time, 620 families stayed in the shelters, an increase from 330 in the previous year. Overall occupancy increased 4 percent.

"We're extremely fortunate to partner with such dependable and compassionate service providers for the Winter Shelter Program," said LAHSA Executive Director Rebecca Issacs.

"Our collaboration is proof that with hard work, partnerships and sustained commitments, we can make a difference in the lives of our neediest individuals and families," she said.

The shelters are located in West Los Angeles, South Los Angeles, Downtown L.A., Sylmar, Bell, Burbank, Culver City, Lancaster, Long Beach, Pomona, Santa Clarita and the east San Gabriel Valley. DAILY PRESS

CITY HALL

Celebrating fair housing month

The Consumer Protection Unit of the City Attorney's Office has announced a comprehensive campaign for the month of April to improve community awareness of the fair housing laws and to help eliminate housing discrimination in Santa Monica. April is National Fair Housing Month, and it is the 41st anniversary of the federal Fair Housing Act.

The City Attorney's 2009 fair housing awareness campaign includes the following:

Fair Housing Poster Contest: A record number of elementary and middle-school students from across Santa Monica participated in the annual Fair Housing Poster Contest, creating colorful works that featured the 2009 theme, "Fair Housing Rocks."

A panel of six judges spent an afternoon selecting nine finalists from 435 submissions. The nine finalists' posters will be on display in the lobby of City Hall during the week of April 20. Four of the posters will also be published as calendars for 2010 and will be part of City Hall's fair housing ad campaign. The calendars have been available since January and are free to the public.

Fair Housing Ad Campaign: City Hall will place community awareness advertisements in local newspapers. The ads will also notify residents where they can learn more about the fair housing laws such as www.fairhousing.com, fair housing videos on www.youtube.com, as well as the City Attorney's consumer-oriented Web site at www.smconsumer.org.

Fair Housing Seminar: The Apartment Association of Greater Los Angeles (AAGLA), the California Department of Fair Employment & Housing (DFEH), and the Consumer Protection Unit are co-sponsoring a fair housing workshop on April 20, from 9 a.m. to 12:30 p.m. at the Main Library.

The workshop's goal is to increase awareness in Santa Monica of the fair housing laws.

The workshop's presenters will explain federal and state laws that prohibit housing discrimination.

They will also discuss anti-smoking laws as they relate to housing, families with children, reasonable accommodations for tenants with disabilities, insurance coverage issues, and alternatives to litigation such as mediation and the administrative complaint process.

"The continuing venture with AAGLA, now in its third year, has helped both of us to reach many more folks with this valuable community education service," said Gary Rhoades, deputy city attorney. "Over 230 persons have attended these workshops, and we've seen firsthand how the better informed owners and tenants resolve fair housing disputes without having to go to court."

All owners, property managers, advocates, attorneys, social service providers, and interested tenants are invited to attend free of charge. Free parking, a continental breakfast, and continuing legal education credits are available to attorneys. To register for the workshop go to www.smconsumer.org or call (310) 458-8345. DP



Brandon Wise *brandonw@smdp.com*

TAKING THE BLAME? **Electric car enthusiast Paul Pearson stands with his hand-built Neighborhood Electric Vehicle sprint car in front of his two-car garage on Pico Boulevard on Tuesday. Pearson plans to plead guilty to a charge of operating a business without a proper license following a sting operation by the DMV and the City Attorney's Office.**

Electric car enthusiast faces several charges

BY MELODY HANATANI
Daily Press Staff Writer

AIRPORT COURTHOUSE A Santa Monica resident and electric car enthusiast is expected to be arraigned here today on charges that he illegally manufacturers the gas-alternative cars without holding a license.

Paul Pearson, a prop maker in the movie business and common fixture at the annual Fourth of July parade on Main Street where he features his custom-made cars, said he plans to plead guilty to one of the two charges —operating without a Santa Monica business license — but will fight a second allegation that he unlawfully acted as an unlicensed dealer or manufacturer of electric cars; a violation of the California Vehicle Code.

He faces a fine up to $500 and six months in jail for the city violation, and up to a $1,000 fine and six months in jail for the state charge.

According to the Santa Monica City Attorney's Office, the charges were filed as a result of a Dec. 4, 2008 sting operation lead

SEE **CHARGES** PAGE 7

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LETTERS TO THE EDITOR

Send comments to editor@smdp.com

Asking for an apology

Editor:

The Westside Shelter & Hunger Coalition would like to express our outrage concerning the derogatory tone towards homeless individuals in your April Fool's Day issue. Representing more than 30 member organizations, the WSHC is an alliance of organizations, public agencies and faith communities committed to ending hunger and homelessness through service coordination, public education and advocacy. As a coalition, we strive to create a community that treats all of its members with dignity and respect. We found your two articles – "Lowes offering free rooms to homeless" and "No more dollars for the homeless" – to be inappropriate and offensive in their depiction of homeless individuals, regardless of their context within the comedic issue of your publication.

Several of our social service agency members reported clients going down to "Lowe's" hotel, only to be told that this was a joke and they would not be receiving a place to sleep for the night. Imagine the humiliation that one would feel in this situation, longing for a safe, clean place to rest your head, only to be turned away by a confused (and increasingly aggravated) hotel employee. While the writer and editor of this article may have considered this a harmless joke, they clearly had no consideration for its potential effects on some of the most vulnerable members of our community.

Furthermore, we took great offense to the derogatory nature of fake names given to homeless people, such as "Jamie Freeloader." Many of the homeless people in our community are working incredibly hard towards their self-sufficiency. Articles like this completely undermine these individuals' pursuits, and perpetuate negative stereotypes.

The sentiments expressed in your paper are a detriment and disservice to the great work of our city government, social service organizations, faith groups, and businesses. We ask that you formally apologize for your indiscretions.

Westside Shelter & Hunger Coalition

Great job

Editor:

Thank you for the hysterical April 1 issue. I fell off my chair laughing at the sly references to hot-button issues in the People's Republic of Santa Monica.

Meanwhile, illegal and obnoxious leafblowers roared throughout the city.

Karen A. Baker
Santa Monica

Well done

Editor:

I read the front two articles in disbelief and was halfway through the article on the "Lowes" Hotel when I figured out the newspaper was a spoof [on April Fool's Day]. Great work! I'm glad to see there is still an organization that has a sense of humor and doesn't take itself seriously (all of the time). Well done! You really had me going with the front page articles.

Greg Hargrave
Pacific Palisades

WRITE A LETTER TO THE EDITOR
EMAIL TO: EDITOR@SMDP.COM
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Visit us online at smdp.com



Word in Edgewise

Kenny Mack

Send comments to editor@smdp.com

Back in black

I AM NOT A BEAUTIFUL, RICH, AND famous white girl — and I don't want to be one. As appealing as the job of Pop Princess or Hollywood Starlet might be, it comes at the expense of having a relatively normal love life. From Reese Witherspoon to Uma Thurman and from Jessica Simpson to my Britney, the list of All-American white girls with broken hearts and/or idiot ex-husbands reads like a Who's Who of box office-busting and chart-topping talent.

Recently, two of the biggest names in the business were added to the roster — one who should get used to being on the list and another who should be used to being on it — and I feel so bad for both Lindsay Lohan and Jennifer Aniston that out of the goodness of my heart, I'm going to solve their problems.

Lindsay is really struggling. Last week, she showed up at Villa with her mother, Dina, and her sister, Ali, and actually threatened the doorman saying, "you're making a huge mistake" when he turned them away like Tara Reid. I wonder if Lindsay thought, just for a second, "maybe if I hadn't rolled up with my 15-year-old kitten of a sister and my 46-year-old Cougar of a mother, I'd be in there partying right now."

Then on Friday night, she was kept out of an event at the Chateau Marmont where her girlfriend, Samantha Ronson, was DJ'ing. It was the launch of Samantha's twin sister's clothing line and their mother and brother were both in the house. Apparently the Ronson clan are not Lohan fans and the only way Lindsay was getting in was if she "drives a truck through the red carpet or sky dives." Hot mess that she is, Lindsay showed up anyway. And it took five security guys to make her understand that she wasn't on the guest list.

To make matters worse, the very next day — with the paparazzi capturing every moment — Samantha changed the locks on the house they shared. Talk about a bad breakup. What has happened in Lindsay's world when she, an A-list actress who has made as much as $7 million per picture and who is clearly the pretty one in an experimental lesbian relationship, has to release a statement saying she and her anonymous DJ girlfriend are "taking a brief break so I can focus on myself?"

Jennifer Aniston has checked into the Heartbreak Hotel so often that she gets automatically upgraded to a suite. Her latest stay comes courtesy of the recent end of her on again, off again relationship with John Mayer — which is off again because he broke up with her (again) because she may have been a little too much for him to handle (again).

The story goes that Jen may have had a full-on freakout over the fact that John had time to send messages to his followers on Titter, but didn't return her calls or respond to her e-mail because he was supposedly busy working. I guess it was one freakout too many, and John dumped her when she got back from promoting her dog movie in Europe.

I can almost understand why a rehab-hopping wild child like Lindsay can't keep a boyfriend (or girlfriend), but Jennifer Aniston is a relatively homebody-ish 40-year-old woman who clearly wants to settle down. It seems to me that if she could just keep her neediness in check (as she reportedly didn't do with John) and refrain from calling her new man "Brad" (as she reportedly did do with John), it shouldn't be this difficult.

JENNIFER ANISTON HAS CHECKED INTO THE HEARTBREAK HOTEL SO OFTEN THAT SHE GETS AUTOMATICALLY UPGRADED TO A SUITE. HER LATEST STAY COMES COURTESY OF THE RECENT END OF HER ON AGAIN, OFF AGAIN RELATIONSHIP WITH JOHN MAYER – WHICH IS OFF AGAIN BECAUSE HE BROKE UP WITH HER (AGAIN) BECAUSE SHE MAY HAVE BEEN A LITTLE TOO MUCH FOR HIM TO HANDLE (AGAIN).

My advice to Lindsay and Jen is simple, start dating black guys. You'll feel the benefits almost immediately in your new-found freedom to move around. Right now, it's probably hard to get from place to place because the paparazzi is everywhere. Black guys reserve the right to get ethnic (or "keep it real") in a second, and the average paparazzo knows it.

That alone will lead to a 6-to-8 foot buffer zone whenever you're out in public with your new man. For someone like Jen who may worry that having a baby will ruin her body, being with a black guy makes sense because in addition to also liking her body just the way it is, he's probably already got kids of his own. And they can both rest assured that their black boyfriends will be just as focused on their multimillion-dollar-per-year careers as they are.

If anyone doubts the fact that a relationship with a black guy is the perfect cure for what ails these women, remember that Mariah Carey had a bad case of the crazies and was the poster girl for Hollywood heartache — and we haven't heard a peep from her since she married Nick Cannon.

KENNY MACK is a multi-platform content provider living in Santa Monica who is almost finished archiving his past columns at www.ifyoumissedit.com. He can be reached at kennymack@gmail.com

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Going Postal

Steve "the Mailman" Breen
Send comments to editor@smdp.com

Part 1: A man by any other name

MODERN FEMINISM IS A JOKE WITHOUT a punch line. It propounds the idiot-ology that women are just as equal as men in all aspects of life except within their chromosomal confines of cooking, cleaning and complaining. First of all, I've yet to meet a woman capable of beating me in arm wrestling and second of all, I've yet to be privileged to birth a child from my own body. Spare me the notion of "gender equality." If you can do the job, you're hired. If you can't, then you are as useful as a fish on a bicycle. Sorry, but it's a perverse conservative notion with which I've been cursed that demonstrable talent should always override genetic mutation.

If I had a dollar for every jelly jar I've had to open for every allegedly equal and emancipated female who feared wrecking her new manicure, then I would be squalidly rolling in filthy lucre equivalent to an AIG executive's bonus money.

I recently married a woman, however, with short nails who opens jars just fine all by herself. It wasn't the intellectual challenge for her as it is for most of the women in this town.

Fascist-feministas also feel that they must intrude in every facet of men's lives while men are excluded from every varying private permutations of "girls' night out." Guys today are rapidly running out of explicit male gender territory this side of Internet pornography as feminists are so insecure about the geography in their own socio-political promenade.

I remember when the "The Boy's and Girl's Club of America" was simply "The Boy's Club of America." NO GIRLS ALLOWED! I learned, with other emotionally damaged males of my generation, how to shoot pool, talk smack, play chess, handle power tools and pick lice from each others cranium. If you couldn't get along with a fellow chum, you went to the boxing ring. After you settled your disagreement, you shook hands and then went to the pool and jumped off of the high dive together.

This was hierarchical male dominated primate-driven behavioral bliss in all its knuckle-dragging awesomeness with no uterine oversight required! Feminists, however, just don't get it. For some sick and twisted reason they either [A] want in on it, [B] want to change it so they can get in on it or [C] aren't smart enough to start their own club.

I usually opt for [C] because if feminists were as smart as they claim then they would have elected a woman as president of the U.S. by now.

By the way, my wife thinks that I would make a crappy president but then again what does she know? I tell her that she's "just a woman." Then she hits me. It's no big deal, though, because she hits like a girl, a girl impersonating Joe Pesci swinging a bat.

My wife and I recently went to see the movie, "I Love You, Man." Had this movie been missing its comma then it would have been showcasing at the Laemmle Theater as a Westside-inspired version of "Brokeback Mountain." "I Love You, Man" exhorts and extolls the alleged new millennial nature of the extant heterosexual male-on-male vibe of the local Santa Monica/Venice habituees.

My wife and I laughed throughout the movie for the farce that was presented despite the premised post-modern feminist "truths" it delivered: Men are immature money-making jerks and women are pensively patient penitents. Why is it that the main male character in this film is a successful high-end real estate agent on the brink of the big score, yet is played as a hapless wuss dispossessed of his primary sex characteristics while the female lead who works in kitschy retail in Malibu somehow possesses the emollient gravitas of the two?

It couldn't be that she's sleeping with him for his money despite protestations to the contrary, could it? You never see that sort of thing in L.A., right?

Why must the feminist cultural imprint of fallacious gender equality denigrate men and women in order to inflate and justify the flaccid status of feminism's own XX gender bias? Why is it men's fault that most women from the aging and sun-dried "I am Woman, Hear me Roar" crowd are incapable of changing a tire without roadside assistance? You want equality? Call AAA. Who shows up, a woman or a guy that bowls a 129?

So either step up to the plate, ladies, or get back in the kitchen and start washing them. Sarah Palin appears to manage both.

STEVE BREEN knows you can get cooties from girls and is still the "best looking mailman in the U.S. Post Office." He can be reached at dulcamarax@yahoo.com.

The Q Line

Making room

After hearing a flood of complaints from residents, the City Council has decided to look for an alternative location for the Expo Light Rail maintenance yard.

So this week's Q-Line question asks:

Where do you feel is the most suitable location for the yard?

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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Analysts: Gunman's letter showed classic warnings

WILLIAM KATES
Associated Press Writer

BINGHAMTON, N.Y. A rambling letter from the gunman who killed 13 people at an immigrant community center offers a glimpse inside the mind of an angry, paranoid man who saw himself as a victim and was intent on destroying other lives before he took his own, analysts say.

It's hard to say, though, whether friends or relatives would have noticed the demons that tormented 41-year-old Jiverly Wong leading up to Friday's massacre at the American Civic Association.

Police have speculated that Wong, who was ethnically Chinese but was from Vietnam, was angry over losing a job and frustrated about his poor English-language skills.

Authorities said Tuesday that they have no reason to doubt the letter was written by Wong. It was mailed to Syracuse TV station News 10 Now, complained of supposed harassment by police and grimly foretold of the mass murder.

"We have no reason to believe it's not (authentic)," Police Chief Joseph Zikuski said. "It's another piece of evidence in a very complex puzzle that's going to take us weeks and months to determine what's going on. It's going to help us."

A former FBI profiler who reviewed the letter called it a classic rant from a mass murderer.

"Everybody is out to get him, and the world is a threatening place," said Gregg McCrary, who is now an author and consultant based in Fredericksburg, Va.

In the disjointed letter mailed the day he opened fire inside the center, Wong blamed his troubles on the police and vowed to take at least two people "to return to the dust of earth." He ended the letter, neatly written in capital letters, on a chilling note: "And you have a nice day."

"Every mass murder we've ever studied has had a combination of paranoia ... depression and suicidality," said Park Dietz, who is president of Park Dietz & Associates Group Inc., a forensic litigation firm, and Threat Assessment Group Inc., a Newport Beach, Calif., violence prevention firm.

"This (letter) makes it clear how severe that paranoia was in this case," he said.

The letter, dated March 18, more than two weeks before the shooting, was accompanied by photos of Wong smiling with two guns, a gun permit and his driver's license.

Zikuski declined to discuss what police thought the letter said about Wong's mental state. He said he will leave that assessment to FBI experts.

"There are obviously some mental health issues there," Zikuski said.

After the letter surfaced Monday night, some community members wondered whether it should be harder to get a pistol permit.

"Quite frankly, I think they should do away with pistol permits on such people," said Arlene Ryant, whose granddaughter had one of the victims, Roberta King, as a substitute teacher. "They should do a more thorough background (check) to make sure they don't have any mental illnesses."

Federal law prohibits anyone with a court record of mental illness or outpatient mental health treatment from owning a gun, and Wong had no such records.

Zikuski said the letter hasn't gotten them any closer to figuring out why Wong, who had used the American Civic Association as a resource, targeted a classroom full of immigrants learning English there.

"We may never know that," he said.

The letter indicated he was angry with police for what he said were years of persecution. But records show few scrapes with the law, save for a bad check charge in California in 1992 and a speeding ticket there in 2007. An informant told state police that Wong was planning a bank robbery in 1999 to support his cocaine habit, but Zikuski said the information was never verified.

The chief was not aware that Wong had ever been put under surveillance by authorities in New York or California, as he claimed in the letter.

Wong's sister said on NBC's "Today" show she doesn't think the letter was written by him. The woman, who asked not to be identified, said her younger brother's handwriting was more like "chicken scratch" and his vocabulary too limited to have written such a letter.

DNA testing on the letter has not yet begun because police have to collect samples from the five or so News 10 Now employees who handled it, Zikuski said. But he noted that information earlier Tuesday that the letter might not be from Wong turned out to be incorrect.

Family members might not pick up on warning signs when someone becomes paranoid, so it's wrong to suggest they could have prevented the carnage, McCrary said.

"The paranoia makes them very distrustful so they tend to become reclusive," he said. "In hindsight, it's clear. You can go back and pick up the warning signs, probably. But family members and those around him are just going to think he's just a little weird, or troubled."

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Electric vehicle enthusiast to appear in court today

FROM CHARGES PAGE 3

by undercover officers with the Department of Motor Vehicles and several other local agencies, including Code Enforcement, at Pearson's former garage off Pico Boulevard where he has built several electric cars, including a one-seater he drives every day. He has also modified two vehicles for ZAP Electric Cars.

Armando Botello, the spokesman for the DMV, said the investigation began after City Hall received complaints from neighbors about excessive noise coming from Pearson's garage. The matter was subsequently referred to the DMV.

Pearson, who became fascinated with the alternative-fuel classification of vehicles several years ago, said he received a call from a man — the undercover DMV agent — late last year inquiring about converting a vintage Ford Thunderbird to operate on electric power.

The man, along with another individual, visited Pearson on Dec. 4, and reportedly asked about purchasing several vehicles that were sitting at the garage, including one the Santa Monican was building for his wife and the one-seater car he drives around town, which was also featured in the Fourth of July parade last summer. Pearson said he refused both offers, pointing out that the car he was building for his wife was not yet certified by the California Highway Patrol.

Both parties then reached an agreement for the price of the Thunderbird conversion, upon which a group of officers from the local fire and police departments and Code Enforcement Division packed into the garage, Pearson said, noting that there were about 16 individuals total, including the two undercover DMV agents.

Pearson said he was issued a cease-and-desist order by the code enforcement officer, to which he responded that he would move out within a few days to a different garage in Van Nuys.

"I took all the equipment out and vacated and left the city and that was satisfactory to (code enforcement)," Pearson said. "The DMV then stepped up and said we are going to cite you on a misdemeanor charge of manufacturing a car without a license.

"I said this car you talk about is legally manufactured as a specially constructed vehicle."

The car that Pearson is referring to is a small green and yellow one-seater vehicle that he built about two years ago, receiving approval from the CHP as being legal. A spokesman for the Culver City CHP office said that the car was approved under California Vehicle Code 385.5, which allows certain low-speed, or Neighborhood Electric Vehicles.

Pearson adds that the car also applies under California Vehicle Code 580, which permits specially-constructed vehicles — cars that are not built by a licensed manufacturer and are for private use only.

He said the case is costing him a lot of money.

"I was forced to hire a lawyer because of the misdemeanor and the lawyer charged a $2,500 retainer to make a couple of court appearances," he said.

While he said the state charges pertain to the one-seater vehicle, Deputy City Attorney Gary Rhoades countered that the allegations are in response to the raid last year and the fact that Pearson had agreed to convert a Thunderbird, thus acting as an unlicensed manufacturer and remanufacturer.

The City Attorney's Office is prosecuting both charges on behalf of the DMV.

"(The allegations) have to do with advertising as a business and when that advertising was tested by the DMV undercover agent, they found he was willing to do a conversion," Rhoades said, referring to Pearson's Web site.

Pearson disputes Rhoades' explanation of the charge, adding that he was told by his attorney that the DMV would not prosecute on the Thunderbird issue because it was the agents who approached him about performing the job.

"Basically these two undercover cops overstepped their bounds immediately by naming an act they wanted me to do," he said. "You notice if undercover prostitutes solicits a John, they don't name the act."

Rhoades said the purpose of the state law is to prevent vehicles made from unlicensed manufacturers from going on the road, noting that it is a safety concern.

"We don't want vehicles on the road created by people who don't have any training or expertise or regulations," Rhoades said.

He added that City Hall, known for its sustainability initiatives, supports environmental conscious programs, but points out that the charges have nothing to do with being green.

"The law requires us to look at any case where anyone is trying to put any type of vehicle like that on the road or starting any kind of business in Santa Monica without a proper license," he said. "In fact it will help protect green technology and environmentally-based business if we do enforce those laws so no one out there gets hurt or scammed by someone claiming to be such a business."

Pearson has taken his complaints with the sting operation to the City Council, writing a letter to elected officials on March 30.

"To put it bluntly, stopping me from working on zero emission electric cars for one full year, when any number of less draconian remedies are readily available, does not serve any legitimate goal of the city," he writes in the letter. "In fact it is enormously counterproductive because it discourages the entrepreneurial innovation that is needed in this country now more than ever."

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Former Simpson confidant ordered to appear in court

THE ASSOCIATED PRESS

SANTA MONICA A man who says he spent years helping O.J. Simpson hide his assets from the families of slaying victims Ron Goldman and Nicole Brown Simpson was ordered Monday to appear in court in June to respond to a lawsuit demanding he hand over any Simpson memorabilia he has.

Superior Court Judge Gerald Rosenberg scheduled a June 15 default hearing for Michael Gilbert, who is being sued by Goldman's father, Fred Goldman.

The lawsuit was filed after Gilbert published the book, "How I Helped O.J. Get Away With Murder: The Shocking Inside Story of Violence, Loyalty, Regret and Remorse."

"We have filed suit to retrieve from Mr. Gilbert all of the vast catalog of Simpson's personal property that was highlighted in Mr. Gilbert's book," Goldman attorney David Cook said in an interview after a brief hearing at which the date was set.

Gilbert, 54, could not immediately be reached for comment. A call to his home was answered by a recording that said his voice mail was not working.

In his book he said he helped O.J. Simpson hide numerous personal possessions, including the suit the former football star was wearing on the day he was acquitted of the murders of O.J. Simpson's ex-wife, Nicole, and her friend Goldman.

Two years after that acquittal, O.J. Simpson was found liable for their deaths following a civil court trial and ordered to pay their families $33.5 million.

Also attending Monday's hearing were Bruce Fromong and Alfred Beardsley, the two memorabilia dealers O.J. Simpson was convicted of robbing at gunpoint at a Las Vegas hotel in 2007. Simpson, who is serving a sentence of nine to 33 years in prison, said he was trying to retrieve property stolen from him.

Those items are still being held by the authorities, and Beardsley said in a telephone interview after the hearing that he reluctantly agreed with Gilbert and Fromong that they should go to Goldman.

"I'm in favor of returning it to Simpson's children, that's where I think it should go, but I'm outvoted on this, 2-1," he said.

Fromong said he and Gilbert have agreed to give the Goldmans only "the items that had belonged to O.J. from the robbery — the personal items that once belonged to him — not the photos, not the sports memorabilia.

"We've been fighting this for 15 years and we're trying to work with the Goldmans to turn this stuff over and put this behind us," he said. "It's the right thing to do legally, morally and ethically."

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Roadrunners lose tournament game

FROM SPORTS PAGE 1

lied in the bottom of the seventh inning to win the game, 4-3. Skaggs, who many pro baseball scouts believe is an early round draft pick in waiting, struck out 12 in six innings, allowing just two runs.

Logan Whitchurch was called upon to close the game, but couldn't hold the lead during the non-league game. A late error in the infield helped Crespi rally for the win.

Crespi initially led 2-0 early in the game before Samohi stormed back to take a 3-2 lead, but the advantage was fleeting as the Vikings lost another tight contest with Skaggs on the hill.

With the loss, Samohi falls to 6-7 overall on the season. The Vikings are 1-1 in Ocean League play.

Next up for Samohi is a doubleheader against Western and Chaminade in the Lions Tournament on April 11.

ST. MONICA BASEBALL ON A ROLL

Talk about streaky.

The St. Monica baseball team has rattled off a four-game winning streak with the most recent win coming against Camino Real League rival St. Bernard on Monday.

With the win, St. Monica improved to 7-5 on the season and 4-2 in league play.

The 7-5 victory was pay back of sorts for the Mariners. St. Bernard had defeated St. Monica 5-1 on March 20.

Daniel White paced the Mariners by going 1-for-4 with a pair of runs. Leadoff hitter Michael Doherty also scored a pair of runs. Pitcher Hector Santiesteban earned the victory in relief.

The winning streak comes on the heels of a four-game losing streak that began March 14 against Santa Paula and included losses to Mary Star of the Sea and Grace Brethren.

Next up for the streaking Mariners is a rematch with St. Bernard today at Marine Park. The game begins at 3 p.m.

SAMOHI SOFTBALL TAKES A BREAK

The Vikings softball team will be taking a bit of a break for the next two weeks as students are on spring break.

Samohi, a team off to a 10-5 start, won't play another game until April 21 at Morningside High School. A few days later — April 25 — the Vikings will take part in the El Segundo Tournament. It will be the third tournament the team will play in this season.

MARINERS SOFTBALL TAKES TO THE ROAD

An up-and-down season continues today for St. Monica's softball team as the Mariners take on Mary Star of the Sea in a Camino Real League matchup. The game will take place at the San Pedro Softball Complex at 3:15 p.m.

St. Monica lost its most recent game on April 3 to Malibu. The 5-9 loss sent the team to .500 on the season.

The game against Mary Star of the Sea will be the last for the Mariners for a while. St. Monica will not be back in action until April 21 against St. Bernard at Memorial Park.

CROSSROADS BASEBALL ROUTED

The Roadrunners' trip to the Santa Ynez Tournament began on a bad note with a 1-12 loss to host Santa Ynez on Monday.

Crossroads took on Southlands Christian on Tuesday, but results were unavailable at presstime.

Next up for the 7-2 Roadrunners is a matchup with Hawthorne today at 9:30 a.m., also part of the Santa Ynez Tournament.

Crossroads will not play again until April 15 at home against Animo Leadership. The game will take place at Clover Park at 3 p.m.

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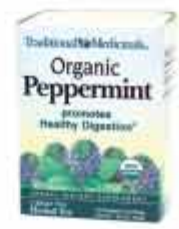
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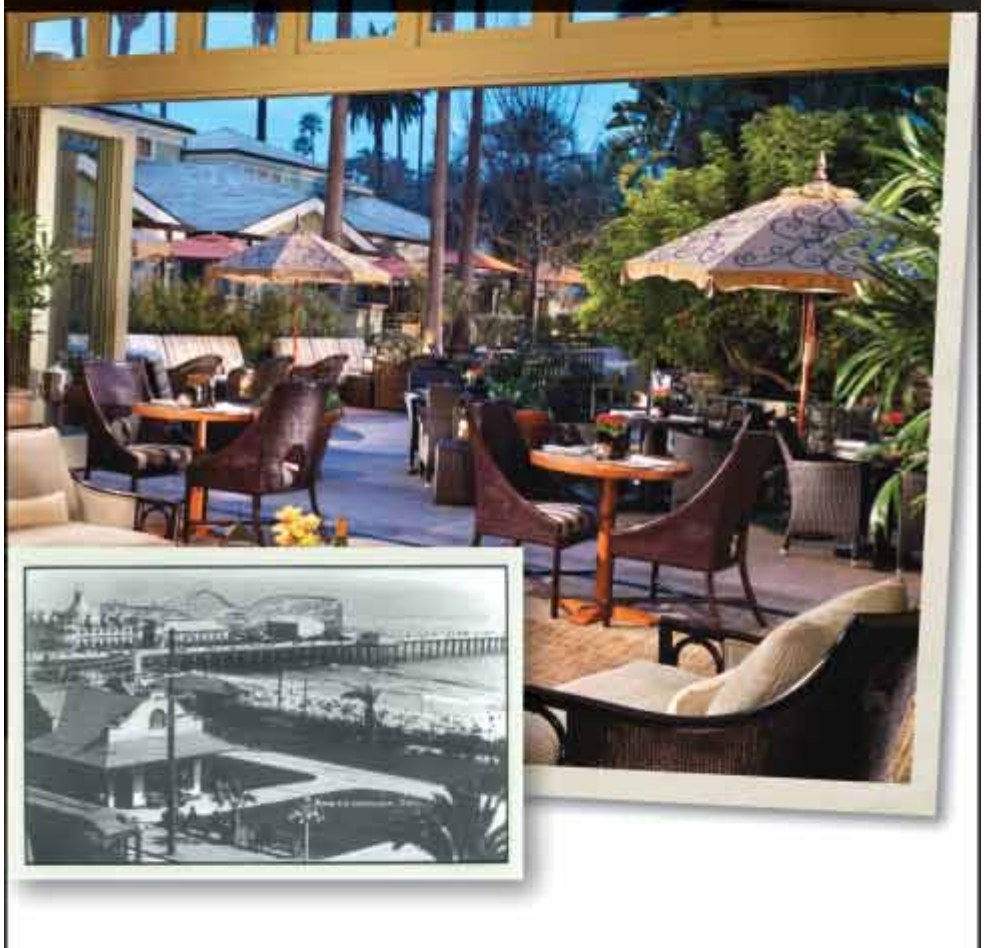
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CRIME SCENE? **Students walk out of the Santa Monica College main campus library on Tuesday afternoon. Over the weekend a female student was allegedly sexually assaulted there.**

Alleged assault took place at SMC library

FROM **ARREST** PAGE 1

process.

Reynolds was taken into custody on Tuesday shortly after the SMPD and Santa Monica College Police Department released a composite sketch of the suspect, who allegedly assaulted the victim, a 19-year-old student, as she exited the restroom in the SMC library around 4:30 p.m., pinning her against the wall. He fled when startled by an announcement over the intercom police officials said.

The suspect was positively identified by the victim, police added.

The incident is believed to be the first major reported sex crime on the SMC campus in more than a decade.

There were several sexual battery incidents on campus last year when several women said they were touched in the rear as they walked up a flight of stairs.

"A couple of the senior sergeants said that in the last 15 years, there hasn't been anything this serious," Sgt. Ray Bottenfield of the Santa Monica College Police Department said.

Police advise that students who encounter a similarly dangerous situation make noise, yell or whistle to draw attention to themselves. In terms of deciding to fight back, the victim will have to judge the situation accordingly, depending on their physical ability. If unable to fight, the victim should act as dead weight, creating as many challenges as possible for the attacker.

"Make them carry you," Bottenfield said. "They don't want to make the effort if it's going to be a huge additional thing to deal with someone in that matter."

He suggests that students travel in pairs and utilize the student escorts that are available on campus. Parking enforcement officers are also available for assistance.

Bottenfield also said that women should be careful when approaching individuals in strange vehicles, especially those with dark tinted windows, noting an incident in Hermosa Beach on Monday when three men in a van tried to kidnap a woman after asking her for directions.

The department operates a set of yellow emergency call boxes on campus that directly connect to a dispatch officer.

"Report as soon as possible so that if there is evidence, it can be recovered as soon possible," Bottenfield said.

Anyone with information on the assault is urged to contact the SMPD at (310) 458-8427.

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Rally expected to help businesses

FROM GUMBALL PAGE 1

from various fields — automotive, sports, music — and celebrate the open road. Drivers will make pit stops in various locales, including Las Vegas and the Grand Canyon, where producers plan to host parties for fans and the VIP drivers. The entire event will be broadcast live online and televised worldwide in over 100 countries, Cooper said.

Gumball is no "Cannonball Run." It is not a race and all drivers are expected to follow posted speed limits.

"Everyone drives their own car over eight days and it's a different party every night," Cooper said. "We close off city centers and park the cars on display and do a kind of public festival in each city. That's one element to it that's for the cities and the public and another element that every night is kind of a VIP party, if you like, for the drivers."

With any major event such as Gumball, there are plenty of details that need to be discussed. Cooper has been meeting over the past few months with representatives from City Hall, the pier and the CVB to come up with a plan that protects public safety, ensures adequate parking for visitors and does not interfere with local businesses. City Hall has a Event Management Team that works directly with producers to ensure the best possible outcome.

Santa Monica Fire Marshall Jim Glew is a member of the event team and said first and foremost organizers of large events must make sure they have adequate resources to deal with medical emergencies. That could mean hiring a private company to provide emergency medical technicians to care for minor injuries, with the fire department on hand for emergencies. Additional police officers may also have to be hired, which will be paid for by the producers of the event.

"We work very closely with our public safety partners … to make sure safeguards are put in place so our residents … are not negatively impacted by the event," Glew said.

First responders will develop an action plan for Gumball so that every city department involved will know what to do in case of an emergency, Glew said. Public safety officials will be keeping a close eye on how the event is promoted to ensure that enough personnel are on duty.

"We learned volumes from [the outdoor arts festival] Glow and [the nomadic photography exhibit]Ashes and Snow, and of course the return of Cirque [du Soleil] about the power of the Internet and texting and how that can drive attendance," Glew said. "The city anticipated 50,000 people for Glow based on replies and that was nothing but an average Saturday night in the city. As we all know, we far exceeded that number."

Last year there were over 400 events in the city, ranging from simple filming to large, commercial productions, Glew said.

A major concern of those involved in the negotiations has been parking and traffic flow, particularly around the pier. The scope of the Gumball festivities has also raised questions, which is why no location has been set. Cooper is trying to find a suitable spot, which could be the pier or the Third Street Promenade. It is Cooper's plan to have all 120 cars lined up along Ocean Avenue for the start of the rally.

Alison Best with the CVB has been working with Cooper on the logistics. So far the one thing that is certain is that all drivers will be staying at the Viceroy Hotel.

"For the economy, this couldn't have come at a better time," Best said of Gumball, which has a large international following, translating into more visitors sleeping at hotels and dining at restaurants. "It's hard to tell how many people will actually come out to see it. It depends on how Max promotes it over the next few weeks."

Best said she just returned from a business trip to London and Germany and there is significant buzz about Gumball. The United Kingdom is Santa Monica's leading international market for tourists.

"The coverage this destination gets from something like this is really important as far as driving visitors," Best said.

The CVB is looking to partner with Gumball in promoting Santa Monica's rich automotive history. The Santa Monica Visitor Center will be selling special edition, vintage-style T-shirts at three locations. The shirts feature graphics from original race pennants from Santa Monica road races that were held in the early 1900's along Wilshire and San Vicente boulevards when they were dirt tracks.

"With all of the interest surrounding the end of Route 66, the 100th anniversary of the pier and the rich history of Santa Monica this year, we think these vintage-style T-shirts will be very popular," said Kim Baker, marketing director for the CVB.

Proceeds from the sale of the T-shirts will go to the Santa Monica Historical Society to support their new museum, scheduled to open late 2009.

All parties are confident that issues can be resolved within the next few weeks.

"There are a lot of details that need to be confirmed, but everyone is working hard to do that," said Ben Franz-Knight, executive director of the Pier Restoration Corp., which manages and maintains the pier. "The event team is a core group that has been working on a lot of events for a number of years and we've always been successful in finding some sort of resolution."

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Send comments to editor@smdp.com

‘Finance’ is not a bad word

I WAS ONCE TOLD BY A BOSS “IF you want to understand real estate you must understand finance.” Talk about a scary sentence. “Finance?” This, is not what I had in mind as a neophyte to the real estate industry. After years of working in the real estate field, I agree with my boss. I, of all people, know that numbers can be intimidating, but hopefully focusing on key real estate finance concepts will help to clarify the topic.

Before I get into explaining real estate finance, let me explain why financing is used and why it is often needed.

Have you ever really wanted something, but realized it was out of your price range? You, like most Americans, probably do not save a lot of money. Sure, you may have a 401(k), savings account, and rainy day fund, but you probably do not save up for major purchases. However, in America there is something you can do to buy those items that you want — you can finance them.

First, let me say that I am not an advocate of financing everything under the sun.

However, financing is a key concept that must be understood. Let me use a simple example to explain financing. You go into an electronics store and see it — the most beautiful TV you have ever set your eyes on. The TV is calling your name, like a siren to a sailor.

You are mesmerized. Walking over you look down and notice the price tag. Elation turns to sorrow as reality hits and you know the TV is way outside of your price range.

Just as you begin to walk away from the warm golden glow of the screen, a store employee walks over with a smile and says four magical words “you could finance it.”

Next the employee tells you that you can buy the TV today, take it home and be enjoying movies by tonight.

Unfortunately you slept through finance class and never really grasped the whole finance concept. Looking back at the magnificent TV you ask the store employee to explain the store financing to you.

He explains that the store offers the first 18 months interest free and you do not have to make a payment for the first year and a half either as long as you payoff the balance before the 18th month.

He mentions that interest does accrue over the first year and half and it is added to the principal if the TV is not paid off within the first 18 months. Quickly, he tells you that it is not a big deal and that you should have no problem paying off the TV over 18 months.

You do the math and realize that you can pay the TV off within the needed timeframe and enjoy the TV that night.

About 45 days later, you receive a statement from the financing company regarding your TV. The bill says nothing is due and you decide to put off paying for the TV that month. The next month you have other expenses come up and are not able to make the TV payment. Before long you realize you have two months left to pay the TV off or be hit with close to $1,000 of interest. And this is exactly what the finance company wanted.

The finance company only makes money if you do not make the payments and they get to tack on the extra interest. Regardless of the end result the principals of finance carry across to many fields including real estate.

Just as you can borrow money to buy a TV, you can borrow money to purchase real estate.

Of course, while financing real estate, most lenders today will actually provide a loan that pays down the interest each month over time. Lenders have actually come up with a way to have more interest applied to the payment at the beginning of the loan term.

Years ago, banks realized that individuals who purchased houses often sold or refinanced them within the first five years of ownership.

Now this is a problem for banks, because they make their money on holding loans with individuals paying interest on the loans over time. Ingeniously, banks figured out a way to have borrowers pay more interest at the beginning of the loan.

This is known as an amortization schedule.

The amortization schedule is based off the principal balance with the majority of the payment going toward interest during the first half of the loan term.

For example, if you took out a $1 million real estate loan with a 30 year term, a 30 year amortization, and a rate of 6 percent, the total amount of interest would be $1,158,381.89 over 30 years.

That means you are paying more than the actual principal balance over time.

The amortization schedule in this example has you paying $5,995.50 a month. The first payment has $995.51 going toward principal reduction and $5,000.00 going toward interest. It is not until year 28 where $5010.11 goes toward principal and $985.39 goes towards interest.

Just looking at the example, you would wonder why anyone finances real estate at all if you have to pay so much money for the loan. However, what I did not explain was the concept of leverage.

Financial leverage enables you to make more and lose more than you have actually have invested. If you were to purchase a property for $2 million with a down payment of $200,000 and the property increased in value by 10 percent you would have made a 100 percent return on your initial investment.

Of course, there are other costs such as building expenses, carrying costs and other variables such as inflation. Just like the saying, “what goes up, must come down,” if in the example above the value dropped by 10 percent the investor would lose his initial investment.

If the value drops more than 10 percent, the investor is underwater, which means he owes more than the property is worth.

This is one way you can lose more than you put in with financial leverage.

Real estate financing can be complex. One thing to remember is that financing enables you to obtain a real estate asset today and pay for it over time.

Getting a loan though a bank will cause you to pay more over time, but it will also give you an opportunity to gain tax benefits and possible appreciation over the long haul.

Lastly, financial leverage can benefit or hurt an investor, but it is a concept worth understanding, if you are to succeed in real estate.

MIKE HEAYN is a Commercial Loan Consultant, specializing in Multi-Family Lending. He can be reached at (310) 428-1342 or emailed at maheayn@yahoo.com.

HAVE YOU EVER REALLY WANTED SOMETHING, BUT REALIZED IT WAS OUT OF YOUR PRICE RANGE? YOU, LIKE MOST AMERICANS, PROBABLY DO NOT SAVE A LOT OF MONEY. SURE, YOU MAY HAVE A 401(K), SAVINGS ACCOUNT, AND RAINY DAY FUND, BUT YOU PROBABLY DO NOT SAVE UP FOR MAJOR PURCHASES. HOWEVER, IN AMERICA THERE IS SOMETHING YOU CAN DO TO BUY THOSE ITEMS THAT YOU WANT – YOU CAN FINANCE THEM.

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MEDIA

Google CEO sees newspaper future in advertising

ELLIOT SPAGAT
AP Business Writer

SAN DIEGO Google Inc.'s chief executive told newspaper publishers Tuesday that they should continue to rely on advertising but seek new ways to reach readers.

Without providing specific recipes, Eric Schmidt laid out a few possibilities, including a site for medicine similar to the online encyclopedia Wikipedia, which lets users collectively contribute and edit entries. He urged publishers to focus on mobile technology and the development of new platforms for delivering news.

Schmidt said there's still room for subscription and pay-by-the-piece journalism but he emphasized advertising, the source of 98 percent of Google's revenue, thanks to its success matching ads with a user's search terms and other keywords.

"The important thing here is that advertising that is useful is going to work," he said.

Schmidt commended newspapers for staking claim on the Internet in the 1990s but said there wasn't a second act. He says news Web sites take too long to read, even slower than flipping through a newspaper or magazine, a shortcoming that can be addressed by improving technology.

"At Google we're working hard to address the technological questions," he said at the Newspaper Association of America's annual convention. "We don't have any answers here."

He said technology for reading news on devices like mobile phones must ultimately be as pleasant as reading a magazine.

"From my perspective, the online experience can be thought of as terrible compared to what I view as this wonderful experience with magazines and newspapers."

Schmidt's wide-ranging remarks for about 45 minutes came before an audience whose businesses have plummeted as the recession compounds a decline in print advertising that began with the shift of some advertising to free or low-cost alternatives online.

Schmidt told reporters he was deeply concerned about the decline in quality journalism but had no easy answers for the industry's woes.

His appearance came one day after The Associated Press announced a news industry initiative to track down copyright violators on the Internet and try to divert traffic from Web sites that don't properly license news content. The AP didn't name any potential targets, but some news reports focused on Internet search engines like Google.

Schmidt said Google has a multimillion-dollar licensing deal for AP content.

"I was a little confused by all the excitement in the news in the last 24 hours," he said.

TOURISM

New York City promoters reach out to gay, lesbian tourists

MARCUS FRANKLIN
Associated Press Writer

NEW YORK New York City officials are turning to gays and lesbians to help reduce a projected $4 billion budget deficit.

The nation's largest city unveiled a marketing campaign Tuesday to attract more gay and lesbian tourists from around the country and the world as other U.S. cities compete to strip New York of its title of No. 1 vacation destination for gays and lesbians.

The Rainbow Pilgrimage campaign comes as state and city officials grapple with diminishing revenue resulting from the global economic meltdown, which is forcing many people to forgo leisure travel plans or take so-called staycations near home.

The campaign kickoff also comes months in advance of the June 40th anniversary of the Stonewall riots in Manhattan, considered the start of the modern gay liberation movement.

"This is a tough time for New York City's budget," said openly gay City Council Speaker Christine Quinn, who made the announcement with Council Member Rosie Mendez and city tourism officials. Quinn noted that 20 percent to 25 percent of the city's revenue comes from Wall Street, which remains in turmoil.

An estimated 47 million people visited the city last year, a record high that generated $30 billion in spending, also a record over 2007's $28.9 billion, according to the mayor's office. Gays and lesbians accounted for about 10 percent of those figures.

But state officials are predicting a decline this year in the city's tourism industry.

The new campaign will highlight New York's reputation as a gay-friendly travel destination and tout a visit to the city as a "rite of passage." The campaign will include advertising on niche Web sites and in magazines, as well as bus stop shelters, utility poles, street furniture, telephone kiosks and railroad stations.

The NYC & Company nonprofit that handles marketing and tourism for the city is working with Travelocity.com and numerous hotels, restaurants and Broadway theaters to offer discounts. George Fertitta, the organization's chief executive, said the announcement was made months before the Stonewall anniversary in late June to give potential tourists time to make plans.

NYC & Company spent $190,000 in city taxpayer money on the campaign but estimates that, through partnerships with advertising agencies, its value reaches nearly $2 million.

Overall, New York City remains the top leisure and business travel destination for gays and lesbians followed closely by Las Vegas and San Francisco, said David Paisley, a senior projects manager at Community Marketing Inc., a tourism research company that specializes in gay and lesbian consumers.

Santa Monica Daily Press
The Agent Directory
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Notice of Public Hearing-Measure R Parcel Tax

Notice is hereby given that the Board of Education of the Santa Monica-Malibu Unified School District (SMMUSD) will conduct a public hearing on the matter of the 2009-10 Special Parcel Tax (Measure R): 1) regarding applying a Consumer Price Index (CPI-U) adjustment; and 2) allowing for public input on whether the priority programs to be supported by Funding Measure revenues should be modified in the Proposed Annual Plan for 2009-10.

The public hearing will be held on April 23, 2009 at 7:00 p.m., in the SMMUSD Board Room at 1651 16th Street, Santa Monica, CA 90404-3891.

Subsequent to the public hearing on April 23, 2009 at the regularly scheduled meeting, it is the intention of the Board of Education to adopt a resolution to levy the tax at the current rate of $346.00 per parcel, which includes a 0% CPI adjustment. The CPI-U for Los Angeles-Riverside-Orange County, base year 1982-84=100, from February, 2008 through February, 2009, was used to calculate the adjustment.

In accordance with The Santa Monica-Malibu Schools Quality Education Funding Renewal Measure Section 5.C., Accountability, Planning, Public Information, and Compliance Review Provisions-Public Comment Process, the Board shall hold a noticed public hearing on the Proposed Annual Plan no fewer than 60 calendar days before the annual budget is adopted for the subsequent fiscal year to allow for public input on whether the priority programs to be supported by Fund Measure revenues should be modified. The Proposed Annual Plan is posted on the District's website, www.smmusd.org, and is available for public review in the Office of the Superintendent.

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Santa Monica Vikings Youth Cheer Program

If you are between the ages of 7 & 14 and love to cheer, join us for A fun and exciting team experience!!!!!







REGISTRATION NOW OPEN

Dates: Saturday, April 18th
Saturday, May 16th

Time: 10:00 am – 2:00 pm

Location: Clover Park
2600 Ocean Park Blvd., Santa Monica

For more information please email
santamonicacheer@gmail.com or
visit our website www.smvikings.com



Surf Conditions **Water Temp:** 57°

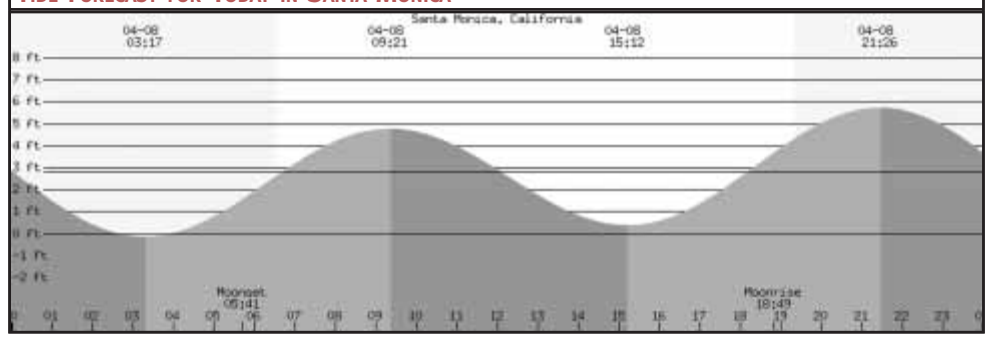
Swell Forecast (2-3 FT)

The Aleutian-originating NW should still bring west facing breaks chest high sets, but weather and winds could foul things up.

Long Range Synopsis

Thursday the 9th a combo of southern hemi SW and WestPac WNW is expected. Some light wind swell will likely linger as well.

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 31, 2009**

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 -- 36 / 1
- Number of (C,D,F) grades for dry/wet weather -- 10 / 0

The Beach Report Card is made possible by simplehuman, The Goldhirsh Foundation, the James Irvine Foundation, Ford

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

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

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

Heal the Bay is a non-profit environmental organization dedicated to making Santa Monica Bay and Southern California coastal waters safe and healthy for people and marine life.

Heal the Bay

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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.

MOVIE TIMES

Aero Theatre
1328 Montana Ave.
(323) 466-FILM

Journey Into Fear (NR) 1hr 09min
7:30

Mr. Arkadin (NR) 1hr 38min
7:30

AMC Loews Broadway 4
1441 Third Street Promenade

Bart Got a Room (PG-13) 1hr 20min
11:00 a.m., 1:00, 3:10, 5:15, 7:30, 10:00

Fast & Furious
11:00 a.m., 1:35, 4:15, 7:00, 9:45

Last House on the Left, The (R) 1hr 49min
11:20 a.m., 1:55, 4:35, 7:15, 9:55

Taken (PG-13) 1hr 33min
11:05 a.m., 1:15, 3:30, 5:45, 7:55, 10:10

AMC 7 Santa Monica
1310 Third St.
(310) 289-4262

Duplicity (PG-13)
1:15, 4:10, 7:15, 10:10

Sunshine Cleaning (R) 1hr 42min
11:00am, 2:10, 4:45, 7:30, 10:00

Fast & Furious (PG-13) 1hr 39min
11:45am, 12:45, 2:20, 3:30, 5:00, 6:15, 7:45, 9:00, 10:20

Monsters vs. Aliens 3D (PG) 1hr 34min
11:30am, 2:00, 4:30, 7:00, 9:30

Monsters vs. Aliens (PG) 1hr 34min
Closed Captions
12:20, 2:45, 5:15, 7:55, 10:20

Race to Witch Mountain (PG) 1hr 39min
11:15am, 1:50, 4:20, 6:40, 9:15

Laemmle's Monica Fourplex
1332 Second St.
(310) 394-9741

Alien Trespass (PG) 1hr 30min
5:00, 7:30, 10:00

Sin Nombre (R) 1hr 36min
1:45, 4:10, 7:00, 9:30

Adventureland (R) 2hr 2min
1:45, 3:00, 5:35, 7:10, 8:10, 9:45

Harvard Beats Yale 29-29 (NR) 1hr 44min
11:00 a.m.

Tokyo Sonata (PG-13) 1hr 59min
1:50

The Class (Entre les murs) (PG-13) 2hrs 08min
4:20

Mann's Criterion Theatre
1313 Third St.
(310) 395-1599

I Love You, Man (R) 1hr 50min
11:50am, 2:20, 4:50, 7:20, 9:50, 12:00am

Knowing (PG-13)
1:10, 4:10, 7:10, 10:10

Watchmen (R) 2hrs 43min
1:20, 5:00, 8:30

The Haunting in Connecticut (PG-13) 1hr 32min
12:10, 2:40, 5:10, 7:40, 10:00

12 Rounds (PG-13) 1hr 48min
11:00am, 1:40, 4:20, 7:00, 9:40, 12:20am

Haunting in Connecticut, The (PG-13) 1hr 32min
12:10, 2:40, 5:10, 7:40, 10:10, 12:30am

Monsters vs. Aliens 3D (PG) 1hr 34min
11:10am, 1:30, 4:00, 6:30, 9:00, 11:30

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

Easy does it, Aries

ARIES (March 21-April 19)
★★★★ Proceed with a project. Timing is important, but also recognize that you don't need to rush. Be steadfast and sure of what you are doing. Listen to what an associate shares. Know that you can handle a problem in many different ways. Tonight: Easy does it.

TAURUS (April 20-May 20)
★★★★ You hit a clear period in which you can think and associate different ideas. Others cooperate with you. Use the moment to accomplish many projects or to start one. Be painstaking and careful. You don't need to rush. Tonight: Try to get a good night's sleep.

GEMINI (May 21-June 20)
★★★★★ Creativity bubbles up. Mix ingenuity with a little work ethic, and you might be surprised by the end result. Success follows focused energy. Others enjoy your uniqueness and energy. Help inspire others. Tonight: Let your hair down.

CANCER (June 21-July 22)
★★★★ Face facts: Look at what you can get done, even without an associate's help. Laughter and a positive attitude could make all the difference. Loosen up. Find good reasons to continue with or without another's support. Tonight: Home is where your castle is.

LEO (July 23-Aug. 22)
★★★★ Keep communication flowing, even if someone throws a big boulder in your direction. Don't stop or even take a detour; stay on topic, knowing where you are heading. A conversation could be quite distracting. Tonight: Talk up a storm.

VIRGO (Aug. 23-Sept. 22)
★★★ Be sensitive to what you have to offer and what you do need to handle. Laugh and relax in the company of a friend. Someone quite clearly needs control. Don't get into a power play. Tonight: Gather your bills.

LIBRA (Sept. 23-Oct. 22)
★★★★★ Empowered, there is little that you cannot do. Remain upbeat and direct with others. Many seek you out for advice. A personal issue needs to be handled as such and not interfere with your work and immediate issues. Tonight: All smiles.

SCORPIO (Oct. 23-Nov. 21)
★★★ Know when to back off and listen more. A problem in your immediate circle could invade your thinking and mood. Look at the issue of power and control. Tonight: Take some time off.

SAGITTARIUS (Nov. 22-Dec. 21)
★★★★★ Zero in on what you want. You can decide what works best and proceed in just that manner. Understanding will grow to a new level if you listen and digest another's view. Revamp your savings and spending. Tonight: Where your friends are.

CAPRICORN (Dec. 22-Jan. 19)
★★★ Inside, a revolution could be beginning where you no longer want to do the same old, same old. What might be critical is how you handle this issue. Meanwhile, continue in a former role until you are ready to make a dramatic change. Tonight: Late, very late.

AQUARIUS (Jan. 20-Feb. 18)
★★★★★ Take an overview. Refuse to fall prey to your inner dialogue or someone else's attitude. The direction you head in could make all the difference. With detachment, you won't need to put on mental armor and can be quite compassionate. Tonight: Follow the music.

PISCES (Feb. 19-March 20)
★★★ You might discover that your goals are no longer aligned with someone else's. You don't need to immediately detach, but it might be wise to verbalize your perception in a nonconfrontational manner. Avoid black-or-white thinking. Tonight: Go with another's suggestion.

Happy birthday

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

Others seek you out, as they find your manner very appealing. Your high energy seems to be contagious; your enthusiasm floats to others. Consider a boss or higher-up who could be pushing hard. Become sensitive to the winds of fate, and you won't be unprepared for a major change. You would do well as a troubleshooter, if needing to change your work. If you are single, finding a potential mate is easy, but choosing the right person could be more taxing. Your popularity soars. If you are attached, let your significant other play a bigger role. Learn to respect his or her opinion. Agree to disagree. LIBRA has the same issue as you but manifests it differently. Learn from each other.

Girls and Sports

By Justin Borus and Andrew Feinstein



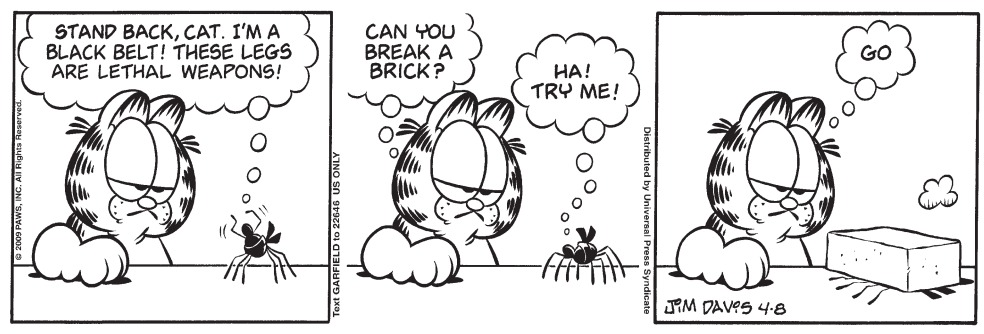
The Meaning of Lila

By John Forgetta & L.A. Rose



Garfield

By Jim Davis



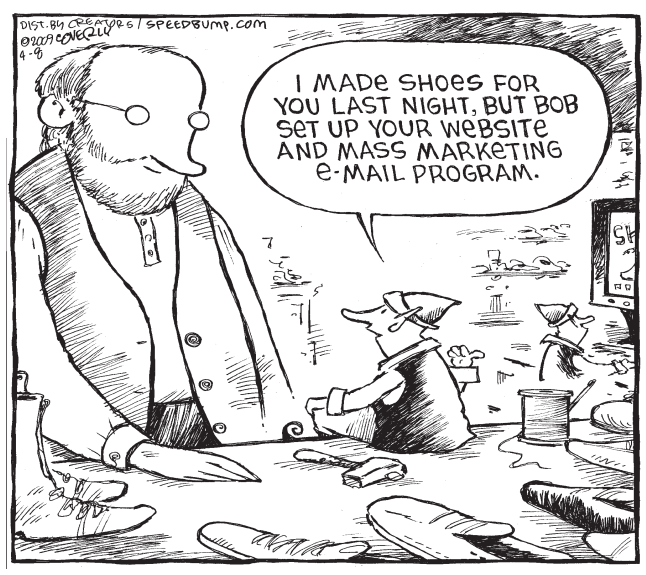
Strange Brew

By John Deering



Speed Bump

By Dave Coverly



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What will YOU do with it?

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 ★★★

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

King Features Syndicate

GETTING STARTED

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

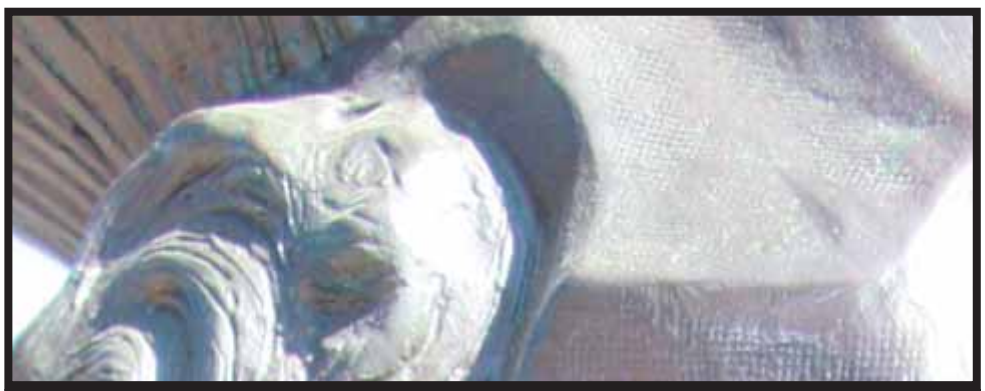
SOLUTIONS TO YESTERDAY'S PUZZLE

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

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MYSTERY PHOTO

Soraya Danesh news@smdp.com

The first person who can correctly identify where this image was captured wins a prize from the Santa Monica Daily Press. Send answers to *editor@smdp.com*.

CROSSWORD

By THOMAS JOSEPH

ACROSS

1 Refine ore
6 Pants part
10 Camp craft
11 Accolade
12 Nervous
13 Bizarre
14 Steak-house order
15 Florida city, for short
16 Historic time
17 Trophy
18 "Far out, dude!"
19 Not invincible
22 Ticket remnant
23 On the roof of
26 Alarm clock setting
29 Keg piece
32 Sturgeon eggs
33 Gal of song
34 One-time UN head
36 Look after
37 France's longest river
38 Rich dessert
39 Harbor
40 Pole workers
41 Baby-food choice
42 On the ball

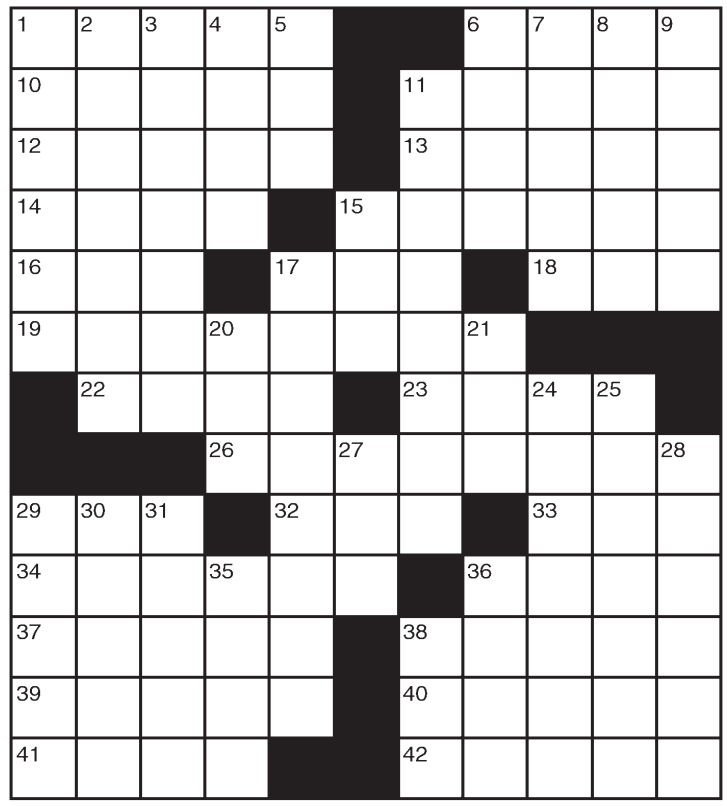
DOWN

1 Sacred beetle
2 Oversees
3 Beg
4 Misplace
5 Mystery writer Josephine
6 First course, sometimes
7 Computer key
8 Heart outlet
9 Cornered
11 Dorm cooker
15 Long lunch
17 Red wine
20 Rickety boat
21 Greek vowel
24 Witness
25 Window box, e.g.
27 Braille unit
28 Heir, often
29 Dutch bloom
30 Make amends
31 Penna. city
35 God of war
36 Turnpike cost
38 Brewed beverage

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

Yesterday's answer

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4-8

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Meganumber: 24
Jackpot: $7M

Fantasy 5: 4 10 12 24 36

DAILY 3: MIDDAY: 7 3 8
EVENING: 2 9 9

DAILY DERBY:
1st: 09 Winning Spirit
2nd: 10 Solid Gold
3rd: 04 Big Ben
RACE TIME: 1.42.02

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NEWS OF THE WEIRD
BY CHUCK SHEPARD

■ Artist Beth Grossman created her wall exhibit, "Seats of Power," to encourage citizens to greater activism in local affairs around Brisbane, Calif. (just south of San Francisco Bay). The "Seats" are upholstered cushions individually tailored with the buttprints of each of the 10 city council members, who allowed Grossman to photograph them from behind, clothed, through a sheet of Plexiglas pressed against their posteriors to simulate being seated. All 10 co-operated, including Mayor Sepi Richardson, who said she had been considering her "legacy" lately, "but I never thought it would be my butt."

TODAY IN HISTORY

1913 the 17th Amendment to the Constitution, providing for direct popular election of United States senators (as opposed to appointment by state legislatures), was ratified.

1935 President Franklin D. Roosevelt signed the Emergency Relief Appropriations Act, which provided money for programs such as the Works Progress Administration.

1952 President Harry S. Truman seized the steel industry to avert a nationwide strike. (The U.S. Supreme Court later ruled that Truman had overstepped his authority.)

1970 the Senate rejected President Richard M. Nixon's nomination of G. Harold Carswell to the U.S. Supreme Court.

1988 TV evangelist Jimmy Swaggart resigned from the Assemblies of God after he was defrocked for rejecting an order from the church's national leaders to stop preaching for a year amid reports he'd consorted with a prostitute.

1990 Ryan White, the teenage AIDS patient whose battle for acceptance gained national attention, died in Indianapolis at age 18.

1994 Kurt Cobain, singer and guitarist for the grunge band Nirvana, was found dead in Seattle from an apparently self-inflicted gunshot wound; he was 27.

WORD UP!

nescience \NESH-uhn(t)s; NESH-ee-uhn(t)s\, *noun*:
Lack of knowledge or awareness; ignorance.

Santa Monica Daily Press

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Santa Monica Daily Press 4/6/09, 4/7/09, 4/8/09

DBAS

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20090312219 FIRST FILING. The following person(s) is (are) doing business as ATC-WEST HEALTHCARE SERVICES; MD STAFFING SOLUTIONS, 5601 W. SLAUSON AVE, SUITE 234, CULVER CITY, CA 90230, COUNTY OF LOS ANGELES. The full name of registrant(s) is/are : GNO HEALTHCARE INC., 5601 W. SLAUSON AVE, SUITE 234, CULVER CITY, CA 90230 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/: GNO HEALTHCARE INC., PRESIDENT, DORIKA BECKETT
This statement was filed with the County Clerk of LOS ANGELES County on 3/5/2009. 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 4/1/2009, 4/8/2009, 4/15/2009, 4/22/2009

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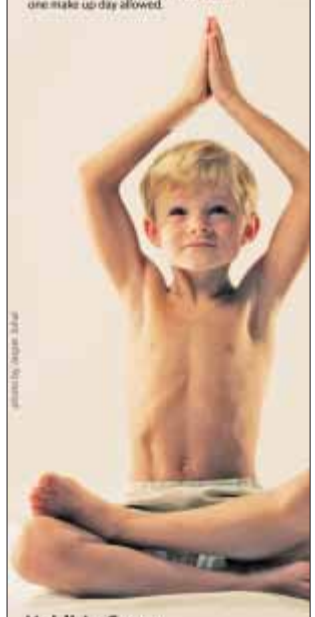
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Call for Appointment



11479 Rose Avenue
5 Bed, 3.5 Bath
Craftsman
$1,349,000
Open Sunday
April 12th
From 2:00 to 5:00 pm



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Median Price of ALL Santa Monica Properties Listed for Sale As of Mid April 2009

	Single Family Homes	Condos & Townhomes
Santa Monica Canyon	$2,295,000	$1,895,000
North of Montana	$3,195,000	$1,295,000
Between Wilshire & Montana	$1,895,000	$784,000
South of Wilshire	$1,100,000	$699,500
Sunset Park	$1,215,000	$698,500
Ocean Park	$1,187,000	$888,000

Statistics Updated Every Monday

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