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FRIDAY, MAY 15, 2009

Volume 8 Issue 164



Santa Monica Daily Press

DIALING FOR HELP COMES HOME
SEE PAGE 3

We have you covered

THE PECULIAR PERSPECTIVE ISSUE

Officer sides with FAA over jet ban

BY MELODY HANATANI
Daily Press Staff Writer

LONG BEACH Less than a week after a U.S. appellate judge upheld an injunction restricting City Hall from enforcing its ban on jets, it looks like the battle with the Federal Aviation Administration could very well end up back in federal court.

That's the likely scenario facing City Hall after the FAA's hearing officer ruled on Thursday that the 2008 ordinance prohibiting categories C and D jets from Santa Monica Airport put the municipality in violation of its federal obligations, forcing city officials to appeal that decision to the agency's associate administrator for policy, planning and the environment, whom they expect will make the same judgment.

City Hall is then expected to take the matter to the federal appeals court.

"We were speculating what the decision would look like and we were pretty dead on," Ivan Campbell, deputy city attorney, said. "It's a split decision where out of the five main issues, the city won on two of them.

"The three the city lost on happened to be the longest and most detrimental issues."

The March hearing in Long Beach was held in response to the FAA's administrative review of the jet ban last year, concluding that the ordinance discriminates against certain classes of aeronautical activities, discriminates in the operation of the airport, and discriminates in a manner that is inconsistent with its 1984 agreement with the FAA among other issues.

The hearing officer sided with the FAA on those three points, but did not on a fourth, finding that the ordinance does not grant an exclusive right to operate categories A and B aircraft, which the FAA contended it did.

SEE FAA PAGE 12

HIGH SCHOOL BASEBALL

Samohi forces one-game playoff

BY DANIEL ARCHULETA
Managing Editor

SAMOHI It appears that the Vikings will live to play at least one more day.

Santa Monica High School's baseball team came from behind to beat Ocean League rival Culver City 5-2 on Thursday, forcing a one-game playoff with Hawthorne today on the road at 3:15 p.m. to determine third place in league and an appearance in the California Interscholastic Federation playoffs, which begin next week.

The game against Hawthorne will be the third time the two teams will meet this season having split the previous two with both teams winning at home.

"This will give us a chance at a little pay back," Head Coach Rob Duron said. "We'll treat this game like it's the real playoffs."

Duron has decided to pitch freshman Adam Padilla against Hawthorne.

The matchup with Hawthorne was far from a lock heading into Thursday's game. The Vikings had to win to force the one-game playoff, but for the first five innings it looked like Samohi's season may be over.

Samohi's Andrew Montanari started the game and cruised through the first inning. It was the second that gave the junior righty problems.

He walked the first man he faced in the

SEE SAMOHI PAGE 10



Brandon Wise *brandonw@smdp.com*

ADDED PROTECTION: **People walk past the weather screens at the Makai restaurant and bar on Broadway and Ocean Avenue on Thursday.**

Finding a compromise on outdoor dining

BY MELODY HANATANI
Daily Press Staff Writer

DOWNTOWN They're considered vital to the successful operation of a restaurant with an outdoor dining section, offering patrons the luxury of an alfresco environment with protection from the elements.

But depending on how retractable weather screens are used, they can be illegal.

That's what a handful of restaurants along Ocean Avenue learned recently when they received a notice from City Hall that the wind guards were in violation of local laws.

The Outdoor Dining Standards for Ocean Avenue, a city planning document that sets guidelines for restaurants along the beach-facing corridor, states that outdoor dining areas are to be designated by semi-permanent barriers that are removable and stand no taller than 3 feet 6 inches from the sidewalk level. Windscreen attachments from the barrier are permitted but must be transparent and no taller than 2 feet, bringing the combined height to 5 feet 6 inches.

Eileen Fogarty, the director of planning

SEE DINING PAGE 13

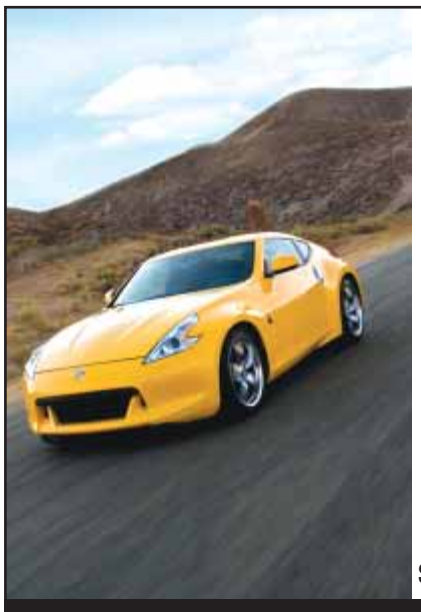


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WHAT'S UP WESTSIDE

OUT AND ABOUT IN SANTA MONICA AND SURROUNDS

Friday, May 15, 2009

Beadarama

Santa Monica Civic Auditorium
1855 Main St., Noon — 6 p.m.

A bead show, put on by International Gem & Jewelry Shows, will be on display at the Santa Monica Civic Auditorium on Friday, Saturday and Sunday. There residents will find, among other things, thousands of beads and beading supplies boasting top quality goods from around the world at reasonable prices. Admission is $7 per person but a $2 discount is available online. No strollers or photography will be allowed. For more information call (301) 294-1640.

Salsa Classes

Isabelle's Salsa/Tango/Pole Dance Academy
1334 Lincoln Blvd., 7 p.m. — 10 p.m.

For $20, local residents can receive 90 minutes of salsa dance training and party practice in a friendly, relaxed atmosphere. Isabel and Reiko offer classes at beginner and intermediate levels, challenging comers of all skill levels. After each class a social hour is held — which includes free drinks — during which students can meet and practice with peers, mingle and socialize. Those interested can receive more information by calling (310) 392-3493.

Saturday, May 16, 2009

'The True Story of the 3 Little Pigs'

Morgan-Wixson Theatre
2627 Pico Blvd., 11 a.m.

As part of it's Youth Education/Entertainment Series, the Morgan-Wixson Theater will be hosting performances of "The True Story of the 3 Little Pigs," giving the Big Bad Wolf the opportunity to explain his side of the story in a form the theater calls a "courtroom musical." The performances are part of the theater's celebration of Children's Book Week, a 90-year tradition in schools, libraries and the like. Tickets are $6 for children, $8 for adults, and can be purchased by calling the theater's box office at (310) 828-7519. Performances are at 11 a.m. on Saturdays and Sundays, and for school trips during the week. For more information please contact Jennifer Polhemus at (310) 600-1683.

SHAPE Magazine Bikini Body Tour

Santa Monica Pier
9 a.m. — 6 p.m.

Offering fitness, sponsor giveaways, fashion shows and a special appearance by Victoria's Secret and Sports Illustrated cover model Marissa Miller, SHAPE Magazine's fitness and wellness tour will be stopping at the Santa Monica Pier on Saturday. Attendance is free.

Sideshow at the Pier

Santa Monica Pier
2 p.m. — 8 p.m.

Aside from the main attractions celebrating the pier's centennial, residents and visitors can enjoy what organizers described as the largest ever gathering of variety acts, circus artists, vaudevillians and buskers over the water on Saturday. Admission is free. For more information visit www.santamonicapier.org.

Sunday, May 17, 2009

Second Annual Love Walk

Pacific Palisades Public Library
11360 Santa Monica Blvd., 8 a.m. — 10 a.m.

The Dr. Susan Love Research Foundation is hosting, in cooperation with the Pacific Palisades Junior Women, the second annual 5K Love Walk through Huntington Palisades. The walk begins at 9 a.m. and all proceeds go to benefit the research foundation and it's work toward finding a cure for breast cancer. Participants must pay a fee: $40 for adults, $25 for children. Registration begins at 8 a.m. and those interested can find more information at www.dslrf.org or by calling (866) 569-0388.

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.



Fabian Lewkowicz *FabianLewkowicz.com*

ENTERTAINING THE PEOPLE: **MC/Ringmaster Philip Solomon and Stilt Circus performers Star Child and Eros Blox entertain people at the Santa Monica Pier on Monday while promoting this Saturday's 'Sideshow at the Pier,' part of the pier's centennial celebration.**

Having some fun on the side

BY DAILY PRESS STAFF

SM PIER The Centennial Celebration continues this Saturday with the largest gathering of circus artists, Vaudevillians, contortionists, aerialists, jugglers, acrobats and performance artists ever seen on the historic pier.

"Sideshow at the Pier" is an irreverent homage to the pier's midway spirit, and is jam packed with high-energy hijinks, and extreme skills in a free show that runs from 2 p.m. to 8 p.m.

"This is the kick off of our 'Celebration of a Century' and we're traveling back in time, so to speak, with the largest gathering of circus performers, vaudevillians and variety acts in 100 years," said Joel Brand, chair of the Pier Centennial Celebration Committee. "It's free family fun that celebrates the uniqueness of California's last pleasure pier right here in Santa Monica. This is part of a summer-long series of events which leads up to the grand finale fireworks show on the pier's birthday, Sept. 9."

Come see Mat Plendl, the world's greatest hula-hoop artist, or watch Scot Nery do his acclaimed pancake-juggling act while popular busker Masonius Max executes body-bending contortions.

Former two-time world champions in acrobatic gymnastics Realis perform intricate hand to hand balancing, and the Silk Sisters mesmerize with their aerial artistry.

The Quiddlers, who have brought their unique performances of "Micro Jackson" to nationwide audiences on "America's Got Talent," join comic juggler extraordinaire Frank Olivier and dozens of other uniquely skilled acts during Sideshow at the Pier. MC/Ringmaster Philip Solomon keeps the zaniness going with a little help from the Stilt Circus and the Funhouse Band.

The event will be held on the pier parking deck.

For more information, visit www.santamonicapier.org. Program and artists are subject to change. The Santa Monica Pier Centennial is sponsored by: KOOZA/Cirque du Soleil, Preserve America, Time Warner Cable, Big Blue Bus, City Hall, the Santa Monica Convention and Visitors Bureau, and Pacific Park.

news@smdp.com

Calling all cars

911 calls made from cell phones now routed to SMPD

BY KEVIN HERRERA
Editor in Chief

CITYWIDE Dialing 911 from a cell phone used to be a gamble for those trying to reach the Santa Monica Police Department. Oftentimes the call would be answered by the California Highway Patrol, which was overloaded, leaving some callers on hold for minutes at a time.

Not any more.

Now those who call for help within Santa Monica's borders will more often than not be connected immediately with a local dispatcher following a move by the SMPD to take some of the load off the CHP and provide better service to residents.

And on top of that, dispatchers now have the ability to locate on a map the location of the caller by sending a signal to their cell phone, helping officers respond to the scene of an emergency faster, said Eric Uller, lead public safety systems analyst for the SMPD.

The change happened roughly one year ago. Since then, Uller said there has been a 10 to 15 percent increase in 911 calls received from cell phones.

"[The CHP] is so overloaded that some people just hang up so those calls never reached us," Uller said. "Now, because we have levels to accept those calls … people don't hang up."

Routing calls to the CHP has historically been the practice, dating back to when wireless phones were mounted on the console in a car. As a result, the vast majority of calls came from the road.

As cell phones have become more portable — the newer models even equipped with a global positioning system — the responsibility of answering emergency calls are slowly being transitioned from the CHP to local public safety agencies as part of a statewide program mandated by the Federal Communications Commission. That man-

SEE CALLS PAGE 12

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LETTERS TO THE EDITOR

Send comments to editor@smdp.com

Amend the leaf blower law

Editor:

I certainly applaud the Santa Monica Daily Press for the great article ("Leaf blower enforcement upsets some SM residents," page 1, May 6) on the leaf blower situation in Santa Monica. Even though the citizens of Santa Monica did the right thing back in 1991 by making the polluting and anti-environmental use of leaf blowers against the law, as the article pointed out, there is little or no enforcement of this law. The main reason given is that the police have to catch the offender in the act in order to issue a citation, and also they have worse crimes to deal with. And while this is understandable, it does send the message that this law and the pursuit of clean air is not taken seriously.

I also commend Officer Adam Gwartz, who does personal communication by talking to home owners and apartment managers about the law and asking them to pass the information on to their workers. At least he and Sgt. Dave Hunscke are doing something to help the already toxic environment. As is Jeanne Dodson, chairwoman of the Wilshire Montana Neighborhood Coalition and Sara Turberzille the 22nd and Montana "assistant deputy of leaf blowing affairs." You are all to be commended.

And I agree with the citizen movement to have the City Council do the right thing and amend the law so home owners and apartment owners are the ones held liable. Most of the workers likely do not know of the law and should not be the ones targeted by the fines and/or imprisonment. This would eliminate law enforcement having to cite honest workers and put the responsibility where it belongs.

Leaf blowers are more than just an annoyance – it is out and out pollution at a time where we can ill afford it. Maybe the air and noise pollution could be endured if the leaf blowers were vacuums instead of blowers. But they just blow the debris into neighbors' yards and I have seen workers blowing the chemical laden debris into storm drains where it ends up in the ocean. I've seen the blowers at local churches, city owned buildings, big apartment complexes on Ocean Avenue, senior residential homes, a children's day care center on Montana, single residences, apartment buildings and under my window.

I also have to disagree with Sunset Park Neighborhood Resource Officer Artis Williams statement that "in most cases the person is only using the blower for five minutes, and then they're gone." Maybe it's so in his neighborhood, but not in mine, where it goes on anywhere for 15 to 30 minutes. I've clocked it.

Marilyn Brennan
Santa Monica

LOL: laughing out loud
BRB: be right back
MUSM: miss you so much
A/S/L: age, sex, location
BF: boyfriend
OLL: online love
LULAS: love you like a sister
POS: parent over shoulder
WTGP: want to go private?
LMIRL: let's meet in real life

HDOP: help delete online predators

Every day, children are sexually solicited online.

Ad Council
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Your column here

Sarah Mosko

Send comments to editor@smdp.com

Catch the green wave

AT FIRST GLANCE, SURFING MIGHT SEEM like an inherently eco-friendly sport. Surfers paddle out and catch waves by sheer force of will and muscle. No need for fossil fuel-burning speed boats to get around. And, surfers have a reputation for caring about ocean pollution. But a closer look reveals that, like most human activities, the environmental impact is far from nil and, consequently, there's a nascent movement within the surfing industry to clean up it its act.

The bare necessities of surfing are surfboard, wetsuit, good waves and wheels to and fro. The waves are courtesy of Mother Nature, but the choices surfers make to otherwise outfit themselves determine the toll on the environment.

Lightweight polyurethane (PU) boards swathed in fiberglass cloth and polyester resin have been the industry mainstay since heavy wood boards were ditched in the 1950s. Because both PU and polyester are petrochemicals, the enviro impact starts with environmental degradation during petroleum extraction. Then there's the emission of VOCs (volatile organic chemicals) during PU synthesis from two petrochemicals — a "polyol" plus a highly volatile and toxic isocyanate toluene compound called TID.

The foam molding stage eats up plenty of energy, and more air polluting VOCs are given off when the board is glassed.

The mainstream alternatives to PU boards are made of expanded polystyrene (EPS), another foam derivative of petroleum and with its own enviro drawbacks — like the scrap waste generated carving the blanks out of foam blocks. EPS boards' claim to being easier on the environment rests on the necessity for an epoxy resin which emits 75 percent less VOCs than the polyester counterpart.

Real efforts to put out greener surfboards are underway in California, although few surfers are clued in to such options.

In a move away from petroleum-sourced materials, Ice-Nine Foam Works in Orange sells a custom PU blank dubbed "the cane" because the polyol component comes from sugar beet scrap material. Company owner John Stillman chose sugar over soy, another option, because using soy would subtract from the food supply. The eco-footprint of the cane boards is also improved by replacing the TDI with MDI, a chemical with 2,500 times lower VOC emissions.

Ice-Nine also makes plenty of conventional PU blanks and has made a point of reducing their environmental impact too. Only wood from a sustainably-managed bass forest is used for the stringers, and precision equipment pours PU into molds, minimizing the air pollution and chemical waste inherent to the traditional "open bucket" pouring method.

By taking Ice-Nine cane blanks and applying a cutting-edge epoxy resin derived largely from pine, Entropy Surfboards in Santa Monica is making the most sustainably constructed foam surfboards anywhere, according to company owners Desi and Rey Banatao.

However, all foam surfboards eventually end up in landfills because an infrastructure for recycling old foam is lacking.

One surfboard that is 100 percent recyclable is a throwback to surfing's ancient Hawaiian roots. Jon Wegener of Hermosa Beach shapes boards made of paulownia wood finished with just linseed oil and beeswax. The paulownia comes from sustainably managed farms, predominantly in Australia. Hollowing out the longer boards gets around the weight issue. Once retired, a board can be put through a woodchipper to make garden mulch.

Wegener raves about the performance of paulownia boards and says the chief obstacle is to get surfers to give them a try.

THE WAVES ARE COURTESY OF MOTHER NATURE, BUT THE CHOICES SURFERS MAKE TO OTHERWISE OUTFIT THEMSELVES DETERMINE THE TOLL ON THE ENVIRONMENT.

But for surfers seriously hooked on foam, there're other avenues to improve the sport's eco-profile. Manufacturers are experimenting with all-natural cloth materials, like silk or hemp, in place of fiberglass. Biodegradable surfboard wax made of beeswax, leashes fashioned from recycled urethane, and corn-based plastic leash plugs are all being marketed.

Furthermore, major wetsuit brands offer lines derived from limestone that claim to be warmer than traditional petroleum-based, neoprene versions.

Surfers worth their ocean salt profess that surfing is more than sport: it's also a deep felt connection to and respect for the sea. As such, there's plenty a surfer dude or wahine can do every day to protect the oceans. The two biggies are transportation and diet, as both contribute to rising ocean temperatures and acidity by way of greenhouse gas production.

For every 100 miles driven, switching from a 20 mpg vehicle to one averaging 35 mpg saves more than two gallons of gasoline and 40 pounds of carbon dioxide emissions. And for days when surfing conditions are poor, nearly 7-foot-long skateboards christened 'Hamboards' by their Huntington Beach designer promise a ride that mimics wave surfing while reducing unnecessary driving.

A person eating a vegetarian diet contributes about 1.5 fewer tons per year of greenhouse gases than someone eating a typical American diet, according to a 2006 study by University of Chicago geophysicists. A veg diet also guards against overfishing. Eating organic mitigates polluting agricultural runoff into the ocean from synthetic nitrogen fertilizers and pesticides.

There's no shortage either of opportunities to join in community efforts aimed at protecting the coastline, like participation in beach cleanups. The Surfrider Foundation, which helped win a decade-long battle to "Save Trestles" by defeating a toll road through San Onofre State Beach, epitomizes environmental activism within the surfing community.

Visit www.BoogieGreen.com to read other environmental articles by SARAH MOSKO.

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Laughing Matters

Jack Neworth

Send comments to editor@smdp.com

Malaise in Mannywood

THE LATE BILLY WILDER, A FILM GENIUS, and an idol of mine, was responsible for some of Hollywood's most memorable movies. As a writer, director or producer (occasionally, all three) Wilder's credits include: "The Apartment," "The Lost Weekend," "Sunset Boulevard," "Double Indemnity," "Stalag 17," "Witness for the Prosecution," "Sabrina," "Love in the Afternoon," and "The Seven Year Itch." (Fairly impressive, eh?)

Among my all-time favorite comedies was Wilder's "Some Like it Hot" (1959), which starred Tony Curtis, Jack Lemmon and Marilyn Monroe. So, what does any of this have to do with Manny Ramirez? Nada, but bear with me, por favor.

The plot of "Some Like it Hot" began with the 1929 St. Valentine's Day Massacre, inadvertently witnessed by two jazz musicians, (Curtis and Lemmon, the latter a national treasure whom I sorely miss). The two desperately have to find a way out of Chicago before they are killed by the mob. The only job available is in an all-girl band heading to Miami Beach.

The duo convincingly dress up as women and board the train to Florida. Joe/Josephine (Curtis) falls for fellow band member and singer, Sugar Kane Kowalczyk (Monroe). Jerry/Daphne ends up being pursued by a rich bachelor in Miami, Osgood Fielding (Joe E. Brown, Jr.).

Osgood delivers one of the best closing lines of a movie, ever. On his boat, under romantic Miami moonlight, he proposes to Daphne (Lemmon). She comes up with excuses why she can't marry him that Osgood dismisses. Finally, Lemmon rips off his wig, shouting, "Because I'm a man! Undeterred, Osgood replies, "Nobody's perfect."

To compare eras money wise, the budget for "Some Like it Hot" was under $3 million. Today that might be the catering bill. And, in baseball, Hall of Famer Mickey Mantle's entire career earned him 1/8th of what Manny will pay just in fines.

I'm suggesting that Manny Ramirez may have something in common with Marilyn Monroe. (And no, Marilyn didn't wear dreadlocks.) Consider what Wilder said about working with Marilyn again. "I have discussed this with my doctor, my psychiatrist and my accountant, and they tell me I am too old and too rich to go through this again."

And yet Wilder acknowledged that Monroe was "an absolute genius as a comedic actress. Nobody was in that orbit. Everyone else was earthbound by comparison." Clearly, Marilyn was instrumental in the enduring popularity of a milestone in his film career.

Clearly, last year, Manny was instrumental in getting the Dodgers into the playoffs. But, as with Marilyn, at what cost? One minute you adore Manny, the next you hope he never darkens your dugout again.

Manny has quite a bit left of his 50-game suspension for using a banned substance, HGC, a female fertility drug. (Baseball slugger or Octomom?) Actually the drug is often used at the end of a steroid cycle, meaning Manny was probably "juiced," adding another ugly chapter to baseball's sad steroid saga.

So Manny returns to his home in Florida $8 million lighter in the wallet and plays video games until July 3. What a world. He's fined $8 million but will still earn $17 million. In the middle of the worst economy since the Great Depression, you'd have to say that's not bad pay for part-time work.

While Manny's a mental midget for his reckless behavior, he's certainly not alone. (There's A-Rod, aka "A-Fraud," Barry "Melon-Head" Bonds, Roger "Possible Perjury" Clemens, and 103 unnamed players who failed drug tests.) But, while steroids are currently baseball's albatross, they may have, in fact, saved the game from itself.

In 1994 Major League Baseball went on strike for 232 days. (Their fourth in-season work stoppage in 23 years.) The World Series was canceled, which hadn't happened since 1904. As bitter as fans are about steroids now, they were even angrier about the strike, that is, until 1998. That year Mark McGwire and Sammy Sosa were engaged in a thrilling battle chasing Roger Maris' single season home run record. Looking back, it seems obvious the two were using performance-enhancing drugs. And while the owners clearly had to have known, they did shockingly little, other than listen to the "ka-ching, ka-ching" of the cash registers. Taking a quote from "All The President's Men," "Just follow the money."

So the once-crowded "Mannywood" in the left field bleachers of Dodger Stadium will probably be more of a ghost town for the next two months. (Somehow, I can't imagine "Juan Pierrewood.")

Assuming the Dodgers are still in contention, when Manny returns (and I hope they are because I like this group) will we accept him with open arms? Even if he resumes blasting home runs, I probably shouldn't. But, with a nod to Mr. Wilder, "I have discussed this with my accountant and psychiatrist and they tell me, I'm too poor and too old not to."

When he's not living and dying with the Dodgers, JACK can be reached at Jackneworth@yahoo.com.

The Q Line

Which kind of green?

A recent Daily Press article revealed that gaining a Leadership in Energy and Environmental Design (LEED) certificate could be a costly process, which is off-putting for some developers who want their projects to be "green."

So this week's Q-Line question asks:

Do you think that the money is well spent on LEED certification or do you believe that the benefit is not worth the cost?

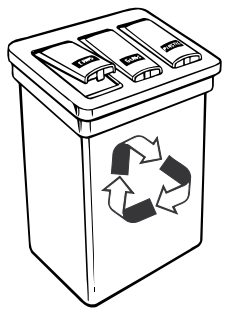
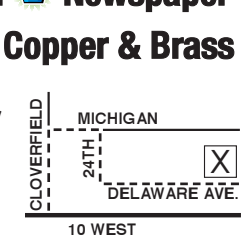
Call (310) 285-8106 before Friday at 5 p.m. and we'll print your answers in the weekend edition of the Daily Press. Please limit responses to a minute or less.


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CRIME WATCH
BY DAILY PRESS STAFF

Get your own room

Crime Watch is a weekly series 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.

FRIDAY, MAY 8, AT 2:30 A.M.,
Santa Monica police officers responded to the 2000 block of 14th Street regarding a report of a male bleeding from his neck. When officers arrived, they made contact with the alleged victim who pointed at another individual and stated, "He did this and made me bleed." The victim stated that he had come back to his hotel and found the suspect on his bed. The victim asked the suspect to move and go to the other bed. The suspect allegedly got up and grabbed a bottle and swung it at the victim, striking him on the side of the neck. Officers placed the suspect under arrest for assault with a deadly weapon and probation violation. The suspect was identified as Robert Bensch, 53, of Santa Monica. He was not eligible for bail. The victim was treated at the scene.

SATURDAY, MAY 9, AT 10:40 A.M.,
Officers responded to the area of 22nd Street and Wilshire Boulevard regarding someone driving erratically. The officers located the vehicle unoccupied and parked in the 600 block of Wilshire Boulevard. An individual matching the description of the suspect walked up to the vehicle. The officers observed that he was possibly under the influence of a controlled substance. The suspect was booked for being under the influence of a controlled substance. The suspect was identified as Paul Eunsek Kim, 37, of Los Angeles. His bail was set at $2,500.

SUNDAY, MAY 10, AT 9:30 A.M.,
Officers observed a bicyclist failing to stop for the stop sign at 10th and Pacific streets. Officers attempted to stop the suspect, but he allegedly refused to stop. Officers eventually stopped the suspect in the 1000 block of Pacific Street. The suspect did not have any identification with him, but had in his possession a credit card with a different name than the one he gave the officers. The suspect was arrested and transported to the jail. At the jail, officers allegedly located burglary tools, drug paraphernalia, methamphetamine and identification with the suspect's true name. The suspect was identified as Michael Joseph Fino, 37, of Santa Monica. He was booked for parole violation, burglary, possession of a controlled substance, possession of burglary tools, impersonating another individual, possession of a credit card not belonging to him, and stop sign violation. He was not eligible for bail.

SATURDAY, MAY 9, AT 11:49 P.M.,
Officers on patrol in the beach lot north of the Santa Monica Pier observed someone drive into the beach lot with music emitting from inside that was heard from a distance away. As the vehicle drove by the officers, the music was still emitting and the occupants were observed not wearing seat belts. Officers conducted a traffic stop. When they approached the vehicle, the officers said they could smell what appeared to be marijuana emitting from the interior of the vehicle. The driver gave consent to the officers to check the vehicle for any marijuana. Officers allegedly located six small baggies of marijuana in the trunk of the vehicle. The driver was placed under arrested for possession of marijuana for sale. He was identified as Gustavo Isalas Dorado, 18, of San Pedro. His bail was set at $20,000.

SATURDAY, MAY 9, AT 3 P.M.,
Officers responded to 1100 block of Pico Boulevard regarding an assault with a deadly weapon. Upon arrival, the alleged victim advised that the suspect had spit on him and tried to strike him with a 2-by-4 board. Officers located the suspect and recovered the weapon. The suspect was booked for assault with a deadly weapon and a probation violation. The suspect was identified as Raymond Lee Williams, 60, of Los Angeles. His bail was set at $30,000.

WEDNESDAY, MAY 6, AT 11:10 P.M.,
Officers responded to the intersection of Ninth Street and Wilshire Boulevard regarding a strong arm robbery that just occurred. Upon the officers' arrival, they were directed to where two suspects were last seen running. Officers were able to locate one of the suspects and recover a purse that was taken. The suspect was identified as Terrell Taylor Young, 18, of Los Angeles. He was booked for robbery. His bail was set at $50,000. The outstanding suspect is described as a black male, early 20s, 5-feet, 9-inches tall, medium build.

TUESDAY, MAY 5, AT 3:30 P.M.,
Officers responded to the 1400 block of the Third Street Promenade — Urban Outfitters — regarding a theft suspect in custody. The officers were advised by store management that the suspect was exiting the store and the security sensors went off. The manager stopped the suspect and looked inside a bag he was carrying. The manager allegedly found a pair of pants, a beanie, and a shirt with the Urban Outfitter tags on them. During the officers' investigation, they observed additional items from another store that had price tags on them. Officers contacted the store and confirmed that the items were missing and had not been purchased that day, police said. The suspect allegedly told officers that he had taken the items from both stores. The suspect was identified as Shannon Malone, 22, of Los Angeles. He was booked for burglary. His bail was set at $20,000.

MONDAY, MAY 4, AT 1:09 P.M.,
Officers on patrol in the 2000 block of Cloverfield Boulevard stopped a vehicle with brake lights that were not working. Officers determined that the suspect was driving a vehicle without a driver's license. The suspect gave the officers permission to search the vehicle for any illegal items inside. An officer allegedly located drug paraphernalia in the rear portion of the driver's seat. The suspect was arrested and booked for possession of drug paraphernalia and for being an unlicensed driver. He was identified as Raul Mario Corcio, 18, of Santa Monica. His bail was set at $250.

Editor-in-Chief KEVIN HERRERA compiled these reports.



Tornante

Steve Parker
Send comments to editor@smdp.com

Next big thing or old news?

IF YOU COULD HAVE DONE SOMETHING in 1996, why do it (again) in 2009?

As Johnny Carson said about comedy, timing is everything. And Americans today seem ready for electric vehicles (EVs) of any and all types, even if the "new" foreign-made EV they're driving had been done, and many say done better, by a Detroit company more than a decade before.

As a longtime resident, I love this city for its appreciation of (and demand for) the latest in technology, whether for keeping the ocean clean or getting us down the road; when we're not saving humanity, at the Farmers' Market or chanting for world peace, we're the classic early tech adopters.

Outside of Santa Monica, the only places I've ever seen more Prius gas/electric hybrids was in a place outside Nagoya, Japan, called Toyota City (the company's headquarters) and the staff parking lot at NBC in Burbank; go figure, right?

And now, with what I see as poor — or maybe very cynical — timing, perhaps trying to take advantage of a new-generation of EV enthusiasts, BMW, through their Mini division, is starting performance field trials on their electric car called Mini E.

These tests are going to be conducted by the public, who will have the privilege of paying for participating. "Make the customers pay us to do our job!" Genius!

And the funny thing is, Mini says this car will never be mass-produced; it's a development mule (as we call them in the trade) for an EV they plan on selling here in 2012 (Mitsubishi and Nissan/Renault have also announced plans to sell "pure" EVs worldwide that same year).

The car was introduced at last year's Los Angeles Auto Show so maybe you saw it there. And some of the things you saw were Mini E's rear seat made useless because it had been totally taken-over by batteries, a car which weighs about 1,000-pounds more than a "normal" Mini, a car which has a range of only about 100 miles on a full charge and a car which can be leased-only and costs around twice as much per month as a standard Mini.

The near-500 Mini E's in the program will be available in the New York City metro area and, naturally, Southern California.

BMW of Santa Monica does not sell Mini. South Bay Mini, Mini of Universal City and Long Beach Mini are the closest dealers to Santa Monica handling Mini E.

Want to participate in the lease trials?

You'll need a garage, as much as $1,000 to rewire that garage if need be, to sign a closed-end one-year lease of $850 a month, liability insurance, a clean driving record and have had your driver's license for more than five years, to provide "reasonable feedback" about Mini E's driving experience and many other requirements.

If you want to sign-up, contact Mini through any of those dealers listed above. Or go to www.miniusa.com/minie-usa. And be quick about it, too.

But it's all been done before.

Between 1996 and 1999, General Motors leased consumers an electric car called EV1 in Southern California and Arizona (some were also leased in Georgia through a utility company there). More than 1,000 EV1's made it onto the public highways before the corporation infamously pulled the plug on the project (see: "Who Killed the Electric Car?").

OUTSIDE OF SANTA MONICA, THE ONLY PLACES I'VE EVER SEEN MORE PRIUS GAS/ELECTRIC HYBRIDS WAS IN A PLACE OUTSIDE NAGOYA, JAPAN, CALLED TOYOTA CITY (THE COMPANY'S HEADQUARTERS) AND THE STAFF PARKING LOT AT NBC IN BURBANK; GO FIGURE, RIGHT?

Some (well, too many) of the details between EV1 and Mini E are similar, including that 100 mile range (and EV1 managed that on decidedly old-school lead-acid batteries) and the high lease cost (EV1 leased from $299 to $546 a month, a lot in 1996).

While Mini E is a reworked version of an existing car, EV1 was completely new from the top down, and many of the features developed for EV1 are found today on gas/electric hybrids, high-mileage gasoline cars and EV's around the world. And if the Mini E motor and controllers and computer programs are so new, why still the 100-mile-per-charge range?

Why take another step backward when we should be taking two steps forward? Mini E just sounds not ready for prime time. Better BMW had built the third-generation EV1 which never was.

STEVE PARKER is the automotive blogger for the Huffington Post (www.HuffingtonPost.com/steve-parker), a consultant and contributor for the NBC-TV automotive show Whipnotic and its companion Web site (www.Whipnotic.com), and can be heard live and worldwide every Saturday and Sunday starting at 5 p.m. Pacific time on www.TalkRadioOne.com. His home site is www.SteveParker.com and his column, Tornante, runs exclusively every week in the SMDP.



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Social networking reveals more than just Tweets

JOHN ROGERS
Associated Press Writer

LOS ANGELES As the Twitter juggernaut roars across the Internet seemingly unobstructed, meet at least one guy who has angrily placed himself in its path.

Bob Baker disdains Twitter, considers it one of the 21st century's great wastes of time and (brace yourself Tweeters), has no interest in knowing when you get up in the morning, when you go to bed at night or what you do during the hours in between.

"What you're probably hearing are the frustrations of an old man," the 60-year-old Los Angeles writer says as he wraps up a brief anti-Twitter rant (one he might have come close to fitting into a 140-character Tweet if he'd just break down and embrace the thing).

Baker is a Facebook man and, like the proverbial old dog, figures he may not be capable of adapting to yet another new social network.

While it's still too early to say clearly whether things like personality or age drive people to one social network over another, clinical psychologist Karen North says some patterns are emerging.

"Twitter immediately grabbed the young texting set, people who like to send out little blasts of information," she says.

Meanwhile, Facebookers are seen as older, less into expressing their most random thoughts and more into leisurely online socializing.

And MySpacers? Some compare their site of choice to last year's hot night spot that has lost much of its buzz to younger joints like Twitter.

Twenty-year-old actress Chelsea Staub still keeps Facebook and MySpace pages but has mostly defected to Twitter, saying she has been on the site pretty much nonstop for the past couple of months.

"I'm pretty addicted," she giggles, adding she realized just how addicted when she boarded a Los Angeles-bound flight in Chicago recently and felt her heart leap when she discovered the plane had WiFi. That meant she could Tweet all the way home.

"At first I'm like, All right!" recalls Staub, who stars opposite the Jonas Brothers in their new TV series. "Then I'm like, This may be a problem. I don't write my mom or do anything else anymore."

Twitterites tend to skew toward Staub's generation, North says, because they grew up using cell phones as extensions of their bodies.

Some have even been known to use them to text-message people standing right next to them, often to pass on such vital information as their immediate need to use a bathroom. They were made for Twitter.

By comparison, Facebookers prefer more extended wireless socializing to getting and sending snippets of chatter.

Facebook's own data says its fastest-growing segment of users is over 35. One is Paula Symons, a 58-year-old corporate communications executive from Madison, Wis., who signed on 18 months ago and quickly became Facebook pals with the friends of her 26-year-old son.

"Which is very weird," she says. "But now I'm finding all these people I know who are my age."

In the old days, such people might have been the ones who gathered at the neighborhood bar after work or at a weekend picnic to play games and talk.

These days, however, after posting photos and exchanging quips, many get caught up in one of the many Facebook-linked games, perhaps the one in which players pretend to be farmers and spend hours milking cyber cows and chasing cyber chickens.

"I don't have enough time to do this myself," North quickly says of that game. "But I know people who are obsessed with it."

And remember MySpace? It started out attracting the young and hip with its graphics and music platform.

But Jeffrey Cole, who runs the Center for the Digital Future at USC's Annenberg School for Communications, now compares it to last year's hot night spot.

It still draws its share of people. Just not the really coolest ones anymore.

"One thing we have seen for a while is that for teenagers, social networking sites are like nightclubs," Cole says. "When a nightclub becomes too popular, or the uncool kids start showing up, the cool kids are out of there."

Don't tell that to Isabella Galeazzi, a student at a Southern California middle school who says all the coolest kids in her classes can still be found on MySpace. Old people, she says, inhabit Facebook and celebrities have taken over Twitter.

And those elaborate, page-building graphics MySpace is known for? The ones that drove some of the over-50 crowd right over to Facebook when they couldn't figure out how to work them?

"That's my favorite part," Galeazzi says. "I've got icons that explain my mood, and backgrounds that are really colorful, and cool pictures and all kinds of stuff."

Galeazzi isn't interested in becoming one of the 200 million people on Facebook, but she is as addicted to MySpace as Staub is to Twitter.

Galeazzi estimates she spends three or four hours a day on it.

"Friends get mad because I can never hang out with them at the mall," she says.

Sociologist Karen Sternheimer says that's the attraction of all social networking sites. No matter how flashy or simplistic, they provide a chance to interact with others in a way that requires the least possible personal commitment.

"It allows people to maintain the most superficial of relationships without any kind of investment," Sternheimer says

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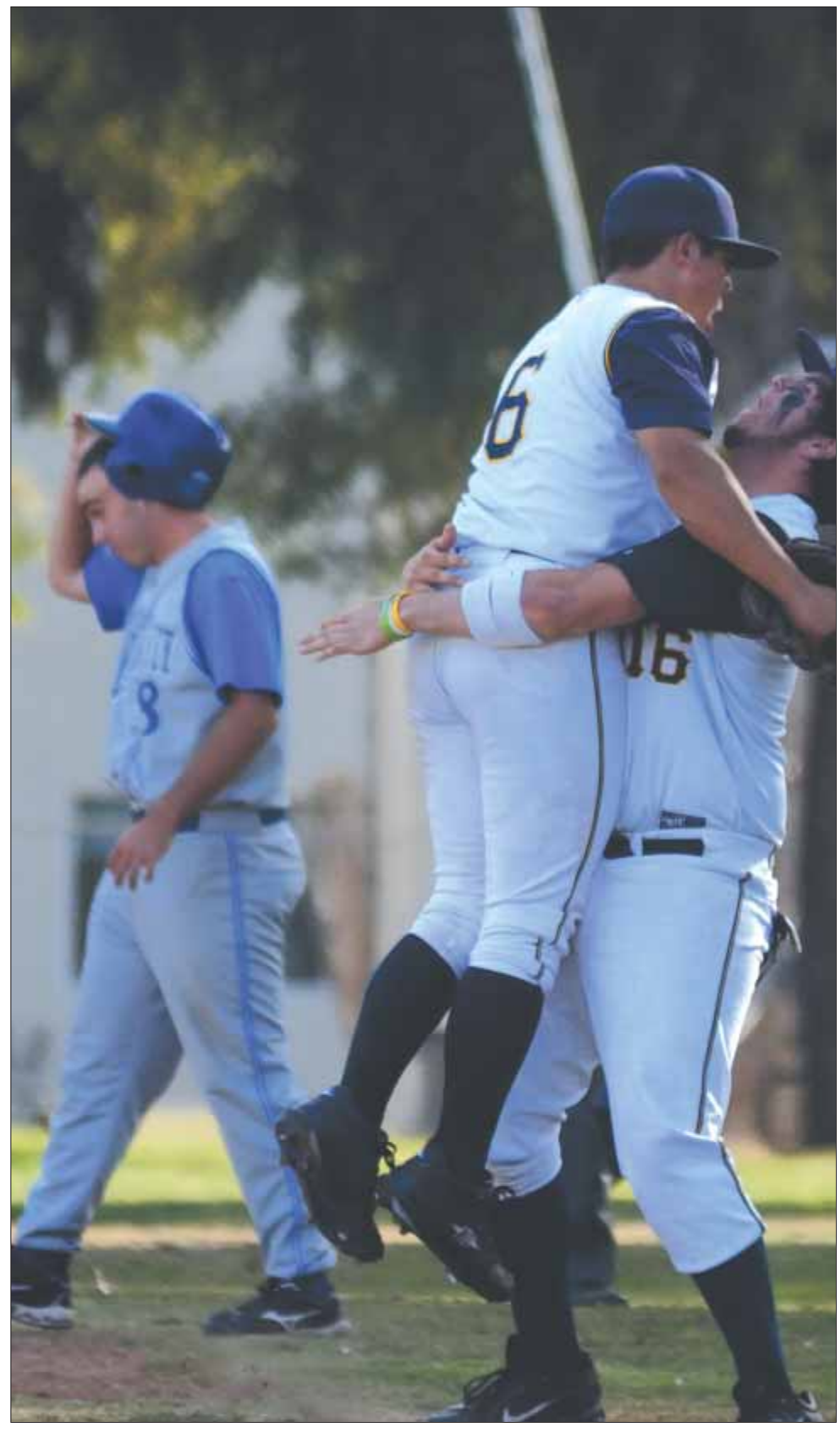
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Morgan Genser *news@smdp.com*

TIME TO PARTY: **Santa Monica High School's Drew Hammond (center) celebrates with teammate Jose Perez on Thursday after defeating Ocean League rival Culver City 5-2.**

Samohi rallies to defeat Culver City

FROM **SAMOHI** PAGE 1

second, Garrett Gemgnani. Culver City's Jimmy Seay followed with a double to deep left, scoring Gemgnani with the game's first run. Devin Sylvester followed with a single, putting men on the corners. Later in the inning, Patrick Cousineau brought home Seay making it 2-0 in favor of Culver City.

Samohi responded in the home half of the third when Logan Whitchurch slugged a triple to deep center. Senior Vince Lawrence sacrificed him home later in the inning closing the gap to 2-1.

The game remained a one-run affair until the bottom of the sixth when Samohi erupted for four runs highlighted by Walker Dove's bases loaded RBI sacrifice that put the Vikings ahead 3-2. On a day the team's seniors were honored, ironically freshman Padilla followed with a two-RBI single that iced the game.

Reliever Drew Hammond came in to close the top of the seventh and promptly retired Culver City to cement the win. Ethan Corn, who relieved Montanari, earned the victory with Hammond collecting his second save of the season.

"We just didn't make the plays we usually make everyday," Culver City Head Coach Rick Prieto said. "We just weren't able to manufacture runs like we usually do."

With the win, Samohi improved its record to 15-14 on the season and 6-4 in league.

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City of Santa Monica

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REGULAR MEETING

DATE/TIME: May 18, 2009, 7:00 p.m.
LOCATION: Council Chambers, (wheelchair accessible)
Santa Monica City Hall, 1685 Main Street

PROPERTIES:

- ARB08-423, 603 Arizona Avenue: Mixed Use
- ARB09-129, 829 Broadway: Mixed Use
- ARB09-195, 644 Raymond Avenue: Residential
- ARB09-212, 395 Santa Monica Place: Retail
- ARB09-228, 1230 Santa Monica Boulevard: Commercial

More information is available on-line at http://santa-monica.org/planning/planningcomm/arbagendas.htm or at 310/458-8341 en espanol tambien). Plans may be reviewed at City Hall during business hours. Comments are invited at the hearing or in writing (FAX 310-458-3380, e-mail planning@santa-monica.org, or mail Santa Monica Planning Division, 1685 Main St., Rm. 212, Santa Monica, CA 90401). The request a disability-related accommodation, please contact 310-458-8341 or TTY 310-450-8896 a minimum of 72 hours in advance. Every attempt will be made to provide the requested accommodation. Big Blue Bus lines 1, 2, 3, 4, 5, 7, 8 & 9, serve City Hall.



FAA matter could be headed to federal court

FROM **FAA** PAGE 1

Which side prevailed on the fifth point, which concerns whether City Hall could regulate on matters of federal airspace because of preemption by federal authorities, seems to be up for debate.

"The hearing officer was saying that he does not have jurisdiction to decide because it's not decided in the part 16 (administrative hearing)," Campbell said regarding the preemption issue. "He said its better for the federal courts.

"That was our argument to say it does not apply."

Runway safety has long been a concern for residents who live near Santa Monica Airport, whose runway sits within 300 miles of homes from both ends.

Residents have expressed fears that a jet will one day overshoot the runway and land on homes.

The FAA has presented several safety options, including installing concrete blocks meant to give way under the weight of an aircraft. The City Council denied the recommendations as being insufficient, leading to the adoption of the ordinance.

Ian Gregor, the FAA spokesman, said the agency remains ready, willing and able to institute any of these proposals.

He notes that the decision by the hearing officer is not final. That decision will be made by the associate administrator.

"This decision supports our initial determination that the jet ban violates the city's obligations to the federal government, but it does not end the FAA's administrative proceedings on the jet ban ordinance," he said. "Rather, it is a step in an ongoing process."

The ruling by the hearing officer didn't come as a surprise to Susan Hartley, a Sunset Park resident and former vice chairwoman of the Airport Commission.

"It is my understanding that it's very rare for the FAA hearing officer to rule against the FAA," she said. "I know my neighbors had a lot of hopes about this and I definitely think that given the danger to the community, both the environment and the prospect of a jet crash, that the city needs to take all the appellate steps necessary."

Campbell notes that even if City Hall were to prevail on all five counts during the hearing, that the associate administrator could theoretically reject that decision and assert their own legal conclusion and the FAA could issue a cease and desist order.

"The bottom line here is that however the hearing officer decision would have went, the city would be precluded from going forward with the ordinance," he said. "There were multiple restraints and effects to prevent the city from enforcing this ordinance, including the current preliminary injunction."

The injunction was issued by U.S. District Court Judge George Wu shortly after the ordinance was passed last year. The injunction was appealed and upheld by the Ninth Circuit Court of Appeals last Friday.

The 116-page decision notes that while "no party belittles the concern for neighborhood or the citizens who live there," that few accidents have occurred at the airport, none of which involved categories C and D aircraft.

"Further, from 1988 to 2006, there were 156 to 223 incident reports with regard to A and B aircraft at the airport, but none of which identified the runway length or runway safety areas at SMO as an issue," the decision said.

Residents have said overruns have taken place at other airports, including in South Carolina where four people were killed last fall.

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Dispatchers can pinpoint location of callers

FROM **CALLS** PAGE 3

date was made in 1994 and called on cell phone companies to provide law enforcement with the number and location of the person calling for help.

That was impossible to do given the limited technology at the time. However, in 2000, technology caught up and the FCC set deadlines. The SMPD did not reach out to the CHP to take the load off their hands until Chief Tim Jackman came on the scene, Uller said.

"When the chief arrived, he realized the importance of this technology and wanted us to deploy it right away," Uller said.

That order sparked a series of meetings between Uller and the CHP to determine which cell towers the two agencies would be responsible for. Because the I-10 Freeway cuts through Santa Monica, Uller had to work more closely with the CHP to reach a compromise.

"We wanted as many cell sectors as we could get because that meant we could provide better service," Uller said. "We are not obligated to accept calls directly, but it is something we wanted to do."

There were not added costs associated with the transfer of calls, Uller said.

The system isn't perfect. If someone is calling from an area near the city limits, the phone signal may bounce off a cell tower in Los Angeles, routing the call to the LAPD. It all depends on location and what type of service a person has. Uller said someone with Verizon can call 911 from inside the Public Safety Facility in the Civic Center and be connected to CHP, while another could be in the same location, but with AT&T and get SMPD dispatch.

That said, the transition has made it easier for residents to get the response they are looking for and has helped dispatchers in pinpointing a callers position.

There are the occasional "butt dialers," or people who accidentally call 911 by sitting on their phones, but for the most part the transition is working, Uller said.

According to state officials, 364 of 391 law enforcement agencies in California have made the switch and are handling all 911 calls.

kevinh@smdp.com

MUSM: miss you so much
BF: boyfriend
OLL: online love
POS: parent over shoulder
WTGP: want to go private?
LMIRL: let's meet in real life
HDOP: help delete online predators

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NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN



SCARY MOMENT

Photo courtesy Wendy Perl

Santa Monica High School defeated Culver City 10-0 on Thursday at Samohi, but not before Kalie Nakao was injured during the game. Nakao (center) had to be helped off the field by Head Coach Debbie Skaggs (right) and teammate Hayley Condon.

Bayside looking to change no umbrella policy in transit mall

FROM **DINING** PAGE 1

and community development, said enforcement officers went out in response to complaints that the restaurants were in violation. The warnings were issued to restaurants whose windscreens exceeded the height restriction or because they completely enclosed the dining area.

The Bayside District Corp., a private-public management company that oversees Downtown Santa Monica, recently sent a letter of concern to the City Council, asking that they suspend enforcement and review and possibly modify the design standards. The council is expected to take up the matter in July.

"We heard that restaurants were having a problem complying with the code and we want to make sure restaurants can be successful," Bill Tucker, the Bayside chairman, said in an interview on Wednesday. "We don't want to drive them out of business."

In his letter to the council, Tucker notes that the windscreen allows the restaurants to use the outdoor dining areas to their full potential and adds that the shields are rolled up and lowered when the weather is nice. He adds that the patios are unusable for extended periods of time without the guards.

Tucker said that Bayside staff is willing to work with City Hall on the issue and estimates that the entire process of reviewing and changing the ordinance would take approximately 18 months.

Ma'Kai, a restaurant and lounge on the corner of Broadway and Ocean Avenue, received a letter of warning several months ago because the weather screens created an enclosed patio, Mike Rosa, the general manager, said. The screens are currently retracted because the weather has been fair but the restaurant has filed for an extension beyond the 30 days from which they were ordered in the warning to comply, Rosa said.

"It's only temperate half the year and during the winter months, it's necessary to make it a dine-able space," he said.

Jeff King, the chairman of King's Seafood Co., said that all 17 restaurants in its organization, including iCugini and Ocean Avenue Seafood in Santa Monica, have patios and use some kind of protective screen. The two restaurants, which are located on Ocean Avenue, were not among the warned.

"I think some kind of barrier is essential, decor-wise, atmosphere-wise, the elements-wise," he said. "We wouldn't have a patio if we could not protect."

Fogarty, who was not with City Hall when the design standards were adopted, said that communities historically encourage outdoor dining areas because it adds to the pedestrian experience, creating a European, sidewalk cafe-like feel.

"The issue has been that it is city land, it's open and the idea has been that while the activity is desired, it should not be something that's closed off," she said. "When you go out to outdoor dining, it's typically not closed off at all, it's a few tables and some chairs."

She added that in most areas, a windscreen would not be necessary, but believes the council allowed the guards because of the windier conditions on Ocean Avenue.

"In general, outdoor dining is seen as something positive," she said. "It meets the city's goals for pedestrian activity and I think the council wanted to make sure that it did not become something that was closed off and feel like a private space."

In addition to the wind screens, Bayside is also hoping that City Hall will be able to address another restriction on outdoor dining areas, this one concerning the ban on patio umbrellas for restaurants in the transit mall along Santa Monica Boulevard and Broadway just off the Third Street Promenade. The umbrellas are permitted on the promenade.

Bayside is planning on working with city staff to review the current ordinance, Kathleen Rawson, the executive director, said.

Ellen Gelbard, the assistant director of planning and community development, said it could just be a matter of updating the ordinance, which has not been changed since the transit mall was created.

Bayside plans to work with city staff to review the ordinance, Kathleen Rawson, the executive director of Bayside, said.

"Some folks like protection from the sun so the umbrellas seem like an important part of a comfortable dining experience," Rawson said.

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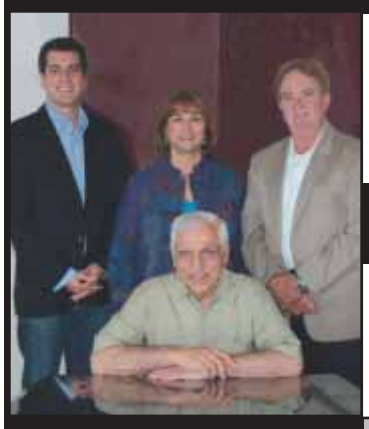
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Government housing plan starts off slow

ALAN ZIBEL
AP Real Estate Writer

For the past two months Rose Inman hoped she could benefit from President Barack Obama's plan to help homeowners avoid foreclosure. Now it's too late.

Aurora Loan Services is set to foreclose on her home overlooking Seattle's Puget Sound on Friday. Despite numerous calls, e-mails and letters, she says she's only been able to have one phone conversation with a company representative.

"It's like this huge, concrete thick wall that you cannot get through," said Inman, 58, who is working as a human resources consultant, but making much less than she was before she was laid off by the City of Seattle.

On Thursday, the Obama administration said its bold mortgage assistance program launched in March is helping thousands of borrowers, though some lenders are working faster than others. So far, participating mortgage companies have made more than 55,000 offers to modify borrowers' loans, but officials could not say how many of those homeowners had in fact been helped.

And knowing that many troubled homeowners can't be, the Obama administration expanded its $50 billion mortgage aid program, announcing new measures that would help homeowners avoid a foreclosure if they don't qualify for other assistance.

The initiatives are intended to streamline the process of selling a home that is worth less than the mortgage, or transfer ownership of a home to the lender. Both options will still ding the homeowner's credit score, but less than a foreclosure.

So far, 14 companies — including Aurora Loan Services, Wells Fargo, and JPMorgan Chase — have signed up and will be paid for each loan they modify. And to further entice mortgage companies to participate, the government is offering payments totaling up to $10 billion to compensate them for the risk of falling home prices.

"The basic problem is that the program is very complicated and involved to set up," said Guy Cecala, publisher of trade publication Inside Mortgage Finance. He doesn't expect to see large volumes of loan modifications before July or August.

While some mortgage companies have added staff and made preparations for the program, others are apparently lagging behind. Many housing counselors across the country complain that the program has been slow getting off the ground.

"Our experience at the ground level has been, so far, frustrating," said Michael van Zalingen, director of homeownership at Neighborhood Housing Services of Chicago, a counseling group. Entry-level employees at mortgage companies, he said, are either steering borrowers away from the plan or are entirely unaware of it.

Housing counselors say many borrowers, like Inman, who should qualify, are still losing their homes.

"We offer a wide range of foreclosure prevention options to our customers," Deborah Munies, an Aurora spokeswoman, said in an e-mail, while declining to comment on Inman's case. "In cases where the customer has the ability and willingness to make a reasonable monthly payment, we make every effort to avoid foreclosure. Foreclosure is pursued only when a variety of other workout options have not been successful."

Government officials estimate up to 4 million borrowers will get their loans modified under the Obama plan, but housing experts like Mark Zandi of Moody's Economy.com expect the number will be less than half of that.

There have been, of course, lucky homeowners like Daniel Iturriaga, 45, a warehouse worker from Compton, Calif. Working with a counselor from Springboard, a nonprofit counseling group, Iturriaga was able to get JPMorgan Chase and Fannie Mae to modify his home loan.

He's going from a monthly payment of about $2,300 to about $1,275. After a three-month trial period, it should be final in mid-June.

"It's a long process, but I still have a little hope to stay in my home" said Iturriaga, who bought his home for about $400,000 in 2005 and has seen houses on the same block sell for half as much. "I'm pretty happy."

Treasury Secretary Timothy Geithner said, "We're seeing a lot of progress in a very short period of time."

The initiatives announced Thursday are aimed at ineligible homeowners: borrowers who are unemployed or owe significantly more than their homes are worth.

Generally, there are two options for them to avoid foreclosure. The homeowner can sign the property title over to the lender in what is known as a deed in lieu of foreclosure. Or, with the lender's permission, the homeowner can sell the property for less than the value of the loan a so-called "short sale."

Mortgage companies would get up to $1,000 and borrowers would get up to $1,500 in relocation costs.

For months, real estate agents have complained that it's difficult to get lenders to agree to a short sale, and the process takes so long that many deals fall apart.

"They do not have their institutions staffed properly, that's the problem, "said Lisa Gregory, a real estate agent with Prudential California Realty in Del Mar, Calif. "I don't think encouraging these processors with an extra $1,000 will help because they aren't motivated," she said, but added that "this certainly sounds better than nothing."

Since the program involves taxpayer dollars, the lending industry needs to make sure it sets up the program correctly, said Faith Schwartz, executive director of Hope Now, a mortgage industry group formed in response to the foreclosure crisis. "This is a very well-thought out plan," she said. "People have to be a little bit patient."

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LEGAL NEWS

Overdosing on big-name busts

NANCY ARMOUR
AP National Writer

CHICAGO Manny Ramirez. Wimbledon semifinalist Richard Gasquet. The runner-up in the 2006 Tour de France. A Polish soccer player.

Those are the big-time athletes busted for doping — in the last week.

Bombarded by a seemingly endless stream of positive tests and suspensions, news that yet another athlete might be dirty is becoming background noise for many fans. Shock and indignation have turned to resignation and, in some cases, acceptance.

After Alex Rodriguez admitted in February that he'd used steroids, only 55 percent of fans in an Associated Press-GfK poll said they cared "a lot" about whether players took performance-enhancing drugs. That was down from 71 percent in an AP-Ipsos poll in June 2007.

"It's disappointing, but expected," said Pat Parks, who had his 7-year-old son, Daniel, in tow for a Chicago Cubs game at Wrigley Field this week. "It's just so prevalent right now. They should just let all the baseball players do what they want."

That fans are suffering from doping fatigue is hardly a surprise.

Ramirez is one of the best hitters in the game, and he'd rejuvenated the Los Angeles Dodgers. Until last week, that is, when he was suspended for 50 games after testing positive. He's the sixth player among the top 20 career home run leaders to be linked to steroids.

A day after Ramirez's suspension was announced, A-Rod made his season debut, returning to the field after hip surgery and admitting he used steroids while with the Texas Rangers from 2001-03. He was greeted by fans waving giant, foam syringes — and he was cheered when he hit a three-run homer on the very first pitch he saw.

And just in case we'd put him out of our minds, Roger Clemens popped back up Tuesday to again insist his former personal trainer never injected him with drugs.

No word on whether Mark McGwire is ready to talk about his past.

The day Ramirez got busted, Tigers manager Jim Leyland summed up the situation pretty simply. "I'll probably get fired for saying this but I'm going to say it anyway," he said. "I don't really think the fans care."

Throw in the drug cheats from other sports, among them six Olympians — including a gold medalist — busted last month after their samples from Beijing were retested, and fans could certainly be excused for being cynical.

"Unfortunately, it's become almost a rite of passage in professional sports," Cubs fan Chad Carter said. "It's to be expected, almost."

That attitude is almost as troublesome to people in the anti-doping movement as performance-enhancing drugs themselves.

Yes, there is a lot more talk about cheaters now. But that's because more are being caught.

Contrary to how it looks, sports like baseball, track and cycling are actually cleaner than they were just a few years ago, said Travis Tygart, CEO of the U.S. Anti-Doping Agency.

But continued progress depends on public support. Fans who accept doping, even halfheartedly, are condoning cheating.

"I do think there is an element of 'Enough already. It's time to move on.' But you can't," said Dr. Gary Wadler, chairman of the committee that determines the banned-substances list for the World Anti-Doping Agency.

"People think I relish picking on professional sports teams for seemingly no apparent reason. I really believe we have an obligation to our young people that sports is supposed to be about fair competition, healthy competition."

Few would disagree in principle. Fans don't want their friends and relatives — particularly their children — using performance-enhancing drugs. The issue is whether tolerating it among pros softens the message at home.

Paul Borgman said the number of athletes getting busted is "bad," but he doesn't worry about the message it sends to his children, 6-year-old Paige and 4-year-old William.

"No," Borgman said. "We teach them right from wrong."

Don Hooton said he once thought the same thing. His 17-year-old son, Taylor, committed suicide in 2003; doctors believe he became depressed after he stopped using steroids.

Greeting steroid use with a collective shrug tells kids that performance-enhancing drugs are OK, that they're a ticket to stardom, Hooton said. Instead, Hooton said every disgraced athlete should be seen as an opportunity to remind kids of the dangers of steroids.

Hooton "continues to be optimistic" that Rodriguez will follow through on the promise he made to spread the anti-steroid message to kids.

San Diego Padres pitcher Chris Young said it's unacceptable "to say, 'Oh, they're professional athletes, they're supposed to do that.'

"People need to remind themselves that we are humans and we're normal, and they shouldn't hold us in a separate category or excuse our behavior simply because we're professional athletes," Young said. "We should be held to a high standard. Or an even higher standard, for that matter."

The only way to do that, anti-doping experts say, is to make sure the punishments for cheating outweigh the benefits.

In sports that follow WADA's drug policy, first-time violators face a two-year ban.

Baseball hasn't adopted the WADA code, but first-time offenders are out for 50 games. Sure, Ramirez can come back July 3. Considering the Dodgers have cooled off since he was suspended, though, who knows what he'll be coming back to?

Then there's the personal price. Bonds is a pariah, and Clemens risks further damage to his reputation every time he opens his mouth. A-Rod might be one of the greatest pure talents ever, but no one will look at his numbers the same way again.

"The reason we're hearing about it a lot is because people are getting caught," Young said. "It's working. That's what we need to focus on."

Even if an athlete getting busted may not prompt the same disgust it once did.

"I don't just throw up my hands and say, 'I'm tired of it. You win, I lose,'" Wadler said. "If I do that, we all lose."



SURF REPORT

Surf Conditions **Water Temp:** 62°

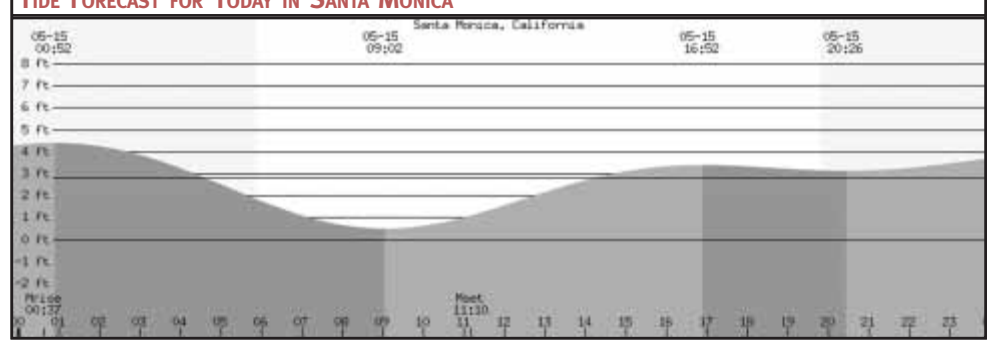
Swell Forecast (3-5 FT)

The wind swell should pick up a tad, bringing waist to chest+ peaky stuff to west facing breaks. The southern hemi is expected to back off, so direct south facing breaks are looking at knee to waist high surf.

Long Range Synopsis

Saturday the 16th we should still have a bit of the NW wind swell in the water with still some chest high peaks around west facing breaks on the better sets. Anything though above waist high would likely be infrequent.

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: **May 5, 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 -- 0
- Number of beach closures due to a sewage spill -- 0
- Number of wet days -- 8
- Number of A grades for dry/wet weather -- 42 / ns
- Number of (C,D,F) grades for dry/wet weather -- 6 / ns

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
Leo Carrillo Beach, at Arroyo Sequit Creek mouth	A+	ns
Nicholas Beach at San Nicholas Canyon Creek mouth	A+	ns
El Pescador State Beach, between Lachusa and Las Alisos 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	A+	ns
Escondido Creek, just east of Escondido State Beach	A+	ns
Latigo Canyon Creek mouth	A	ns
Solstice Canyon at Don Blocker County Beach	C	ns
Puerco State Beach at creek mouth	A+	ns
Marie Canyon storm drain at Puerco Beach, at 24572 Malibu Rd.	F	ns
Surfrider Beach at Malibu Colony fence	A+	ns
Surfrider Beach (breach location)- daily	D	ns
Malibu Pier - 50 yards east	D	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+	ns
Topanga State Beach at creek mouth	F	ns
Castlerock Storm Drain at Castle Rock Beach	A	ns
Santa Ynez Storm Drain at Castle Rock Beach	A	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)	A	ns
Santa Monica Beach at Montana Ave. drain	A+	ns
Santa Monica Beach at Wilshire Blvd. drain	A	ns
Santa Monica Municipal Pier	F	ns
Santa Monica Beach at Pico/Kenter storm drain	A	ns
Santa Monica Beach at Strand St. (in front of the restrooms)	A+	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

The Naked City (NR) (1948) 1hr 36min
7:30

Never on Sunday (NR) (1960) 1hr 37min
7:30

AMC Loews Broadway 4
1441 Third Street Promenade

Angels & Demons (PG-13) 2hrs 20min
1:00, 4:00, 7:15, 10:15

Brothers at War (R) 1hr 52min
1:20, 4:15, 7:00, 9:45

Obsessed (PG-13) 1hr 45min
2:00, 4:30, 7:30, 10:30

Star Trek (PG-13) 2hrs 6min
1:45, 4:45, 7:45, 10:40

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

Ghosts of Girlfriends Past (PG-13) 1hr 40min
11:45 a.m., 2:15, 4:40, 7:00, 9:30

Earth (G) 1hr 30min
10:40 a.m., 1:00, 3:15, 5:30, 7:55, 10:10

Angels & Demons (PG-13) 2hrs 20min
12:10, 3:30, 6:40, 9:50

Angels & Demons (PG-13) 2hrs 20min
10:45 a.m., 1:20, 1:50, 4:30, 5:00, 7:40, 8:10, 10:40, 11:15

Star Trek (2009) (PG-13) 2hrs 06min
11:30, 3:00, 6:20, 9:20

Star Trek (2009) (PG-13) 2hrs 06min
1:10, 4:10, 7:20, 10:20

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

Jerichow (NR) 1hr 33min
1:00, 3:10, 5:20, 7:35, 9:50

Tyson (R) 1hr 30min
1:00, 3:15, 5:30, 7:45, 10:00

Management (R) 1hr 33min
1:00, 3:20, 5:40, 8:00, 10:15

Little Ashes (R) 1hr 52min
1:30, 4:20, 7:10, 9:55

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

17 Again (PG-13) 1hr 42min
7:40, 10:20

X-Men Origins: Wolverine (PG-13) 1hr 47min
Noon, 2:40, 5:20, 8:00

State of Play (PG-13) 1hr 58min
1:10, 4:20, 7:20, 10:10

The Soloist (PG-13) 1hr 49min
12:50, 3:50, 6:50, 9:50

X-Men Origins: Wolverine (PG-13) 1hr 47min
Digital Projection
1:30, 4:10, 7:10, 10:00

Next Day Air (R)1hr 24min
12:20, 2:30, 5:00, 7:30, 9:40

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

Find friends, Aries

ARIES (March 21-April 19)
★★★★ Meetings reveal more than you want to hear. Knowing which direction to head in evolves to a specialty. Understanding others helps point to the correct path. Tonight: Find your friends.

TAURUS (April 20-May 20)
★★★ Take a stand in a situation. Don't compromise as a result of a loved one or another person's reaction. Allow more for creative insights. You might feel as if you always have to take the lead. Tonight: A must show.

GEMINI (May 21-June 20)
★★★★ Seek out experts and don't worry so much about doing something differently. Listen to a friend who always seems to care and points in a new direction. Take off early. Tonight: Forget the tried-and-true (for now).

CANCER (June 21-July 22)
★★★★ A partner or several individuals demand all your attention. You might not complete everything you need to, but you will understand where others are coming from. Flex and don't get uptight about this change of events. Tonight: Togetherness counts.

LEO (July 23-Aug. 22)
★★★ Others seek you out, without you needing to do anything dramatic or adding the Leo asset of charisma. Clearly others see you as much more than you realize. Share your enjoyment of understanding new ideas and concepts. Tonight: So many invitations, you might have a hard time choosing.

VIRGO (Aug. 23-Sept. 22)
★★★★★ Your ability to move past the obvious earmarks your plans. You could get through a lot of work if others would let you focus. Consider screening calls and closing your door. Be wise about how long you isolate yourself. Tonight: Celebrate TGIF with several friends.

LIBRA (Sept. 23-Oct. 22)
★★★★ Don't think even for a moment that someone isn't noticing your attitude and broad smile. Your love of life and the moment could make a big difference. Initiate conversations that you have been putting off. You might not have the answers right away. Tonight: Kick up your heels.

SCORPIO (Oct. 23-Nov. 21)
★★★★ On some level, focus is already on your home life. Check out an investment or project carefully. A co-worker lets you know more of how he or she admires your abilities. Tonight: Homeward bound.

SAGITTARIUS (Nov. 22-Dec. 21)
★★★★★ You might not be as sure of yourself as you would like others to think. Take your time making important decisions, knowing where you are heading. Investigate an offer that stems from a child or loved one. Tonight: Reconnect on a deeper level.

CAPRICORN (Dec. 22-Jan. 19)
★★★ Let others — especially family members — express their desire to make a difference. Your childlike side emerges when dealing with a loved one, child or maybe even a pet. The ability to let go easily could determine how healthy and successful you could be. Tonight: Movies and munchies.

AQUARIUS (Jan. 20-Feb. 18)
★★★★★ You cannot settle for anything less than what you want. Use your strong drive and energy. Be more upbeat with others, and help them touch base with the positive side of life. Tonight: Whatever knocks your socks off.

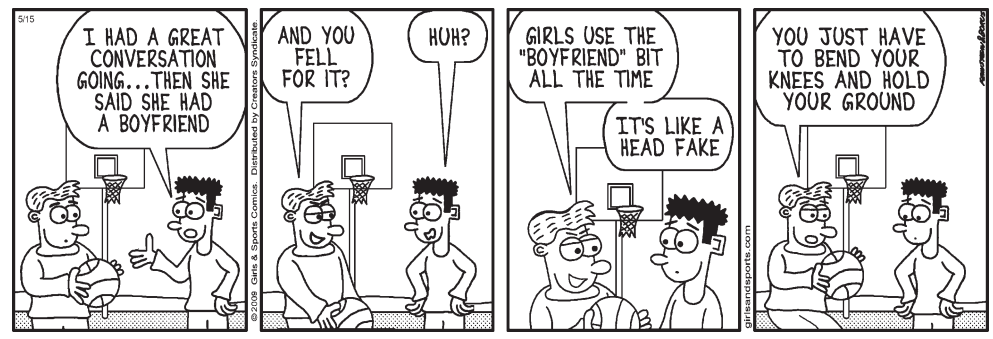
PISCES (Feb. 19-March 20)
★★★ You might be relieved that the workweek is ending. On the other hand, you still might not be in the mood for much else. Clear your desk and get as much done as possible. Tonight: Listen to your intuition.

Happy birthday

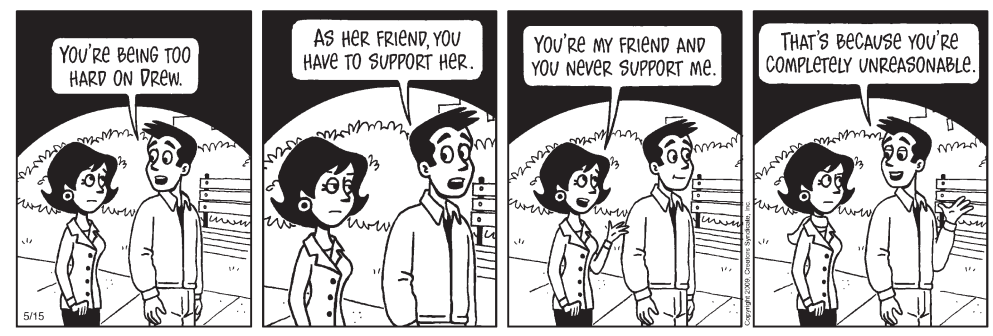
JACQUELINE BIGAR'S STARS
The stars show the kind of day you'll have:
★★★★★Dynamic ★★ So-So
★★★★ Positive ★ Difficult
★★★ Average

This year, others often look up to you as a leader and/or someone in authority. The respect given might feel good, but on another level, it will demand a certain amount of diligence. At times, this respect could feel like a burden. In the long run, listen to your instincts. You might not choose to share everything you know. Often you will say little. If you are single, give yourself a year before declaring you are in a relationship. People you meet this year might not be everything they seem. If you are attached, share more of your feelings. You will learn that your sweetie doesn't intend a lot of what he or she does or says. AQUARIUS pushes you into the limelight.

Girls and Sports
By Justin Borus and Andrew Feinstein



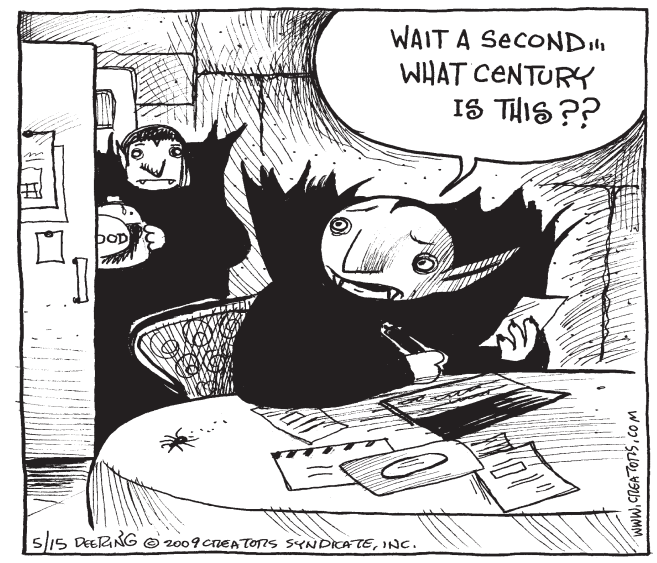
The Meaning of Lila
By John Forgetta & L.A. Rose



Garfield
By Jim Davis



Strange Brew
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Speed Bump
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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 ★★★★

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

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

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

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Brandon Wise brandonw@smdp.com

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CROSSWORD

By THOMAS JOSEPH

ACROSS

1 Christened
6 College study
11 Unaided
12 Hi from Hawaii
13 Coats with metal
14 Candidate of 2008
15 Leia's brother
17 Online journal
18 Brisk pace
20 Spiced tea
22 Lummox
23 Party crowd
26 Japanese dog
28 Portland setting
29 "Smiley's People" author
31 KGB's rival
32 Vicinity
33 Trail
34 Swimmer Biondi
36 Fountain order
38 Nepali, e.g.
40 Poison
43 River of Provence
44 Oxygen variety
45 Good judgment
46 Gauge setting

DOWN

1 Pester
2 Boxing great
3 Appeasement
4 Finish
5 Cubicle fixture
6 Tourist's aid
7 Mobile home?
8 Merry-making
9 Columbus setting
10 Telephoned
16 "The Name of the Rose" author
18 Fossil fuel
19 Ontario, for one
21 Residence
23 Exceptional
24 Foot or hand
25 Remini of "The King of Queens"
27 Kilt patterns
30 Farm father
33 City square
34 Earth's neighbor
35 Tennis legend Arthur
37 On the roof of
39 Once called
41 Compass pt.
42 — Aviv

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

Yesterday's answer

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

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

5-15

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MEGA MILLIONS: 4 8 10 14 51
Meganumber: 31
Jackpot: $38M

SUPER LOTTO PLUS: 11 15 26 32 42
Meganumber: 18
Jackpot: $12M

FANTASY 5: 5 7 12 26 33

DAILY 3: MIDDAY: 5 7 7
EVENING: 3 7 9

DAILY DERBY:
1st: 05 California Classic
2nd: 09 Winning Spirit
3rd: 10 Solid Gold
RACE TIME: 1.42.64

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NEWS OF THE WEIRD
BY CHUCK SHEPARD

■ For 15 years, police in southern Germany have been futilely tracking a female "serial killer" whose DNA (but little other matching physical evidence) was found at 40 crime scenes, including six murders. Only in 2007 did they begin to consider alternative theories, and in March 2009, a state justice minister announced that the case had been solved: The DNA matched up in the tests because the cotton swabs used to collect it had been contaminated at the factory (but authorities still have not determined which female factory worker inadvertently supplied the DNA).

TODAY IN HISTORY

1930 registered nurse Ellen Church, the first airline stewardess, went on duty aboard an Oakland-to-Chicago flight operated by Boeing Air Transport (a forerunner of United Airlines).

1942 wartime gasoline rationing went into effect in 17 Eastern states, limiting sales to three gallons a week for nonessential vehicles.

1948 hours after declaring its independence, the new state of Israel was attacked by Transjordan, Egypt, Syria, Iraq and Lebanon.

1963 astronaut L. Gordon Cooper blasted off aboard Faith 7 on the final mission of the Project Mercury space program.

1969 Supreme Court Justice Abe Fortas resigned amid a controversy over his past legal fees.

1972 George C. Wallace was shot by Arthur Bremer and left paralyzed while campaigning in Laurel, Md., for the Democratic presidential nomination.

1975 U.S. forces invaded the Cambodian island of Koh Tang and recaptured the American merchant ship Mayaguez.

WORD UP!

unctuous \UNGK-choo-us\, *adjective*:

1. Of the nature or quality of an unguent or ointment; fatty; oily; greasy.
2. Having a smooth, greasy feel, as certain minerals.
3. Insincerely or excessively suave or ingratiating in manner or speech; marked by a false or smug earnestness or agreeableness.

Santa Monica Daily Press

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FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20090564707 FIRST FILING. The following person(s) is (are) doing business as MAANAVI'S; AI # ON 3063823 , 18726 PIONEER BLVD, ARTESIA, CA,90701, LOS ANGELES COUNTY . The full name of registrant(s) is/are : ATIRMA COLLECTIONS, INC, 18720 PIONEER BLVD, ARTESIA, CA,90701 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/: ATIRMA COLLECTIONS, INC, PRESIDENT
This statement was filed with the County Clerk of LOS ANGELES County on 4/17/2009. 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 5/15/2009, 5/22/2009, 5/29/2009, 6/5/2009

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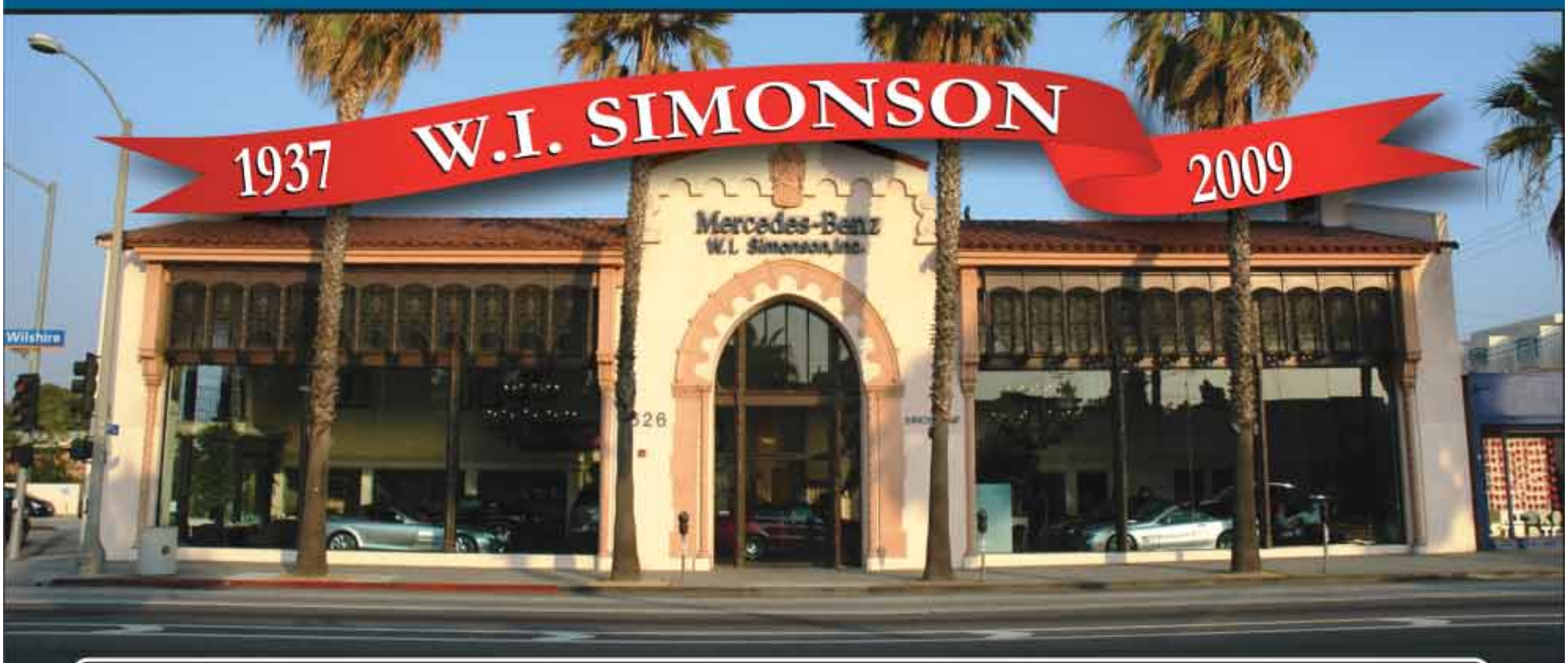


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