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MONDAY, MAY 23, 2011
Volume 10 Issue 164

Santa Monica Daily Press

DOLPHINS IN TROUBLE
SEE PAGE 6

We have you covered

THE CONGRATS TO THE CHAMPS ISSUE



Morgan Genser *news@smdp.com*

YES! **Santa Monica High School's boys' volleyball team celebrates winning the CIF-Southern Section Division 4 title on Saturday at Cypress College.**

HIGH SCHOOL BOYS' VOLLEYBALL

Samohi Vikings win CIF-SS title

BY DANIEL ARCHULETA
Managing Editor

CYPRESS COLLEGE It was just one time-out call, but it may have saved the Vikings' season.

Down a game and facing game-point in the second, Santa Monica High School's boys' volleyball head coach Liane Sato decided she had seen enough.

She huddled her players, telling them to relax and play their game. It must have worked as the Vikings rallied to win that game and take the next two from San Gabriel to win the CIF-Southern Section Division 4 championship on Saturday at Cypress College. It's the school's first title in the sport since 2006. Sato also coached that team.

"We just came out way too hyped," Samohi senior Julian Hess said. "[Coach Sato] just told us to push up on the block and play our game."

Sato's time-out ultimately paid off for the Vikings who won the match in four games; 22-25, 28-26, 25-21 and 25-23.

In defeat, it was obvious San Gabriel, winners of the Almont League, came to play against the No. 1 seeded Vikings. Led by outside hitter Kevin Quach and his 19 kills, the Matadors raced out to a 7-2 lead in the first game as the Vikings struggled to find a rhythm. San Gabriel would win the game, putting the Vikings on their heels.

It was much the same in the second game as San Gabriel built a 17-10 lead that, if continued, could have put Samohi in a difficult two-games-to-none hole. It was then that Sato called the time-out that may have saved the day.

"They made the right adjustments," San Gabriel head coach Chris Kwan said of Samohi. "They are a good team, that's what happened [in the second game.]"

During that fateful time-out, Kwan told his players that it wasn't going to be easy. And it proved to be the case as the Vikings rallied to win three games to clinch the title.

"I feel overjoyed for these boys," Sato said amid a celebration that saw the Viking faithful rush the court to celebrate with their champions. "This is great for them."

SEE VOLLEYBALL PAGE 10

Your tax dollars at work

Santa Monicans choose to pay for high quality of life

BY ASHLEY ARCHIBALD
Daily Press Staff Writer

CITYWIDE Anybody who owns or rents property in Santa Monica knows that the city by the sea is not a cheap place to live.

Santa Monicans pay for the luxury of living in an iconic beach town, bounded by the sparkling Pacific Ocean on one side, and the bustling metropolis of Los Angeles on the other.

What people may forget, at least until property-tax time, is that residents are also paying a premium to preserve a number of programs and initiatives that enhance other aspects of life in the 8.3-square-mile city.

That extra money, in the forms of bonds and parcel taxes, goes to support schools, build facilities, help the environment and, if you're a business owner, pay for the tourist-friendly Ambassador program and parking in Downtown.

It also elevates the property tax burden from the base 1 percent charge that's levied county-wide to 1.141454. If that doesn't seem like much, consider that extra .14 percent is levied on all 23,000 parcels in Santa Monica that have a net value of $23.8 billion.

It leaves Santa Monica the 32nd highest property tax area in Los Angeles County out of 88 municipalities, with City of Industry at the highest with 1.94 percent, and Bellflower the lowest with 1.03 percent.

Self-imposed taxes approved at the ballot box in Santa Monica accounted for $50,428,450.99 in assessments in the 2011 fiscal year alone.

SEE TAXES PAGE 5


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What's Up Westside

OUT AND ABOUT IN SANTA MONICA

Monday, May 23, 2011

Hormones and Health: Healing on All Levels
Main Library
601 Santa Monica Blvd., 7 p.m.
Learn how hormones affect one's overall well-being, and find out how to manage hormone-related health conditions from Babak Ettekal, MD, who will discuss the fundamental roles that hormones play in our health. For more information, call (310) 458-8600.

Work it out
Senior Recreation Center
1450 Ocean Ave., 9 a.m.
This is a low-impact aerobic exercise program which exercises all parts of the body from head to toe. These exercises are intermingled with line dancing steps and are accompanied with various classical and popular CDs. For more information, call (310) 458-8644.

Wooden nickel local Mondays
Basement Tavern
2640 Main St., 5 p.m. — 2 a.m.
Guests presenting a valid I.D. with any Santa Monica or Venice zip code at Santa Monica's favorite speakeasy will receive a Basement Tavern Wooden Nickel, redeemable on the same evening for a 5¢ beer or signature cocktail. For more information, call (310) 392-4956.

Tuesday, May 24, 2011

Learn about conservatorships
Ken Edwards Center
1527 Fourth St., 6:30 p.m. — 8 p.m.
Free conservatorships lecture by nonprofit WISE & Healthy Aging on the legal aspects of the conservator-conservatee relationship. For more information, call (310) 394-9871.

Grow Your Business Day
Post Office
1248 Fifth St., 10 a.m.
Workshops will include training, resources and information on topics such as: online postage options, commercial base shipping pricing and direct mail. For more information, call (323) 586-1455.

'Life at the Miramar'
Santa Monica History Museum
1350 Seventh St., 10 a.m. — 8 p.m.
Learn the early history of the Fairmont Miramar. Images and documents from those early days will be on display at the museum. For more information, call (310) 395-2290.

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

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

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



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GREEN TEAM

Brandon Wise *brandonw@smdp.com*

UCLA students remove grass to make way for more vegetables in the Olympic High School garden during the Garden Mentorship Project year-end celebration on Friday afternoon. The project brings UCLA students and executive chef Ray Garcia from Fig restaurant together to give high school students a chance to learn about healthy living. UCLA and Garcia have also donated fruit trees and vegetable plants for the garden.

Malibu lagoon cleanup becoming a mess

NOAKI SCHWARTZ
Associated Press

MALIBU It seemed like a green dream: clean water groups, scientists, state agencies and surfers were communing with each other to restore a stagnant seaside lagoon.

But environmental issues in Malibu, one of California's most scenic stretches of coastline, are never simple and this one has become especially murky. In a town where ecological activism thrives, green comes in many stripes. Residents have fought to keep leaky septic tanks to prevent more development. And one of the latest dust-ups is a proposal by U2 guitarist the Edge to build what he claims are environmentally friendly mansions that some say are not so green.

Seven months since the Coastal Commission approved the multimillion-dollar plan one-time participants have become enemies and squared off in a battle that is unusual in a conservationist culture where disagreements are rarely aired publicly.

Lawsuits have been filed. Accusations of people selling out are flying. Each camp is arguing over who has better experts. One of the nonprofits even alerted police that protesters were mobilizing on Facebook to disrupt their annual fundraising dinner this week.

On Friday, a judge issued a preliminary injunction to halt the project, but that is unlikely to settle the matter or quell criticisms lobbed between conservationists.

"Everybody supports this, it's just these fringe groups," said Mark Abramson of Santa Monica Bay Restoration Commission, who has spent a decade working on the project.

The site in question is a 13-acre lagoon located where Malibu Creek meets the Pacific Ocean at famed Surfrider Beach. Streams tumble down through canyons in the Santa Monica Mountains, past an upscale strip mall and across a coastal highway where they eventually make their way into the lagoon.

Now part of a state park, the wetlands were used as a dump by the state Transportation Department until the 1970s when it was converted into baseball fields.

On a recent day after some rains, the pungent odor of guano mixed with the scent of the surrounding California sage brush. Ducklings swam upstream through the low waters. White egrets stood in the lagoon as brown pelicans roosted on a sandbar.

The restoration plan calls for herding all the fish and other animals from the three channels into the main lagoon and creating berms to keep them there temporarily.

Lifeguard pay stirs debate

GILLIAN FLACCUS
Associated Press

NEWPORT BEACH Aurora Toussaint brings her disabled son to the sun-kissed beaches of this Southern California city almost every day in the summer, knowing that the lifeguards who watch from their towers will be there in seconds should anything go wrong.

Yet Toussaint, was shocked to learn that most of the fulltime lifeguards in this city earn well over $100,000 in total compensation a year — including salary, overtime and benefits — more than Toussaint made in her previous life as a nurse and more than she believes is right in an economy where pink slips have become common fare.

"When I first heard that I was amazed at how much they make. To think that these are lifeguards! That's more than some doctors make," said Toussaint, 55, who retired early to care for her seizure-prone son. "It does kind of make me feel like, 'Gosh, maybe I should be a lifeguard.'"

That's the kind of reaction Newport Beach's 13-member fulltime lifeguard crew has drawn this month, since the local newspaper editorialized about lifeguard salaries, benefits and overtime pay that in at least two instances top $200,000 as the city struggles to rein in pension costs.

Base salaries for Newport Beach lifeguards range from $58,000 for the lowest-paid officer to $108,492 for the top-paid battalion chief, according to a 2010 city report on lifeguard pay.

With overtime only added in, more than half of the 13 cleared $100,000 and the rest made between $59,500 and $98,500. Adding in pension contributions, medical benefits, life insurance and other pay, two battalion chiefs earned more than $200,000 in 2010, while the lowest-paid officer made more than $98,000.

All lifeguards received $400 sunglass allowances and two cleared $28,000 apiece in overtime and night duty pay.

The ensuing debate over the merits of having lifeguards as well-paid as some CEOs has divided this wealthy coastal city,

SEE **LIFEGUARDS** PAGE 7

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LETTERS TO THE EDITOR

Send comments to editor@smdp.com

Church has it wrong

Editor:

A report commissioned by the U.S. Roman Catholic Church claims that the social turmoil of the 1960s and '70s was a powerful factor in the priest scandals of the past few decades.

Citing this era as a causal factor in the abuse is one of the most mind-boggling arguments of our time.

While many of us thought that the turmoil of the 1960s and 1970s arose from resistance against homophobia, misogyny, poverty, racism and war, we are now asked to believe that this activist era is to blame for the heinous and violent abuse of children and youth.

Who knew?

John Marciano
Santa Monica

Arnold left a mess behind

Editor

[Associated Press writer] Juliet Williams' article on the subject of ex-Gov. Schwarzenegger asking if his "legacy is tarnished" made for very interesting reading. However, she makes a statement that is puzzling, which is "no matter what his accomplishments in office." I wish she had gone on to list some, or even one. I'm not aware that he did anything of benefit to the state. On the contrary. He did a good deal of harm, and Gov. Brown has inherited a morass of a mess to try to straighten out. It will take a long time.

Lee Ray
Santa Monica



My Write

Bill Bauer

Send comments to editor@smdp.com

Another school parcel tax?

DEJA-VU. THE SANTA MONICA-MALIBU Unified School District may float another parcel tax and/or construction bond proposition next election. The Board of Education on Thursday discussed reconvening the district's citizen scoping committee and began the process of evaluating parcel tax and bond proposals.

With the ball now rolling, it's probable another tax, bond or "emergency measure" will be on the November ballot. A total of $50,000 was also authorized for polling to assess voter reaction to various tax or emergency funding proposals.

Last fall, voters approved a City Hall proposal for a half cent increase in the sales and use tax — now 10.25 percent — to "maintain essential city and public safety services." Measure Y will generate about $12 million in revenues annually, half of which is supposed to be shared with "education."

Voters also approved advisory Measure YY that endorsed splitting Y's revenues with schools — which could also include Santa Monica College or other educational entities. City Hall is trying to determine a legal way to share Y's revenues because one governing entity just can't give away money to another without a consideration or fair exchange for that money.

Measures Y and YY came about because a previous "emergency" school tax, Measure A, which would have implemented a $198 per parcel tax, fell short of the two-thirds voter approval needed for parcel tax passage in the May, 2010 election.

Measure R, a permanent tax measure approved in 2008, merged two previous parcel taxes into a $358 per parcel charge. It generates $10.5 million for the schools, annually. Measure BB, a $268 million school construction and renovation bond measure which required a 55 percent approval for passage received over two-thirds of the vote in November of 2006

The latest revenue raising proposals comes on the heels of the board's approval of record-setting pay for the new superintendent of schools. Sandra Lyon comes to the SMMUSD from the Palmdale School District where she was Chief Leadership Officer. She officially begins work July 1.

I'm hearing that she was chosen in part because of her strong "social justice" philosophy. This will be Lyon's first stint as superintendent for a multiple-school district, thus her organization and management skills remain to be proven.

Lyon's package includes $230,000 base pay for the first (222 day) school year — $10,000 more than her predecessor Tim Cuneo, a one-time moving allowance of $12,000 and a car and phone allowance of $900 per month. She will not receive the $38,400 housing allowance Cuneo received. There is also $12,000 included for a "coach" to mentor her during her first year in the job. Speculation is that Cuneo will be the coach.

Once again, the school board has opted to pay a salary near the top end. To put it in perspective, Lyon will receive more than the the Governor's annual $173,987 or the state's Superintendent of Public Instruction's $151,127 (salary figures from the California Citizens Compensation Commission), as well as most current Los Angeles County school superintendents.

Back to the latest fiscal crisis. District leaders are apparently oblivious to the $6 billion windfall that state politicians claim they just found and who've (once again) promised restoration of $3 billion to schools.

School board members also continue to ignore SMMUSD Teacher's Union president Harry Keiley's nearly 60 grand annual "no show" teaching job — money that could be better spent compensating a school nurse or teaching assistant for a year.

Low- and moderate-income residents and those on fixed incomes could be hit with a double whammy this year. In addition to another monthly rent fee (landlords will pass any and all parcel tax expense to tenants if the proposed measure passes), is a proposed 3.5 percent annual jump in the maximum allowable rents on rent controlled apartments.

This proposed increase is one of the largest in recent years and will cost tenants in a $1,000-a-month rent controlled apartment an extra $35 each month. An approved parcel tax/bond proposition could easily add another couple of bucks to monthly rents.

A public hearing on the increase will be held June 9 by the Rent Control Board.

HIGH FIVE FOR RON HOOKS

I'm stoked. My friend, Ron Hooks, who heads West Coast Care, is writing a monthly column dubbed "Stories from the Street" for the Daily Press on his non-profit's work with Santa Monica's homeless population.

West Coast Care has a contract with the Santa Monica Police Department to provide counseling and outreach services to the homeless in conjunction with the department's Homeless Liaison Program (HLP Team).

Ron has plenty of interesting experiences to write about because of the extensive amount of time he and his crew spend on Santa Monica's streets working directly with folks in need. Props to editor Kevin Herrera for bringing "Pastor Ron" aboard.

Hook's first column "Desperately seeking shelter" appeared last Wednesday, May 18 on Page 4. It can still be found online at www.smdp.com.

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

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TAXES
FROM PAGE 1

Not an insignificant sum of money, and each organization that gets support from the extra taxes will tell you that it's all critical to making Santa Monica the kind of place that residents have come to expect.

EDUCATION

Far and away, the majority of the homeowner-paid additional taxes come back to the community's support of education, both for facilities and the programs that take place in them.

Santa Monica College, for example, passed three bond measures in rapid succession between 2002 and 2008 — Measure U ($160 million), Measure S ($135 million) and Measure AA ($295 million).

Bonds have a very specific purpose. They only need a 55 percent majority to pass, but the money can only be used on buildings and infrastructure projects.

That 55 percent threshold supplanted the more onerous 66 percent super-majority in 2001 with the passage of Prop 39, a voter measure passed specifically to make it easier for localities to overcome a dysfunctional state system of education funding and make sure schools had the support they needed to replace aging and outdated buildings and technology.

That lowered bar opened the door to SMC to pass its three bonds, said Donald Girard, the senior director of government affairs and institutional communications, and the school has used that money not only to improve learning for its students, but also to integrate fully into the Santa Monica and Malibu communities.

SMC used some of its bond money in partnerships with the Santa Monica-Malibu Unified School District on field improvements at John Adams Middle School, and with City Hall to create a child care facility at the Civic Center.

More bond money will be used to shore up stormwater drainage issues at a site in Malibu, and to support a growing net of small satellite campuses spread through the community to minimize the impact of a college population on a small area.

"The work has been vision-driven," Girard said. "It's come out of an understanding in the gaps that exist, and it's been an evolution."

With the amount of money Santa Monica residents put into SMC, one might expect that a significant percentage of the SMC population hailed from the town itself.

"It's pretty small," said Bruce Smith, spokesperson for SMC. "Approximately, of our overall enrollment, 15 percent live in our district in Santa Monica and Malibu."

It's those extra linkages, the relationships with the primary and secondary schools and the benefits to both cities, that appeal to voters, Girard said.

"This is a community that wants services, and shows a willingness to pay for them," he said simply.

SMMUSD has also been the recipient of a great deal of community support, ranging from the $268 million bond, Measure BB, to Measure R, a parcel tax that combined two previous parcel taxes and has no sunset.

Measure BB money is getting stretched to its highest potential. That $268 million will rebuild Edison Language Academy, do critical structural enhancements to other schools and begin to pay for a series of improvements at Santa Monica High School.

It's unclear how much longer the education community can float up bonds and parcel taxes and expect them to pass, however.

Measure A, a $198 per parcel tax, failed at the ballot box with a 62 percent majority, but not enough to squeak over the 66 percent finish line.

Schools did manage to get some extra funding through Measures Y and YY, which implemented a half-cent sales tax and promised half the proceeds to the schools, but the school board reconvened a citizen committee to look at the possibility of another parcel tax and bond measure on Thursday.

City Councilwoman Gleam Davis, who assisted on several school bond and parcel tax efforts, acknowledged that voters might wince at the thought of another tax, but that in the absence of state-funding, Santa Monicans seem ready and willing to support quality education.

"I realize there could be fear of community fatigue, that, 'Oh my gosh, it's the schools again.' Unfortunately, until legislators can get the state's house in order, the burden of doing so is going to fall to localities," Davis said. "It's too bad, because not every community has as enlightened residents as Santa Monica. We're very lucky here in Santa Monica to have great schools, and have residents that support those schools whether or not they have students in the district."

ENVIRONMENT

If there's one thing that Santa Monicans rally around as much as the school district, it's the environment.

Perhaps that's why residents came out with a super-majority to fund Measure V, also known as the Clean Beaches and Oceans Parcel Tax, a $2.3 million pot of money that protects one of Santa Monica's most vital assets — the ocean.

Mark Gold, executive director of the environmental non-profit Heal the Bay, has helped direct Measure V projects since the tax passed in 2006.

It's been instrumental in upgrading aging storm drains and putting in place storm

SEE TAXES PAGE 9

The Q Line

Giving to the schools

The SMMUSD Board of Education last week voted to reconvene a citizen-led committee to look at the possibility of a future parcel tax and bond measure to fund local schools.

So, this week's Q-Line question asks: Would you support either a parcel tax or a bond measure, or has the district gone to the well too many times?

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


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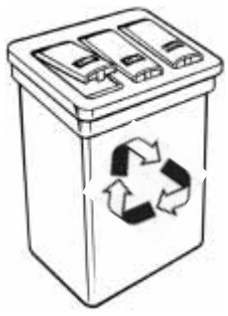

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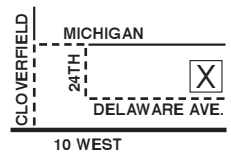


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Earth Talk
By the editors of E Magazine

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Photo courtesy Tom Brakefield/Thinkstock

TOUGH TIMES: **The International Union for the Conservation of Nature, which maintains a worldwide 'Red List' of at-risk wildlife species, considers 36 of the world's 40 dolphin species to be in trouble. Threats include certain tuna fishing practices and run-off of agricultural and industrial chemicals into rivers that drain into coastal areas of the ocean where dolphins spend much of their time.**

Dolphin dilemma

Dear EarthTalk

How are wild dolphins faring on the high seas? Recent reports of dolphin deaths in the Gulf of Mexico may well be due to last year's BP oil spill, but I imagine there are many threats to dolphins from pollution, human overfishing and other causes.

Henry Milken
Atlanta, Ga.

DOLPHINS ARE PROBABLY THE MOST iconic and best loved species of the marine world. Their playful nature and high intelligence have endeared them to people for eons. But our love of dolphins might not be enough to save them from extinction brought on by overfishing, pollution, climate change and other environmental affronts perpetrated by humans.

The nonprofit International Union for the Conservation of Nature (IUCN), which maintains a worldwide "Red List" of at-risk wildlife species, considers 36 of the world's 40 different dolphin species to be in trouble. Yes, specific events can cause problems for dolphins — researchers believe that the deaths of 300 dolphins in the Gulf of Mexico over the last year can be blamed on the BP oil spill there. But more widespread and constant forms of pollution — such as run-off of agricultural and industrial chemicals into rivers that drain into coastal areas of the ocean where dolphins spend much of their time — are having a more lasting negative effect on dolphins by poisoning them and causing reproductive problems.

Also, dolphins have long been the unwitting victims of fishermen targeting large prey, such as tuna. According to Defenders of Wildlife, fishermen started to notice a half century ago that schools of yellow fin tuna seemed to follow dolphins that swim higher in the water column, especially in the Eastern Tropical Pacific. "Fishermen there have consequently found that setting nets on dolphins to catch the tuna swimming underneath is a lucrative technique for tuna fishing, despite the fact that the practice is extremely injurious to dolphins," reports the group, adding that some seven million dolphins have since been killed as a result of the practice.

Also, our unrelenting demand for seafood — which has caused rampant overfishing throughout the world's oceans — means that dolphins, which feed on smaller fish such as mackerel, cod and herring as well as squid, are having a harder and harder time finding food. And in Turkey, Peru, Sri Lanka, Japan and elsewhere, dolphins are hunted as a delicacy and also to decrease competition for fish resources.

As if these problems weren't enough, climate change also looms as one of the biggest threats of all to dolphins. "Due to the rapidly rising oceans temperatures, the dolphin's primary food sources are seeking deeper cooler waters," reports the Defenders of Wildlife. "Scientists are concerned that the dolphins will have difficulty adapting as quickly as necessary to find new feeding grounds to sustain their populations."

But although the situation seems dire for dolphins, many countries and thousands of scientists remain committed to helping them survive. Marine mammal advocates are optimistic that the Panama Declaration, an international agreement signed in 1997 by several Eastern Tropical Pacific countries and others that bans using dolphins to track tuna, has already helped curtail the process that has been so destructive. Whether these efforts will suffice to get dolphin populations healthy enough to deal with what promises to be the biggest challenge yet to their survival — global warming — remains to be seen.

SEND YOUR ENVIRONMENTAL QUESTIONS TO: EarthTalk®, c/o E – The Environmental Magazine, P.O. Box 5098, Westport, CT 06881; earthtalk@emagazine.com. E is a nonprofit publication. Subscribe: www.emagazine.com/subscribe; Request a Free Trial Issue: www.emagazine.com/trial

KNOW BEFORE YOU GO



Utility Undergrounding
Various alleys will be temporarily closed for underground work on utilities in the following locations: 18th Court between Pearl Street and Pico Boulevard; 20th Street between Pearl Street and Ocean Park Boulevard; 18th Street between Ocean Park Boulevard and Ashland Place North; on Ashland Place North between 18th Street and 16th Street. Work is taking place until approximately July, 2011.

Water Main Installation
In order to improve water service in the city of Santa Monica, the Water Division is installing a new, larger water main on Princeton Street from Wilshire Boulevard to Washington Avenue Place South. Work will take place until approximately August, 2011.

Borderline Neighborhood Improvement Project
New water main installation, new various street pavement finishes, new landscaped areas, trees, and pedestrian lighting. Wilson Place between Lincoln Boulevard and 11th Street will be closed to through traffic until late July. Please observe posted detour signs. Project is anticipated to be complete August of 2011.

Street & Park Lighting Project
The work consists of modifying existing high-voltage series streetlight circuits to low-voltage multiple circuits. Work will take place citywide through September 2011. Work will be taking place on 26th Street between Pearl Street and Ocean Park Place, Hill Street between 16th and 17th streets, and Pier Avenue from 17th to 18th streets. Partial roadway closures are expected and impact to traffic should be minimal.

Transit Priority Systems Project
Installation of the Transit Priority System (TPS) at 80 traffic signals along major corridors within the city of Santa Monica. Work requires installation of wireless detectors to sense the approach of buses on routes. Work is currently taking place at the following intersections: Wilshire Boulevard and 11th Street, Wilshire and Euclid Street, and Santa Monica Boulevard and Berkeley Street. Partial roadway closures are expected and impact to traffic should be minimal.

For more information on projects, please visit the Know Before You Go Web site at www.knowB4ugo.smgov.net.

LIFEGUARDS
FROM PAGE 3

spawned a pro-lifeguard Facebook page and created headlines as far away as England ("Time for a Career Change? California's Baywatch lifeguards paid up to $210,000 per year!").

The swell of anger from beachgoers and budget-watchers alike has blindsided the lifeguards, who have for years enjoyed the prestige of their jobs in an ocean-centric town that banks on summer tourism. Now, as the pressure mounts, they are balking at their portrayal as suntanned slackers lounging in beach towers as the surf rolls in.

Those whose salaries are in question point out that they hold management roles, have decades of service and are considered public safety employees under the fire department, the same as fire captains and battalion chiefs. The fulltime guards train more than 200 seasonal lifeguards who make between $16 and $22 an hour, run a junior lifeguard program that brings in $1 million a year and oversee safety on nearly seven miles of sand.

And when the surf is really pumping — like it was late this week with 20-foot wave faces at the infamous Wedge — the supervisory lifeguards are just as busy as the seasonal staff with dangerous rescues, said Brent Jacobsen, president of the Lifeguard Management Association, the lifeguards' union.

Many began as seasonal guards and worked their way into management roles and must stay certified as instructors in an array of advanced emergency, scuba and rescue techniques, Jacobsen said.

"Unfortunately, there's a lot of disinformation out there. People get this idea that we're talking about 17-year-old kids in lifeguard towers making $200,000 and that's not correct," he said. "We're professional level. Lifeguarding here is different than any other place in the entire world."

Newport Beach's lifeguards can retire at 50 with 90 percent of their salary with 30 years of service, according to state data.

"Because of the compensation, lifeguarding has evolved from a brief and youthful interlude into a career and that's probably what's most shocking," said Councilwoman Leslie Daigle, who added that in the winter the fulltime lifeguards stayed busy answering phones and painting guard towers. "I think people are looking for elected officials to be more fiscally conservative. We love lifeguards, but that's not the issue."

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FACT:
Ford is introducing MyKey, a key that parents can program to set top speed and audio volume limits to encourage safer driving by teens. MyKey, one of AAA's "Top 10 Picks for New Vehicle Technology," is standard on the 2010 Ford Escape XLT, Limited and Hybrid; Flex, Focus, Taurus, Lincoln MKT and Mercury Mariner.

FACT:
Ford pioneered the Personal Safety System, a suite of seven saftey technologies, including dual-stage front airbags and a passenger sensing system. In milliseconds, it helps determine the severity of a crash and how the airbags deploy, depending on passenger weight and other variables.

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TAXES
FROM PAGE 5

water runoff measures that keep the water quality at the beaches healthy enough for swimmers, Gold said.

"[Without it], the beach at the Santa Monica Pier would get an F," Gold said. "The beach is visited by more than 3 million people a year. To think you have this incredible tourist attraction and community treasure and the water is so polluted that you can't swim there safely, was a major black eye for the city."

To protect the health of the oceans, Measure V funds helped implement an urban stormwater runoff master plan in the city, which has led to pilot projects like the Bicknell "green street" project, which used landscaping and special filters to guide stormwater away from the oceans.

"The big thing we're worried about with runoff, is that as it goes through the street, it picks up animal waste, pet waste and fecal bacteria pathogens that cause us to get sick," Gold said.

IMPACT

If Santa Monica residents have hit the saturation point with special assessments, the potential proposal for a parcel tax and bond from SMMUSD might be the test case.

Until then, the level of taxation doesn't seem to deter those who already plan to move to Santa Monica from putting down roots here.

Simon Salloom, a real estate agent that sells in Santa Monica and Brentwood, doesn't find that potential buyers get scared off by the thought of a high tax bill.

Where Santa Monica has difficulty, Salloom said, is in its sales taxes and the amount of red tape standing in the way of even small scale development, like property owners that want to knock down a house and build a new one from scratch.

"Property taxes have no impact on buying or selling here," he said. "It's just slightly higher than other places."

Some things are just worth paying for.

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SURF REPORT

Surf Conditions **Water Temp:** 61°

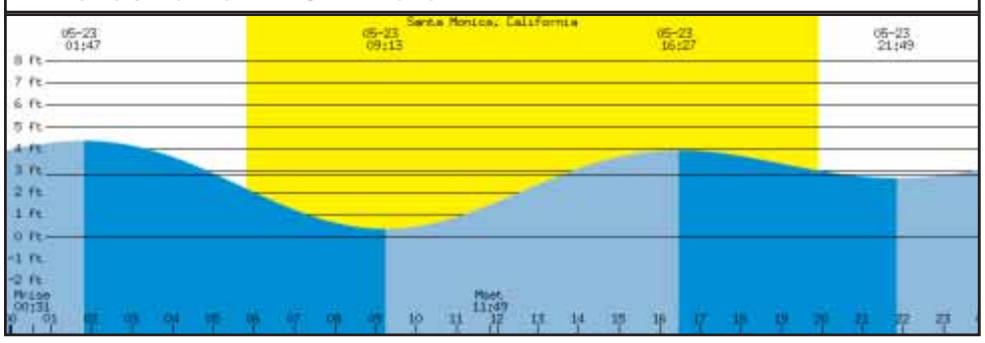
Swell Forecast

The southern hemi should fade to chest max at south facing spots, but it also looks like we'll see substantial wind swell, possibly head high at west facing breaks.

Long Range Synopsis

Midweek the wind swell should fade to waist max at west facing breaks as moderate chest high sets come into south facing breaks from the southern hemi swell coming in Tuesday.

Tide Forecast for Today in Santa Monica



BEACH REPORT CARD

NORTH LOS ANGELES COUNTY

Grades for this report are based on monitoring data from the previous 30 days up to the ending date of **April 6, 2011**

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

QUICK STATS (for the last 30 days)

- Number of sewage spills -- 0
- Number of beach closures due to a sewage spill -- 0
- Number of wet days -- 10
- Number of A grades for dry/wet weather -- 34 / 12
- Number of (C,D,F) grades for dry/wet weather -- 11 / 32

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

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

LEGEND

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

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

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Heal the Bay'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.

VOLLEYBALL

FROM PAGE 1

Key to the Vikings' comeback were team leaders Hess and Charles Levy. The two combined to overpower the San Gabriel front line, which was decidedly undersized, yet feisty enough to earn praise from Sato.

"They were everything I heard about them," Sato said. "They are the best defense we've played all season."

The win may qualify Samohi for the state tournament, which begins later this week. The team must wait to see if they are in the field.

While the prospect of winning a state title is very much alive, Sato and her players appeared to savor the moment as CIF-SS champs.

"This is what makes it all worth it," Hess said. "I feel amazing."

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Thor (PG-13) 1hr 54min
12:10pm, 3:00pm, 6:00pm, 9:00pm

Hesher (R) 1hr 42min
1:30pm, 4:15pm, 7:15pm, 9:45pm

Cost of a Soul (R) 1hr 48min
1:45pm, 4:30pm, 7:05pm, 9:40pm

Bridesmaids (R) 2hrs 05min
1:00pm, 4:00pm, 7:00pm, 9:50pm

AMC 7 Santa Monica
1310 Third St.
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Pirates of the Caribbean: On Stranger Tides (PG-13) 2hrs 17min
11:30am, 2:45pm, 6:00pm, 9:15pm

Fast Five (PG-13) 2hrs 10min
10:15am, 1:15pm, 4:15pm, 7:20pm, 10:10pm

Pirates of the Caribbean: On Stranger Tides in Disney Digital 3D (PG-13) 2hrs 17min
12:30pm, 3:45pm, 7:00pm, 10:15pm

Bridesmaids (R) 2hrs 05min
10:40am, 1:40pm, 4:35pm, 7:35pm, 10:30pm

Rio 3D (PG) 1hr 36min
12:05pm, 2:40pm, 5:15pm, 7:45pm, 10:20pm

Priest 3D (PG-13) 1hr 27min
12:00pm, 2:30pm, 4:55pm, 7:30pm, 9:55pm

Thor 3D (PG-13) 1hr 54min
10:30am, 1:20pm, 4:10pm, 7:00pm, 10:00pm

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Clinic (NR) 30min
11:00am

Forks Over Knives (PG) 1hr 30min
2:30pm, 7:40pm

Beaver (PG-13) 1hr 31min
1:00pm, 3:20pm, 5:40pm, 8:00pm, 10:15pm

13 Assassins (R) 2hrs 06min
4:50pm, 10:00pm

I Am (NR) 1hr 16min
1:10pm, 3:20pm, 5:30pm, 7:40pm, 9:50pm

How to Live Forever (NR) 1hr 32min
1:50pm, 4:20pm, 7:10pm, 9:40pm

AMC Criterion 6
1313 Third St.
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Pirates of the Caribbean: On Stranger Tides (PG-13) 2hrs 17min
1:15pm, 4:30pm, 7:40pm, 10:45pm

Something Borrowed (PG-13) 1hr 43min
11:05am, 1:40pm, 4:20pm, 7:00pm, 9:35pm

Water for Elephants (PG-13) 2hrs 00min
11:00am, 2:00pm, 5:00pm, 7:45pm, 10:30pm

Everything Must Go (R) 1hr 40min
11:35am, 2:15pm, 4:50pm, 7:20pm, 9:55pm

Priest 3D (PG-13) 1hr 27min
11:00am, 1:25pm, 4:00pm, 6:30pm, 9:00pm

Thor 3D (PG-13) 1hr 54min
11:20am, 2:10pm, 5:00pm, 7:50pm, 10:40pm

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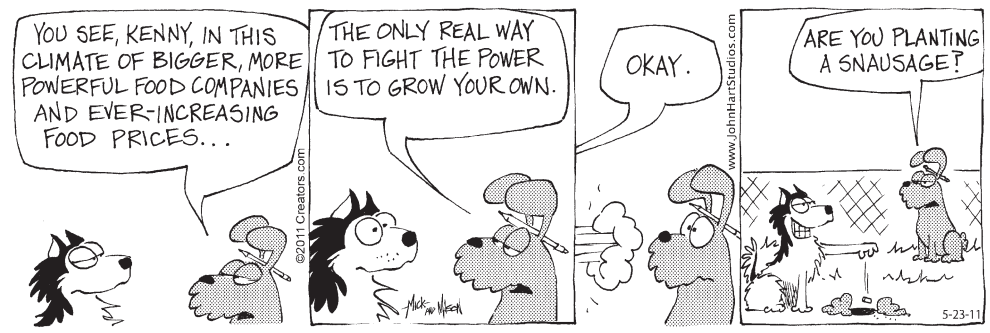
MYSTERY PHOTO

Brandon Wise *brandonw@smdp.com*

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Dogs of C-Kennel

By Mick and Mason Mastroianni



The Meaning of Lila

By John Forgetta & L.A. Rose



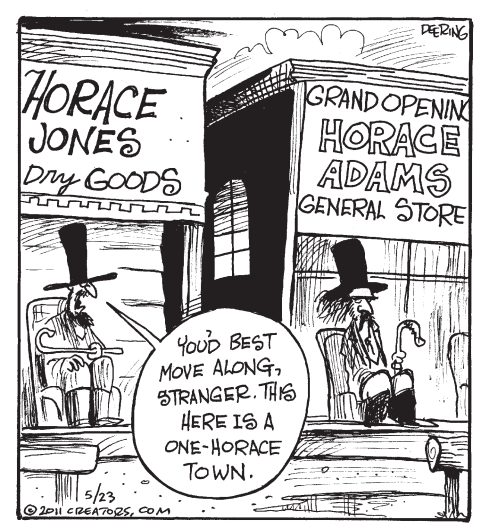
Garfield

By Jim Davis



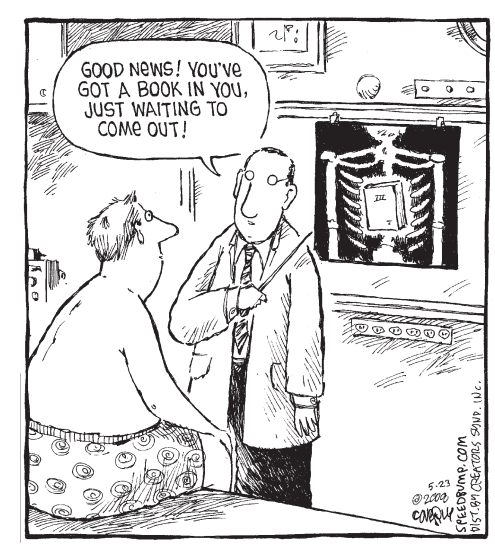
Strange Brew

By John Deering



Speed Bump

By Dave Coverly



Be where the gang is, Libra

ARIES (March 21-April 19)
★★★★ You have an upbeat, personal and unique style that singles you out. Your clarity encourages people to follow your lead. Even if you want to pursue a project on your own, others won't let you. Tonight: Don't act like it is Monday night.

TAURUS (April 20-May 20)
★★★★ Take a stand, but do it gracefully. How you tell someone that you don't agree with him or her can define how willing this person is to work with you. Honor what is happening with a respected friend or relative. Tonight: Burning the candle at both ends.

GEMINI (May 21-June 20)
★★★★ Keep reaching out for the impossible. Linking minds and exchanging ideas could be difficult. Normally this type of brainstorming isn't, but your mind is so out there, as concepts and ideas fly in and out. Tonight: Relax to good music.

CANCER (June 21-July 22)
★★★★ Your ability to home in on the real issues with someone you care about adds to the warmth of the bond. You might see the solution, where this person or someone else doesn't. Let them figure it out. Be gracious. Tonight: A close encounter.

LEO (July 23-Aug. 22)
★★★★ Many people try to tell you what to do, even though they might have never been in your position. Perhaps letting them live out a part of your life and being as responsible as you could help. This is the perfect time and place. Tonight: Sort through invitations.

VIRGO (Aug. 23-Sept. 22)
★★★★ Maintain a high profile. Your way of handling projects, daily demands and maybe even work testifies to your efficiency. You will get a lot done quickly. Reach out for someone at a distance. Tonight: Let go of your day. Find your favorite spot.

LIBRA (Sept. 23-Oct. 22)
★★★★★ Your ability to home in on what counts (especially with loved ones and special friends) is why you are considered such a thoughtful sign. A discussion about money might not be graceful, but most certainly is necessary. Tonight: Where the gang is.

SCORPIO (Oct. 23-Nov. 21)
★★★ You might want to stay close to home or work from home. By all means, do. You might be exhausted from the past few weeks. Take a personal day if you must. What you do today very well might need to be done again. Would it not be better to take the day off? Tonight: Be a couch potato.

SAGITTARIUS (Nov. 22-Dec. 21)
★★★★★ Continue to speak your mind and clear out a problem before it happens. Be sensitive to the other point of view. If this conversation evolves to brainstorming, you might be surprised by this person's ingenuity. Tonight: Hang out; catch up on friends' news.

CAPRICORN (Dec. 22-Jan. 19)
★★★ Stay centered on the emotional and financial costs of a suggestion. If you still would like to nix an idea, do. Remember, you have a talent for knowing what is doable. Stick to your guidelines, and you won't go wrong. Tonight: Your treat.

AQUARIUS (Jan. 20-Feb. 18)
★★★★★ Stop and think about how you feel. You might be surprised by how good you feel. With this information in hand, be willing to take a risk you have been considering. The worst end result is that it doesn't work. Why not give it a shot? Tonight: Whatever feels right.

PISCES (Feb. 19-March 20)
★★★ Keep your own counsel. Someone who notices you could start teasing you, trying to pull out what you might be withholding. Keep communication flowing, but don't say anything you would prefer not to. Tonight: Share with a trusted pal.

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

Happy birthday

Others find you remarkable, alluring and "together." This image might be difficult to maintain. Let others see you as less than perfect. For several months, you seem to have had the ability to fulfill your desires. Your circle of friends and acquaintances will expand. If you are single, you will meet several very desirable suitors. Use care with new people. They might not be all you think they are. If you are attached, the relationship will benefit from spending more time together, socializing or as a couple alone.

Sudoku

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

Difficulty Level ★

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

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

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

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CROSSWORD

By THOMAS JOSEPH

ACROSS

1 Swimming spot
5 Stow cargo
9 TV's Abdul
10 Checkout line count
12 Top floor
13 One of the Marx Brothers
14 Atlanta team
16 Advanced in years
17 Theater box
18 Houston team
21 Bullfight cry
22 Like post-workout athletes
23 Apple drink
24 Work over
26 Gorilla, for one
29 San Diego team
30 Region
31 Yale student
32 Detroit team
34 "The Zoo Story" playwright
37 Dull finish
38 Puzzle out
39 One of the Kennedys
40 Dark-greenish blue
41 Rip

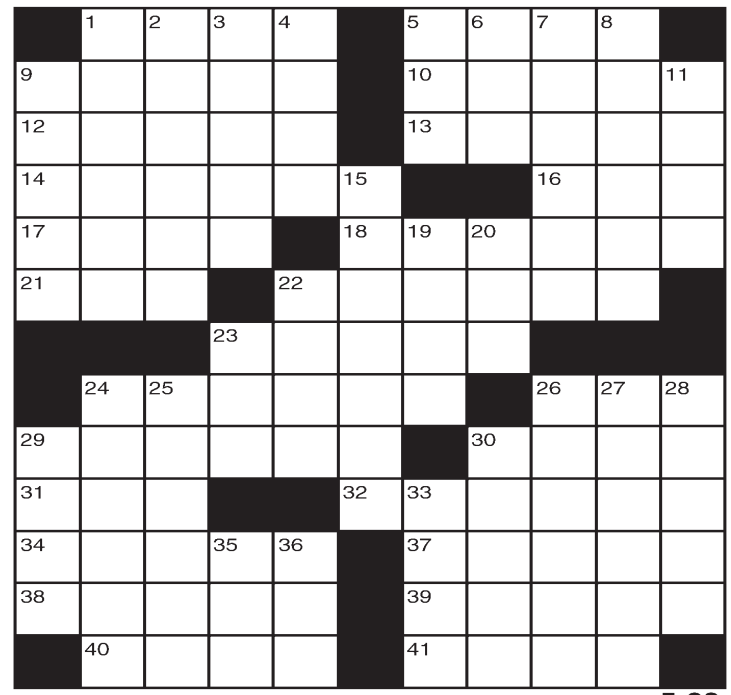
DOWN

1 Sentry duty
2 Power problem
3 Martini garnish
4 Doily stuff
5 Singer Phair
6 Had supper
7 Send overseas
8 Hire
9 Painter Picasso
11 Supplies with turf
15 Shop waste
19 Ooze
20 Road sealer
22 Location
23 Auto
24 Voter's page
25 Fit for consumption
26 Singer Franklin
27 More impudent
28 Painter's stand
29 Pod fill
30 Banded rock
33 "How — Your Mother"
35 Juan Perón's wife
36 Snaky fish

R	O	B	S			A	L	I	C	E
O	P	I	U	M		G	E	N	O	A
P	E	N	N	A		E	X	A	C	T
E	N	D		D	E	S		P	O	E
S	U	E	D	E	S		L	I	O	N
	P	R	O	M	Q	U	E	E	N	
			T	A	U	N	T			
	T	E	E	N	I	D	O	L	S	
B	U	Y	S		R	E	N	O	W	N
A	X	E		P	E	R		L	I	E
S	E	L	M	A		G	R	I	P	E
I	D	I	O	T		O	P	T	E	D
L	O	D	E	S			M	A	S	S

Saturday's answer

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



5-23

ARITHMO™ CrossMath + × − ÷

– Arithmo Crossmath – Reclaim Your Brain

• Insert the given numbers in the empty squares so when they are calculated in threes from left to right and top to bottom they satisfy the demands in the shaded boxes both horizontally and vertically.

• Each empty square dictates the math operation that must be performed to meet the demands.

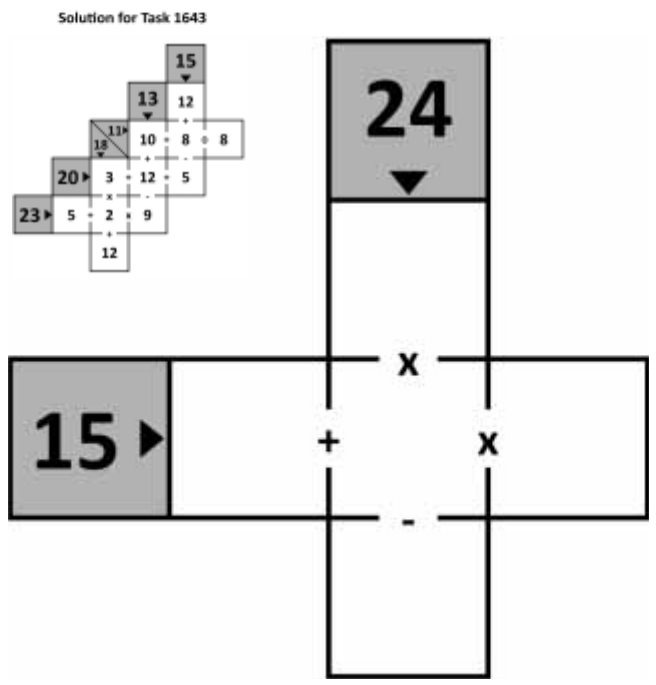
• Remember to multiply or divide before you add or subtract.

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

1, 2, 5, 7, 11

Solution for Task 1643



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SUPER LOTTO PLUS: 3 11 16 26 38 Meganumber: 6 Jackpot: $20M

Fantasy 5: 9 10 14 19 29

DAILY 3: MIDDAY: 0 8 3 EVENING: 1 7 6

DAILY DERBY: 1st: 03 Hot Shot 2nd: 12 Lucky Charms 3rd: 04 Big Ben RACE TIME: 1:41.35

Although every effort is made to ensure the accuracy of the winning number information, mistakes can occur. In the event of any discrepancies, California State laws and California Lottery regulations will prevail. Complete game information and prize claiming instructions are available at California Lottery retailers. Visit the California State Lottery web site at http://www.calottery.com

NEWS OF THE WEIRD
BY CHUCK SHEPARD

■ Tonya McDowell, 33, an off-and-on homeless person in Bridgeport, Conn., was arrested in April by police in nearby Norwalk and charged with felony theft -- of $15,686 worth of "services" from the city. McDowell's crime was enrolling her 6-year-old son in Norwalk's Brookside Elementary School when she actually "resided" (as much as a sporadically "homeless" person can "reside") in Bridgeport. McDowell has also "resided" at times in a Norwalk shelter, but was crashing at a friend's apartment in Bridgeport when she registered her son. The head of the Norwalk Board of Education acknowledged that the usual consequence for an unqualified student is merely dismissal from school.

■ In March, jurors in New Orleans convicted Isaiah Doyle of a 2005 murder and were listening to evidence in the penalty phase of the trial when Doyle decided to take the witness stand (as defendants sometimes do in a desperate attempt to avoid the death penalty). However, Doyle said to the jurors, "If I had an AK-47, I'd kill every last one of y'all with no remorse." (The jury recommended the needle.)

TODAY IN HISTORY

1931 Bhagat Singh, Shivaram Rajguru and Sukhdev Thapar are hanged for murder during the Indian struggle for independence.

1933 The Reichstag passes the Enabling Act of 1933, making Adolf Hitler dictator of Germany.

1935 Signing of the Constitution of the Commonwealth of the Philippines.

1939 The Hungarian air force attacks the headquarters of Slovak air force in the city of Spi‰ská Nová Ves, kills 13 people and began the Slovak–Hungarian War.

1942 World War II: In the Indian Ocean, Japanese forces capture the Andaman Islands.

WORD UP!

slaver
\SLAV-uhr; SLAY-vuhr\ , intransitive verb;
1. To slobber; to drool.
noun:
1. Saliva drooling from the mouth.

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YARDPERSON F/T, including Sat. Will train. Lifting req'd. Apply in person: Bourget Bros. 1636 11th St. Santa Monica, Ca 90404.

Career Opportunities

Burke Williams Day Spa located on 4th street in Santa Monica is currently seeking licensed Massage Therapists. In this position you will enjoy competitive pay, great benefits and an excellent working environment. Please feel free to apply in person at 1358 4th street, Santa Monica, apply through our web site at www.burkewilliamsspa.com or send your resume to CorinneS@Burke-WilliamsSpa.com

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Notices

Wilshire House 1125 3RD Street Santa Monica CA 90403 will be closing waiting list on 5-29-2011. Unable to accept applications due to 5 year plus waiting list.

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Notices

NOTICE OF APPLICATION TO SELL ALCOHOLIC BEVERAGES
Date of Filing Application: APRIL 26, 2011
To Whom it may concern:
The Name(s) of the Applicant(s) is/are: MOSHE ALON
The applicants listed above are applying to the Department of Alcoholic Beverage Control to sell alcoholic beverages at: 1241 5TH ST, SANTA MONICA, CA 90401-1468
Type of License(s) Applied for: 41 – ON-SALE BEER AND WINE – EATING PLACE
Department of Alcoholic Beverage Control LOS ANGELES.
SANTA MONICA DAILY PRESS
5/2/11, 5/9/11, 5/16/11

Name Changes

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. LS021445
Superior Court of California, County of Los Angeles
Petition of JOHN ANTHONY KRAMER III for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: JOHN ANTHONY KRAMER III filed a petition with this court for a decree of changing names as follows JOHN ANTHONY KRAMER III to TONDA ROS. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: JUNE 13, 2011 Time: 8:30, Dept. NW-C, Room: 310
The address of the court is 6230 Sylmar Ave., Van Nuys, CA 91401, Van Nuys Courthouse East
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: 5/6/11
JAMES A STEELE
Judge Of The Superior Court
5/9/11, 5/16/11 ,5/23/11, 5/30/11

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case SS020686
Superior Court of California, County of Los Angeles
Petition of DANIEL FRANCIS HEALY for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: DANIEL FRANCIS HEALY filed a petition with this court for a decree of changing names as follows DANIEL FRANCIS HEALY to DANIEL FRANCIS MADDRIX The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: JUNE 2, 2011 Time: 8:30AM, Dept. A., Room 104
The address of the court is 1725 Main St., Santa Monica, CA 90401.
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: MAY 6, 2011
JOSEPH S BIDERMAN
Judge Of The Superior Court
5/9/11, 5/16/11, 5/23/11, 5/30/11

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. ES014867
Superior Court of California, County of Los Angeles
Petition of KIMBERLY IRENE KASTNER for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: KIMBERLY IRENE KASTNER filed a petition with this court for a decree of changing names as follows KIMBERLY IRENE KASTNER to ALEXANDRIA IRENE KASTNER. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: 7/8/2011 Time: 8:30AM, Dept. B
The address of the court is Superior Court North District, 300 East Olive Avenue, Burbank, CA 91502.
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: 5/20/11
MARY THORNTON HOUSE
SUPERVISING JUDGE
5/23/11, 5/30/11. 6/6/11, 6/13/11

Name Changes

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. SS020687
Superior Court of California, County of Los Angeles
Petition of KAYLA MYCHAL CORCORAN for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: KAYLA MYCHAL CORCORAN filed a petition with this court for a decree of changing names as follows: : KAYLA MYCHAL CORCORAN to : SUNNY MYCHAL MADDRIX. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: JUNE 2, 2011 Time: 8:30, Dept. A, Room 104
The address of the court is 1725 Main Street , Santa Monica, CA 90401, Superior Court of California West District
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: 6/2/11
JUDGE JOSEPH S. BIDERMAN
Judge Of The Superior Court
5/9/11, 5/16/11, 5/23/11, 5/30/11

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. MS007892
Superior Court of California, County of Los Angeles
Petition of DRAKE GODSPEED for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: DRAKE GODSPEED filed a petition with this court for a decree of changing names as follows: DRAKE GODSPEED to LLOYD CLARK FREEMAN. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: JUNE 22, 2011 Time: 8:30AM, Dept. A-10
The address of the court is Superior Court North District, 42011 4TH STREET WEST, LANCASTER, CA 93534
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: MAY 6, 2011
THOMAS R WHITE
SUPERVISING JUDGE
5/9/11, 5/16/11, 5/23/11, 5/30/11

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. SS020548
Superior Court of California, County of Los Angeles
Petition of MARGARET MAXINE NORDENSTROM for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: MARGARET MAXINE NORDENSTROM filed a petition with this court for a decree of changing names as follows MARGARET MAXINE NORDENSTROM to MARGARET MAXINE SULLIVAN. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: JUNE 9, 2011 Time: 8:30AM, Dept. A., Room 104
The address of the court is 1725 Main St., Santa Monica, CA 90401.
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: MAY 6, 2011
THOMAS R WHITE
SUPERVISING JUDGE
5/9/11, 5/16/11, 5/23/11, 5/30/11

Name Changes

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. ES014817
Superior Court of California, County of Los Angeles
Petition of HELLE SALIM for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: HELLE SALIM filed a petition with this court for a decree of changing names as follows: HELLE SALIM to HELLE PANZIERI. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: JUNE 10, 2011 Time: 8:30AM, Dept. B
The address of the court is Superior Court North District, 300 East Olive Avenue, Burbank, CA 91502.
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: APRIL 29, 2011
MARY THORNTON HOUSE
SUPERVISING JUDGE
5/2/11, 5/9/11, 5/16/11, 5/23/11

DBAS

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011012576 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/21/2011 The following person(s) is (are) doing business as VENICE WEST PUBLISHERS. The full name of registrant(s) is/are: JAMES R SMITH 533 RIALTO AVENUE VENICE, CA 90291. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JAMES R SMITH; SOLE PROPRIETOR. This statement was filed with the County Clerk of LOS ANGELES County on 04/21/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 05/02/2011, 05/09/2011, 05/16/2011, 05/23/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011013335 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/21/2011 The following person(s) is (are) doing business as B. DEIGAN. The full name of registrant(s) is/are: BRENEISHA DEIGAN 14620 BURIN AVE LAWNDALE, CA 90260. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:BRENEISHA DEIGAN; OWNER. This statement was filed with the County Clerk of LOS ANGELES County on 04/21/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 05/02/2011, 05/09/2011, 05/16/2011, 05/23/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011015956 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/26/2011 The following person(s) is (are) doing business as AI#ON 201111110174 BIG DADDYS EXPRESS. The full name of registrant(s) is/are: FUN FOOD EXPRESS, LLC 1809 OCEAN FRONT WALK VENICE, CA 90291. This Business is being conducted by: a Limited Li-

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ability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:FUN FOOD EXPRESS, LLC; OWNER . This statement was filed with the County Clerk of LOS ANGELES County on 04/26/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 05/02/2011, 05/09/2011, 05/16/2011, 05/23/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011016261 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/26/2011 The following person(s) is (are) doing business as TASTY PRODUCE; TASTY PRODUCE WAREHOUSE . The full name of registrant(s) is/are: JAMES DANIEL PETITTE 10725 PALMS BLVD LOS ANGELES, CA 90034. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)04/26/2011. /s/: JAMES DANIEL PETITTE; OWNER . This statement was filed with the County Clerk of LOS ANGELES County on 04/26/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 05/02/2011, 05/09/2011, 05/16/2011, 05/23/2011.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-018386
The following person(s) is (are) doing business as: RELIC 11, 9529 MELITA ST., PICO RIVERA, CA 90660. Full name of registrant(s) is (are) VERONICA PIZANO, 9529 MELITA ST., PICO RIVERA, CA 90660. This Business is conducted by: AN INDIVIDUAL. Signed: VERONICA PIZANO. This statement was filed with the County Clerk of Los Angeles County on 04/28/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. May 02, 09, 16, 23, 2011
Publish: Santa Monica Daily Press

CTITIOUS BUSINESS NAME STATEMENT
File No. 11-014600
The following person(s) is (are) doing business as: ETHERIA DESIGN, 4250 RIVERTON AVE., STUDIO CITY, CA 91602. Full name of registrant(s) is (are) NANCY HITTMAN, 4250 RIVERTON AVE., STUDIO CITY, CA 91602. This Business is conducted by: AN INDIVIDUAL. Signed: NANCY HITTMAN. This statement was filed with the County Clerk of Los Angeles County on 04/22/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. May 02, 09, 16, 23, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-017280
The following person(s) is (are) doing business as: V. HARO MAINTENANCE AND REMODEL SERVICES, 11622 KILLIAN ST., EL MONTE, CA 91732. Full name of registrant(s) is (are) VICTOR M. HARO, 11622 KILLIAN ST., EL MONTE, CA 91732. This Business is conducted by: AN INDIVIDUAL. Signed: VICTOR M. HARO. This statement was filed with the County Clerk of Los Angeles County on 04/27/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. May 02, 09, 16, 23, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-007485
The following person(s) is (are) doing business as: FREE TIME HOBBY, 11600 ALONDRA BLVD., NORWALK, CA 90650. Full name of registrant(s) is (are) ALVINILLO ALVISO, 20103 FLALLON AVE., LAKEWOOD, CA 90715. This Business is conducted by: AN INDIVIDUAL. Signed: ALVINILLO ALVISO. This statement was filed with the County Clerk of Los Angeles County on 04/14/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. May 02, 09, 16, 23, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-005580
The following person(s) is (are) doing business as: MADE IN THEIR IMAGE, 3500 W. MANCHESTER BLVD. UNIT 277, INGLEWOOD, CA 90305. Full name of registrant(s) is (are) RICK PERSLEY, 3500 W. MANCHESTER BLVD. UNIT 277, INGLEWOOD, CA 90305. This Business is conducted by: AN INDIVIDUAL. Signed: RICK PERSLEY. This statement was filed with the County Clerk of Los Angeles County on 04/12/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. May 02, 09, 16, 23, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-014753
The following person(s) is (are) doing business as: MARIVAS ENERGY SOLUTIONS, 6336 HOME AVE., BELL, CA 90201. Full name of registrant(s) is (are) MARIO RIVAS, 6336 HOME AVE., BELL, CA 90201. This Business is conducted by: AN INDIVIDUAL. Signed: MARIO RIVAS. This statement was filed with the County Clerk of Los Angeles County on 04/22/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. May 02, 09, 16, 23, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-014064
The following person(s) is (are) doing business as: REALQUEST HOMES; REALQUEST ESCROW; REALQUEST INVESTMENTS; REALQUEST LOANS, 3924 SAN AUGUSTINE DR., GLENDALE, CA 91206. Full name of registrant(s) is (are) JG GLOBAL ENTERPRISES, 3924 SAN AUGUSTINE DR., GLENDALE, CA 91206. This Business is conducted by: A CORPORATION. Signed: JAIME GARCIA. This statement was filed with the County Clerk of Los Angeles County on 04/22/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. May 02, 09, 16, 23, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-014424
The following person(s) is (are) doing business as: SCORPION PRIVATE SECURITY, 718 E. 135th ST., L.A., CA 90059. Full name of registrant(s) is (are) ALFONSO LARA, 718 E. 135th ST., L.A., CA 90059. This Business is conducted by: AN INDIVIDUAL. Signed: ALFONSO LARA. This statement was filed with the County Clerk of Los Angeles County on 04/22/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. May 02, 09, 16, 23, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-020369
The following person(s) is (are) doing business as: J&G COLLECTION, 6708 PACIFIC BLVD., HUNTINGTON PARK, CA 90255. Full name of registrant(s) is (are) MARIA BONILLA, JORGE CASTRO, 2501 SATURN AVE. #H, HUNTINGTON PARK, CA 90255. This Business is conducted by: HUSBAND and WIFE. Signed: MARIA BONILLA. This statement was filed with the County Clerk of Los Angeles County on 05/02/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. May 09, 16, 23, 30, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-023747
The following person(s) is (are) doing business as: LOVEYS CHILDREN SHOES AND APPAREL; LOVEYS CHILDREN SHOES; LOVEYS HAPPY FEET FOR KIDS; LUVLUVS APPAREL, 1434 11th ST. #4, SANTA MONICA, CA 90401. Full name of registrant(s) is (are) DEBBIE DADAIAN, 245 6th ST., NORCO, CA 92860. This Business is conducted by: AN INDIVIDUAL. Signed: DEBBIE DADAIAN. This statement was filed with the County Clerk of Los Angeles County on 05/05/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. May 09, 16, 23, 30, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-019554
The following person(s) is (are) doing business as: MOFE AUTOS, 12935 S. KORNBLUM AVE. #E, HAWTHORNE, CA 90250. Full name of registrant(s) is (are) JULIUS EDEMA, 12935 S. KORNBLUM AVE. #E, HAWTHORNE, CA 90250. This Business is conducted by: AN INDIVIDUAL. Signed: JULIUS EDEMA. This statement was filed with the County Clerk of Los Angeles County on 04/29/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. May 09, 16, 23, 30, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011014812 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/23/2011 The following person(s) is (are) doing business as MALIBU GRANOLA. The full name of registrant(s) is/are: LAURA ZAHN ROSENTHAL 5600 CALPINE DR MALIBU, CA 90265. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/11/2011. /s/: LAURA ZAHN ROSENTHAL. This statement was filed with the County Clerk of LOS ANGELES County on 04/23/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 05/09/2011, 05/16/2011, 05/23/2011, 05/30/2011.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-019008
The following person(s) is (are) doing business as: TORTILERIA DONA INEZ, 6201 S. MAIN ST. #D, L.A., CA 90003. Full name of registrant(s) is (are) IGNACIO JUAN ALVAREZ, 155 E. 55th ST., L.A., CA 90011. This Business is conducted by: AN INDIVIDUAL. Signed: IGNACIO JUAN ALVAREZ. This statement was filed with the County Clerk of Los Angeles County on 04/29/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. May 09, 16, 23, 30, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-019791
The following person(s) is (are) doing business as: GNC, 4149 TWEEDY BLVD., SOUTH GATE, CA 90280. Full name of registrant(s) is (are) KA AND H INVESTMENT GROUP, INC., 4149 TWEEDY BLVD., SOUTH GATE, CA 90280. This Business is conducted by: A CORPORATION. Signed: MOHAMMAD BALOCH. This statement was filed with the County Clerk of Los Angeles County on 04/29/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. May 09, 16, 23, 30, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-021790
The following person(s) is (are) doing business as: MOTO CLUB DI SANTA MONICA,; MOTO CLUB, 2013 LINCOLN BLVD., SANTA MONICA, CA 90405. Full name of registrant(s) is (are) VICTOR RUVALCABA, 2013 LINCOLN BLVD., SANTA MONICA, CA 90405. This Business is conducted by: AN INDIVIDUAL. Signed: VICTOR RUVALCABA. This statement was filed with the County Clerk of Los Angeles County on 05/03/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. May 09, 16, 23, 30, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-019766
The following person(s) is (are) doing business as: ECOUTEZ SPEAKERS BUREAU, 1221 N. ORANGE DR. STE 315, L.A., CA 90038. Full name of registrant(s) is (are) ADRIENNE R. HYMES, 1221 N. ORANGE DR. STE 315, L.A., CA 90038. This Business is conducted by: AN INDIVIDUAL. Signed: ADRIENNE R. HYMES. This statement was filed with the County Clerk of Los Angeles County on 04/29/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. May 09, 16, 23, 30, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-020462
The following person(s) is (are) doing business as: BRC ADVISORS 856 62 84th STREET, 856 W. 84th ST., L.A., CA 90044. Full name of registrant(s) is (are) BRC ADVISORS, INC., 700 S. FLOWER ST. STE 1400, L.A., CA 90017. This Business is conducted by: A CORPORATION. Signed: JAMES HUANG. This statement was filed with the County Clerk of Los Angeles County on 05/02/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 04/27/2011. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. May 09, 16, 23, 30, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-021004
The following person(s) is (are) doing business as: BLUE DREAM SMOKE SHOP, 1515 E. SOUTH ST., LONG BEACH, CA 90805. Full name of registrant(s) is (are) AHMED BUNDAKJI, 1515 E. SOUTH ST., LONG BEACH, CA 90805. This Business is conducted by: AN INDIVIDUAL. Signed: AHMED BUNDAKJI. This statement was filed with the County Clerk of Los Angeles County on 05/02/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. May 09, 16, 23, 30, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-023967
The following person(s) is (are) doing business as: ARELY'S FURNITURE, 4424 E. 49th ST., VERNON, CA 90058. Full name of registrant(s) is (are) FRANCISCO RAMIREZ, CARLOS RAMIREZ, 6833 FRY ST., BELL GARDENS, CA 90201. This Business is conducted by: A GENERAL PARTNERSHIP. Signed: FRANCISCO RAMIREZ. This statement was filed with the County Clerk of Los Angeles County on 05/05/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 04/22/2011. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. May 09, 16, 23, 30, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011020831 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 05/02/2011 The following person(s) is (are) doing business as PAUL GLENN WOOD PUBLISHING; FIRST LOVE: MUSIC; FIRST LOVE MUSIC PUBLISHING; PAUL GLENN WOOD PRESENTS. The full name of registrant(s) is/are: PAUL GLENN WOOD 1226 N. HAVENHURST ST # 13 WEST HOLLYWOOD, CA 90046. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:PAUL GLENN WOOD; OWNER . This statement was filed with the County Clerk of LOS ANGELES County on 05/02/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 05/09/2011, 05/16/2011, 05/23/2011, 05/30/2011.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-026001
The following person(s) is (are) doing business as: KZ & CO., 11943 GURLEY AVE., DOWNEY, CA 90242. Full name of registrant(s) is (are) SAUL ZELAZNOG, 11943 GURLEY AVE., DOWNEY, CA 90242. This Business is conducted by: AN INDIVIDUAL. Signed: SAUL ZELAZNOG. This statement was filed with the County Clerk of Los Angeles County on 05/09/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. May 16, 23, 30, June 06, 2011
Publish: Santa Monica Daily Press

FILE NO. 2011-026232
STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
The following person(s) has/have abandoned the use of the fictitious business name: BROS CORTEZ MEXICAN FOOD/CORTEZ ROGELIO, 16100 OLD VALLEY BLVD., LA PUENTE, CA 91744. The fictitious business name referred to above was filed on 10/27/2006, in the county of Los Angeles. The original file number of 2011026231. The business was conducted by: AN INDIVIDUAL. This statement was filed with the County Clerk of Los Angeles on 05/11/11. The business information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false, is guilty of a crime.) SIGNED: ROGELIO CORTEZ/OWNER.
Pub. May 16, 23, 30, June 06, 2011
Publish: Santa Monica Daily Press

2011-028066
STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
The following person(s) has/have abandoned the use of the fictitious business name: PSI BARGAINS, 4400 BANDINI BLVD., L.A., CA 90058. The fictitious business name referred to above was filed on 11/12/2010, in the county of Los Angeles. The original file number of 2011028065. The business was conducted by: A CORPORATION. This statement was filed with the County Clerk of Los Angeles on 05/11/11. The business information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false, is guilty of a crime.) SIGNED: C. RAMIREZ/PRES.
Pub. May 16, 23, 30, June 06, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-025015
The following person(s) is (are) doing business as: OUTLOOK CONSULTING, 1553 S. SIERRA BONITA, L.A., CA 90019. Full name of registrant(s) is (are) BRANDEN SEAN ADAMS, 1553 S. SIERRA BONITA, L.A., CA 90019. This Business is conducted by: AN INDIVIDUAL. Signed: BRANDEN SEAN ADAMS. This statement was filed with the County Clerk of Los Angeles County on 05/06/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. May 16, 23, 30, June 06, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-026931
The following person(s) is (are) doing business as: DIMEPIECE DESIGNS, 1013 S. LOS ANGELES ST. #1107, L.A., CA 90015. Full name of registrant(s) is (are) ASHLEY JONES, LAURA FAMA, 1013 S. LOS ANGELES ST. #1107, L.A., CA 90015. This Business is conducted by: A GENERAL PARTNERSHIP. Signed: ASHLEY JONES. This statement was filed with the County Clerk of Los Angeles County on 05/10/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. May 16, 23, 30, June 06, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-026933
The following person(s) is (are) doing business as: JULIO A. CRUZ TRUCKING, 10317 SAN ANTONIO AVE., SOUTH GATE, CA 90280. Full name of registrant(s) is (are) JULIO A. CRUZ HERNANDEZ, 10317 SAN ANTONIO AVE., SOUTH GATE, CA 90280. This Business is conducted by: AN INDIVIDUAL. Signed: JULIO A. CRUZ HERNANDEZ. This statement was filed with the County Clerk of Los Angeles County on 05/10/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. May 16, 23, 30, June 06, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-026950
The following person(s) is (are) doing business as: CANO LANDSCAPING, 10031 ALONDRA BLVD., BELLFLOWER, CA 90706. Full name of registrant(s) is (are) GEOFFREY CANO, 10031 ALONDRA BLVD., BELLFLOWER, CA 90706. This Business is conducted by: AN INDIVIDUAL. Signed: GEOFFREY CANO. This statement was filed with the County Clerk of Los Angeles County on 05/10/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. May 16, 23, 30, June 06, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-026686
The following person(s) is (are) doing business as: CALIFORNIA MEDICAL CARE, 1304 OBERLIN DR., GLENDALE, CA 91205. Full name of registrant(s) is (are) MICHAEL SIDNEY MILANEY, 1304 OBERLIN DR., GLNDALE, CA 91205. This Business is conducted by: AN INDIVIDUAL. Signed: MICHAEL SIDNEY MILANEY. This statement was filed with the County Clerk of Los Angeles County on 05/10/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. May 16, 23, 30, June 06, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-025037
The following person(s) is (are) doing business as: AMERICAN DENTAL CARE, 14314 RAMONA BLVD., BALDWIN PARK, CA 91706. Full name of registrant(s) is (are) CADALSO DENTAL CORPORATION, 4380 HOLT BLVD. STE E, MONTCLAIR, CA 91763. This Business is conducted by: A CORPORATION. Signed: MARCO ROSAS. This statement was filed with the County Clerk of Los Angeles County on 05/06/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of it-

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self authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. May 16, 23, 30, June 06, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011012360 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/20/2011 The following person(s) is (are) doing business as CARDATOPIA. The full name of registrant(s) is/are: KIMBERLY SPIGLANIN 2595 PLAZA DEL AMO #407 TORRANCE, CA 90503 . This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)04/15/2011. /s/: KIMBERLY SPIGLANIN. This statement was filed with the County Clerk of LOS ANGELES County on 04/20/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 05/16/2011, 05/23/2011, 05/30/2011, 06/06/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011013472 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/21/2011 The following person(s) is (are) doing business as NUTRIBRANDING CONSULTING . The full name of registrant(s) is/are: ROGER SALAZAR JR. 117 WEST 9TH STREET #603 LOS ANGELES, CA 90015. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:ROGER SALAZAR JR; OWNER . This statement was filed with the County Clerk of LOS ANGELES County on 04/21/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 05/16/2011, 05/23/2011, 05/30/2011, 06/06/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011023420 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 05/04/2011 The following person(s) is (are) doing business as AI#ON A0702194 SMOG CITY BREWING CO.. The full name of registrant(s) is/are: BEER LAB INC 7299 WEST 85TH ST LOS ANGELES, CA 90045. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JONATHAN PORTER; PRESIDENT . This statement was filed with the County Clerk of LOS ANGELES County on 05/04/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 05/16/2011, 05/23/2011, 05/30/2011, 06/06/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011023419 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 05/04/2011 The following person(s) is (are) doing business as TEN ROUNDS PUBLISHING COMPANY . The full name of registrant(s) is/are: JON TIMOTHY COURNOYER 2235 SUNSET CREST DRIVE LOS ANGELES, CA 90046. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JON COURNOYER; OWNER . This statement was filed with the County Clerk of LOS ANGELES County on 05/04/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 05/16/2011, 05/23/2011, 05/30/2011, 06/06/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011028243 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 05/12/2011 The following person(s) is (are) doing business as EPAK MEDIA. The full name of registrant(s) is/are: EUGENE PAVLOVS 919 5TH AVE #19 VENICE, CA 90291. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:EUGENE PAVLOVS. This statement was filed with the County Clerk of LOS ANGELES County on 05/12/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 05/16/2011, 05/23/2011, 05/30/2011, 06/06/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011029559 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 05/13/2011 The following person(s) is (are) doing business as FORMATMYPC; HOLLYWOOD RAGS. The full name of registrant(s) is/are: RAJ CHOWDHRY 509 PALISADES DR PACIFIC PALISADES, CA 90272. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:RAJ CHOWDHRY; OWNER. This statement was filed with the County Clerk of LOS ANGELES County on 05/13/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 05/16/2011, 05/23/2011, 05/30/2011, 06/06/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011026911 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 05/10/2011 The following person(s) is (are) doing business as SIMPLY SPOTLESS. The full name of registrant(s) is/are: ROBERT O. WHITE 2820 ARIZONA AVE #2 SANTA MONICA, CA 90404. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)05/09/2011. /s/: ROBERT WHITE; OWNER. This statement was filed with the County Clerk of LOS ANGELES County on 05/10/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 05/16/2011, 05/23/2011, 05/30/2011, 06/06/2011.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-026749
The following person(s) is (are) doing business as: JAZ, 1513 W. SAN BERNARDINO RD. STE N, WEST COVINA, CA 91790. Full name of registrant(s) is (are) SILVANA FILLMORE, 1513 W. SAN BERNARDINO RD. STE N, WEST COVINA, CA 91790. This Business is conducted by: AN INDIVIDUAL. Signed: SILVANA FILLMORE. This statement was filed with the County Clerk of Los Angeles County on 05/10/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. May 16, 23, 30, June 06, 2011
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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011028324 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 05/12/2011 The following person(s) is (are) doing business as SUZINS SWEETZ. The full name of registrant(s) is/are: SUZIN K. CLARK 1438 25TH ST # 2 SANTA MONICA, CA 90404. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:SUZIN K. CLARK; PRESIDENT . This statement was filed with the County Clerk of LOS ANGELES County on 05/12/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 05/23/2011, 05/30/2011, 06/06/2011, 06/13/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20253270 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 05/11/2011 The following person(s) is (are) doing business as SANTA MONICA REPERTORY THEATER. The full name of registrant(s) is/are: ERIC BLOOM; JEN BLOOM 2212 OCEAN PARK BLVD, APT F SANTA MONICA, CA 90405 . This Business is being conducted by: Husband and Wife. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:ERIC BLOOM; CO-FOUNDER . This statement was filed with the County Clerk of LOS ANGELES County on 05/11/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 05/23/2011, 05/30/2011, 06/06/2011, 06/13/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011021430 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 05/03/2011 The following person(s) is (are) doing business as FITNESS FUSION LA . The full name of registrant(s) is/are: TORRE FITZ; JORDAN GOLDBERG 5107 S. HUCKFINN LN; 3018 4TH STREET, APT 31 CULVER CITY, CA 90230; SANTA MONICA, CA 90405. This Business is being conducted by: a Partnership. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:TORRE FITZ. This statement was filed with the County Clerk of LOS ANGELES County on 05/03/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 05/23/2011, 05/30/2011, 06/06/2011, 06/13/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011019153 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/29/2011 The following person(s) is (are) doing business as THREE SIXTY APPRAISAL. The full name of registrant(s) is/are: ARMANDO TREJO 334 S ARIZONA AVE LOS ANGELES, CA 90022. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:ARMANDO TREJO; OWNER. This statement was filed with the County Clerk of LOS ANGELES County on 04/29/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 05/23/2011, 05/30/2011, 06/06/2011, 06/13/2011.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011019187 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 04/29/2011 The following person(s) is (are) doing business as LOVE COOKING FOR YOU; LCYTOTAL HEALTH. The full name of registrant(s) is/are: LIILAVATI C. YERRO 8555 HASKELL AVE NORTH HILLS, CA 91343. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)04/20/08. /s/: LIILAVATI C. YERRO; OWNER . This statement was filed with the County Clerk of LOS ANGELES County on 04/29/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 05/23/2011, 05/30/2011, 06/06/2011, 06/13/2011.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-033349
The following person(s) is (are) doing business as: VIVA BAGS OF CALIFORNIA, 1803 S. HOPE ST., L.A., CA 90015. Full name of registrant(s) is (are) IRMA CASTILLO, 1109 NORTH AVENUE 64, L.A., CA 90042. This Business is conducted by: AN INDIVIDUAL. Signed: IRMA CASTILLO. This statement was filed with the County Clerk of Los Angeles County on 05/18/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 08/04/1998. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. May 23, 30, June 06, 13, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-031109
The following person(s) is (are) doing business as: COLLATERAL RECOVERY SERVICE & INVESTIGATIONS, 12130 PHILADELPHIA AVE., WHITTIER, CA 90601. Full name of registrant(s) is (are) NICOLE DIAZ, 12130 PHILADELPHIA AVE., WHITTIER, CA 90601. This Business is conducted by: AN INDIVIDUAL. Signed: NICOLE DIAZ. This statement was filed with the County Clerk of Los Angeles County on 05/16/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. May 23, 30, June 06, 13, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-032589
The following person(s) is (are) doing business as: DEJAVU WEDDING PHOTOGRAPHY, 4807 2.5 GAGE AVE., BELL, CA 90201. Full name of registrant(s) is (are) IBSAN EMANUEL ROMERO FLORES, 4807 2.5 GAGE AVE., BELL, CA 90201. This Business is conducted by: AN INDIVIDUAL. Signed: IBSAN EMANUEL ROMERO FLORES. This statement was filed with the County Clerk of Los Angeles County on 05/18/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. May 23, 30, June 06, 13, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011028325 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 05/12/2011 The following person(s) is (are) doing business as AI#ON 01318598 AREAL; AREAL RESTAURANT. The full name of registrant(s) is/are: CALIFORNIA LEISURE GROUP, INC 2820 MAIN STREET SANTA MONICA, CA 90405 . This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:CALIFORNIA LEISURE GROUP, INC; PRESIDENT . This statement was filed with the County Clerk of LOS ANGELES County on 05/12/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 05/23/2011, 05/30/2011, 06/06/2011, 06/13/2011.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-034350
The following person(s) is (are) doing business as: JAYBRIDGE CONSTRUCTION, 701 WESTBORO AVE., ALHAMBRA, CA 91803. Full name of registrant(s) is (are) JERRY PUENTE, 701 WESTBORO AVE., ALHAMBRA, CA 91803. This Business is conducted by: AN INDIVIDUAL. Signed: JERRY PUENTE. This statement was filed with the County Clerk of Los Angeles County on 05/19/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. May 23, 30, June 06, 13, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-032181
The following person(s) is (are) doing business as: KITCHEN EXPRESS CATERING, 8826 DALEN ST., DOWNEY, CA 90242. Full name of registrant(s) is (are) SANDRA ORTIZ, 8826 DALEN ST., DOWNEY, CA 90242. This Business is conducted by: AN INDIVIDUAL. Signed: SANDRA ORTIZ. This statement was filed with the County Clerk of Los Angeles County on 05/17/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. May 23, 30, June 06, 13, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2011028288 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 05/12/2011 The following person(s) is (are) doing business as SK MARKETING RESULTS; STEPHANIE KELLEY MARKETING RESULTS. The full name of registrant(s) is/are: STEPHANIE KELLEY 219 S BARRINGTON AVENUE, UNIT #9 Los Angeles, CA 90049. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:STEPHANIE KELLEY; PRINCIPAL CONSUTANT. This statement was filed with the County Clerk of LOS ANGELES County on 05/12/2011. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 05/23/2011, 05/30/2011, 06/06/2011, 06/13/2011.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-034580
The following person(s) is (are) doing business as: PRODICCIONES PRISMA, 12572 WASHINGTON PL. #1, L.A., CA 90066. Full name of registrant(s) is (are) JUVENTINO LOPEZ, 12572 WASHINGTON PL. #1, L.A., CA 90066. This Business is conducted by: AN INDIVIDUAL. Signed: JUVENTINO LOPEZ. This statement was filed with the County Clerk of Los Angeles County on 05/19/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 05/15/2006. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. May 23, 30, June 06, 13, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-029652
The following person(s) is (are) doing business as: ORANGE COUNTY DIAMOND CARPET CLEANING, 16424 RUSHFORD ST., WHITTIER, CA 90603. Full name of registrant(s) is (are) ROBERT BRIAN BRUNIER, 16424 RUSHFORD ST., WHITTIER, CA 90603. This Business is conducted by: AN INDIVIDUAL. Signed: ROBERT BRIAN BRUNIER. This statement was filed with the County Clerk of Los Angeles County on 05/13/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. May 23, 30, June 06, 13, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-029651
The following person(s) is (are) doing business as: ORANGE COUNTY COPIER REPAIR, 10513 NASHVILLE AVE., WHITTIER, CA 90604. Full name of registrant(s) is (are) CHARLES BRUNIER, 10513 NASHVILLE AVE., WHITTIER, CA 90604. This Business is conducted by: AN INDIVIDUAL. Signed: CHARLES BRUNIER. This statement was filed with the County Clerk of Los Angeles County on 05/13/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. May 23, 30, June 06, 13, 2011
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-031062
The following person(s) is (are) doing business as: NOE CHAVEZ MECANICO, 11011 INEZ ST., WHITTIER, CA 90605. Full name of registrant(s) is (are) NOE SALVADOR CHAVEZ, 11011 INEZ ST., WHITTIER, CA 90201. This Business is conducted by: AN INDIVIDUAL. Signed: NOE SALVADOR CHAVEZ. This statement was filed with the County Clerk of Los Angeles County on 05/16/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. May 23, 30, June 06, 13, 2011
Publish: Santa Monica Daily Press

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FICTITIOUS BUSINESS NAME STATEMENT
File No. 11-031351
The following person(s) is (are) doing business as: DUNIA'S, 926 E. ANAHEIM ST., WILMINGTON, CA 90744. Full name of registrant(s) is (are) DUNIA M. MUSTAFA, NELSON CASTELLANOS, 1061 CARY AVE., WILMINGTON, CA 90744. This Business is conducted by: A GENERAL PARTNERSHIP. Signed: DUNIA M. MUSTAFA. This statement was filed with the County Clerk of Los Angeles County on 05/16/11. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. May 23, 30, June 06, 13, 2011
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Santa Monica-UCLA Medical Center and Orthopaedic Hospital

The new Nethercutt Emergency Center at Santa Monica-UCLA Medical Center and Orthopaedic Hospital combines the most modern facility with a caring, expert staff to provide a more compassionate and patient-friendly experience. Not what you'd expect from an ER. Exactly what you'd expect from UCLA.

- Onsite CT scanner to speed diagnosis and all-digital X-ray technology
- Designated receiving center for heart patients and expert stroke care
- All new *fast*ER for minor injuries and illnesses
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