



DUCK READY TO QUACK
SEE PAGE 14

Santa Monica Daily Press

Since 2001: A news odyssey

THE HEAT WAVE ISSUE



IN THE MONEY

Brandon Wise brandonw@smdp.com

Standing in front of Fire Station 2 on Hollister Avenue on Wednesday, Santa Monica Fire Chief Jim Hone (right) accepts a check for \$8,350 from the Fireman's Fund Insurance Co. and the Kessler Advisors Group. The money will pay for new fittings for the "Jaws of Life" unit, enabling fire fighters to use a variety of tools and attachments with the unit without shutting down the jaws, reducing the time it takes to perform a rescue.

City Council approves aggressive budget

BY MELODY HANATANI
Daily Press Staff Writer

CITY HALL The City Council on Tuesday adopted a more than half billion dollar budget once painted as an aggressive spending package, addressing costly infrastructure and community needs despite the recessionary conditions that have plagued much of the surrounding municipalities.

While City Hall has felt the effects of the stormy economy, weakened by lower consumer spending and the housing crisis, it has been able to weather the conditions in its more than \$567 million budget through a diversified tax base, providing new services that in some cases have been requested for more than a decade.

The pricey budget includes a last-minute \$501,000 appropriation by the council, the allocation including enhanced tree trimming, holiday lights at the Santa Monica Pier, a social worker for the CAL SAFE teen pregnancy program, public art restoration, a traffic signal study for the 1440 PCH lot, and signage for the Third Street Promenade.

The council also voted to spend \$200,000 to install a traffic signal on a stretch of Ocean Park Boulevard east of Lincoln Boulevard where several pedestrians have been struck by cars. That amount is expected to be reimbursed through grant funding.

The addendums will be paid through the one-time available funds of \$300,000 and the \$119,000 left over from last year's council contingency fund, the remainder coming from balancing the budget, according to City Manager Lamont Ewell.

The funding set aside for the 1440 lot, which is located next to the pier, will initiate a process that could lead toward a half traffic signal being installed at the busy entrance. City Hall will have to go through Caltrans in order to install the signal.

The budget will also address a backlog in the tree trimming program caused by increased maintenance costs in the past.

While the extra \$119,000 will fall short of putting the program on the desired four-year pruning cycle, it will alleviate some of

Students pitch ideas for non-smoking campaign

BY MELODY HANATANI
Daily Press Staff Writer

SAMOH With a guilty look plastered across their faces, a pack of cigarettes hauled butt down Palisades Park, chased by police officers attempting to apprehend the delinquents for blatantly disregarding City Hall's ban on smoking in outdoor dining areas.

It was a comedic scene straight from the imaginations of a group of 11th grade AP English students at Santa Monica High School, illustrating an idea to produce a video that would educate the public about the various smoking restrictions that have gone into effect the past few years.

The 32 juniors were all participants of

the high school's first AP Challenge, a Santa Monica Chamber of Commerce sponsored event which pairs a local business with an advanced placement class to solve a specific problem.

The challenge is the third educational initiative sponsored by the chamber this year, previously hosting a job fair and a new internship program.

The program has been popular in high schools across the country, pairing a new business with a different AP subject every year.

"One reason we thought this was a great opportunity for students is because we had a PR firm looking for viral marketing (ideas) and students know better than any of us about MySpace and Facebook," Samantha O'Neil, the director of govern-

ment affairs for the chamber, said.

The firm is Santa Monica-based Southard Communications, which was recently hired by City Hall to coordinate a \$150,000 educational campaign on the smoking ordinance, which restricts lighting up in most outdoor areas, including ATM lines, bus stops, the Third Street Promenade and the Santa Monica Pier.

Southard was assigned to serve as the business partner in the first AP Challenge, calling on students in Pete Barraza's AP English class to come up with a marketing campaign around the smoking ban, including logos, slogans, commercials and events.

Those ideas were presented on

SEE PR PAGE 11

SEE BUDGET PAGE 12

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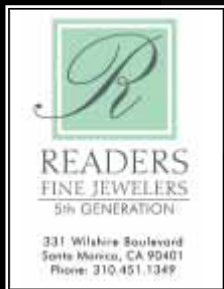
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Calendar

2

THURSDAY, JUNE 19, 2008

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WHAT'S UP WESTSIDE

OUT AND ABOUT IN SANTA MONICA AND SURROUNDS



Where it all started

1238 Lincoln Blvd., 5 p.m. — 7:30 p.m.

The Boys & Girls Club of Santa Monica are holding their 2nd Annual Alumni BBQ. Alumni and their families and friends are invited to sample food and fun. There will be a bounce-house, joust, prizes and more. Come and play a game of pool and foosball, make new friends and catch up with old ones. For more information contact the club at (310) 394-2582. RSVP to jen@smdgc.org.

Breathe in, breathe out

235 Hill St., 6:30 p.m. — 8 p.m.

Yoga instructor Etan Boritzer will be hosting a mixed-level yoga class designed to slowly and carefully work on strength flexibility and balance. The focus is on unblocking the resistance in joints, muscles and minds, and restoring the weak energy links in the mind/body system. There will be no difficult acrobatic poses, just simple hatha yoga. If you can breathe, you can do this yoga. For more information contact Boritzer at (310) 621-2144, or at etan@yogainsight.net.

Friday, June 20, 2008

Isabelle's Salsa Social

1334 Lincoln Blvd. 7:30 p.m. — 10 p.m.

Enjoy a night of learning to Salsa dance by partying with classmates afterward. Isabelle will host a 90-minute class on Salsa dancing, followed by a small social gathering with music and free drinks. All it takes is \$20 and a will to learn. For more information contact Isabelle at (310) 392-2493.

Brian Asher at the Sunset Grill

1701 Ocean Park Blvd., 7 a.m. — 5 p.m.

The Sunset Grill presents the work of artist and photographer Brian Asher. The diverse collection of photographs and artwork are inspired by Asher's travels through five continents including adventures in the Amazon, Vietnam, Zimbabwe, Mexico, the Galapagos Islands and China. More than two dozen pieces will hang in the restaurant and are for sale by the artist.

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



A googol of reasons to work for Google in Santa Monica

BY ALICE OLLSTEIN

Special to the Daily Press

ARIZONA AVE One rarely thinks of Google as a corporation staffed by human beings. I myself always pictured a super-computer, a kinder, gentler HAL, churning out the answers to all my queries. Yet on the corner of 6th Street and Arizona Avenue, over 300 engineers, product managers and linguists toil daily to maintain and improve the most popular search engine in the United States.

Having heard that the company's unofficial mottos include "Don't be evil" and "Work and play are not mutually exclusive," I was curious to have a look behind those red, blue, yellow and green letters to see what it is like to work for one of the most employee-friendly businesses on the planet (Fortune Magazine named it the best place to work in 2007).

While I waited in the lobby, I watched a special screen where real-time search terms from all over the US popped up and faded back into cyberspace. I was trying to figure out why someone would Google "icing" instead of using Epicurious, when my guide, product manager Loren Donelson, collected me for the tour.

He explained that the cubicles were arranged in an intricate pattern of clusters, separated by low, glass dividers "for the cross-pollination of ideas." Some employees sat on chairs, some on beanbags, some on the floor. Giant monitors displayed current weather and Santa Monica traffic, and



Alice Ollstein news@smdp.com

BREAK TIME: Santa Monica Googler Daniel Phillips unwinds at the company pool table last week. Google, rated by Fortune magazine as 2007's #1 Place to Work, takes care of employees dry cleaning, pays them to bike to work and offers free massages on site.

board games and musical instruments lay around every corner.

"They say an engineer can never be X number of feet away from food," joked Donelson, as we cruised past a fully stocked barista bar.

Apparently, there is such a thing as a free lunch. And a free dinner. Lunch is catered by Bon Appetit, a food management company with a focus on sustainability, and employees vote on which restaurant to order from for dinner. An on-site nutritionist consults with the Food Committee on meal choices, perhaps to combat the stereotype of the

pale, overweight computer programmer slogging over the keyboard with a candy bar in hand.

In the dining room I witnessed the fruits of the Green Committee's labor — reusable plates and silverware replacing their disposable relatives, a poster indicating what can and cannot be recycled and a reminder to buy local produce. Donelson told me that one Googler takes it upon himself to venture every Wednesday to the Downtown Farmers' Market to buy fresh fruit for the office.

SEE GOOGLE PAGE 13

Reward offered to solve local man's murder

BY DAILY PRESS STAFF

LOS ANGELES The Los Angeles County Board of Supervisors approved a \$10,000 reward for information leading to a conviction in the murder of Santa Monica resident Clifton Hibbert Jr., who was shot and killed in March.

The award was one of three approved by supervisors earlier this week.

The supervisors extended a reward offered in the fatal shootings of Hibbert, 22, and Kenneth Patterson Jr., 23, of Los Angeles. Hibbert and Patterson were in the 4300 block

of South Figueroa Street when they were killed March 29. The Los Angeles City Council put up \$75,000 in reward money.

Anyone with information leading to the killer or killers was asked to call detectives at the Southwest Station at (213) 485-6571 during normal office hours, or (877) LAW-FULL on nights and weekends.

The supervisors also reestablished a reward in the fatal attack on Marcial Sanchez in 2007. Sanchez, 52, was set afire Oct. 7 in the 3500 block of Cesar Chavez Avenue about 6 p.m.

Despite several people witnessing the attack, police have been unable to get anyone

to cooperate with them,

On a suggestion from Supervisor Michael Antonovich, the board also offered a reward for information leading to whoever fatally shot Hsiao Hong Hsu on March 19 while she was talking to a 911 operator about a break-in at her West Covina home.

Four suspects have been arrested, but a fifth is at large, officials said.

Anyone with more information in killings of Sanchez or Hsu was asked to call sheriff's detectives at (323) 890-5500.

news@smdp.com

Health officials issue warning on overheating

BY DAILY PRESS STAFF

LOS ANGELES With high temperatures forecasted for this weekend, county health officials are warning people to take the necessary steps to protect themselves from overexposure to the sun, especially those sensitive to the heat.

"While people don't need to be told it's hot outside, they do need to be reminded how to take care of themselves, children, the elderly, and their pets when the weather gets hotter," said Jonathan E. Fielding, director of public health for the county.

"When temperatures are high, prolonged sun exposure may cause dehydration, heat cramps, heat exhaustion, and heat stroke," Fielding added. "Never leave children, elderly people, or pets unattended in closed vehicles, even with the windows 'cracked,' because temperatures inside can quickly rise to life-threatening levels."

If you plan to be outdoors, take precautions to protect yourself from the heat. Symptoms of dehydration and heat cramps include dizziness, fatigue, faintness, headaches, muscle cramps, and increased thirst. Individuals with these symptoms should be moved to a cooler, shaded place and given water or sport drinks.

More severe symptoms such as diminished judgment, disorientation, pale and clammy skin, a rapid and weak pulse, and/or fast and shallow breathing may indicate heat exhaustion or impending heat stroke and requires immediate medical attention. Several tips for beating the heat include:

- Wear light, loose-fitting clothing.
- Drink water often (do not wait until you are thirsty), and avoid drinking alcohol.
- Offer help to those in your neighborhood with limited access to air conditioning and transportation, such as seniors or those who are ill. Check on them frequently or take them to a location with air conditioning.
- During peak heat hours stay in an air-conditioned area. If you don't have access to air conditioning in your home, visit public facilities such as shopping malls, parks, and libraries to stay cool.
- Avoid unnecessary exertion, such as vigorous exercise during peak sun hours, if you are outside or in a non-air conditioned building.
- Stay out of the sun if you do not need to be in it. When in the sun, wear a hat, preferably with a wide brim, and loose-fitting clothing with long sleeves and pants to protect yourself from sun damage.

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LETTERS TO THE EDITOR

Send comments to editor@smdp.com

To clarify concerns

Editor:

I'm very appreciative of the article by Melody Hanatani ("Neighbors Cry Fowl over NOMA Senior Housing Plan," page 1, June 18) outlining several of the issues both pro and con. To clarify the neighbors' concerns, it's important to understand the following:

- The single garage driveway lane off Montana and the loading zone with delivery trucks backing onto 17th Street poses a very real public safety issue and danger to school children, bicyclists, and drivers.
- Montana alone (not including 17th Street) already handles 17,000 vehicles per day traveling through the intersection and cars simply waiting to turn left into the single lane driveway will have a huge impact on through traffic and traffic turning left onto 17th Street.
- There is a bus loading zone, but there is no open "parking lane to back onto while waiting for a car exiting up the single lane 20 percent ramp," even if you were able to see the car in time.
- 17th Street narrows virtually to a single lane at the area where delivery trucks from this project's loading space will back onto 17th Street across from the existing alley, again causing significant congestion.
- In contrast to the concern of the adjacent neighbor to the north, the building cannot be higher or larger as it currently is designed to the maximum height and density the code allows.
- Potentially, this sets a dangerous precedent for apartment developers to increase density and decrease parking under the guise of senior group housing.

Quite simply, the problem is not senior housing, but it is either the wrong location for this design or the wrong design for this location.

Ron Goldman
Santa Monica

Two cents

Editor:

Having digested a dose of both Steve Breen and Tim Dillenbeck, I find myself moved to add my humble \$.02 worth of opinion. I have come to some tentative conclusions about this internecine chatter.

Yes, Breen at times does couch his thoughts in a grandiloquent style-nimble, yet convoluted, but he is at the same time lyrical, and his thinking subtle; showing much erudition. Good God, who knows what the heck he's talking about with "A Bob Fosse Production of Plinian proportions," except me of course. One question ... was that the elder Pliny or Pliny the younger?

As for Tim, critic of Breen, he expresses himself with a crisp terseness that makes the point. On the other hand, his simmering ire bubbles over and vitiates his analysis, lending it a tendentious tone. His passionate petulance doesn't work. All in all, Tim fails to deliver a critical recumbentibus.

One last word on the subject of so called "Obama bashing." It's perfectly legitimate to cite his lack of experience when the fate of this nation may be riding on this experience.

David Spataro
Santa Monica



Dispatches from Dystopia

Ryan Hyatt

Send comments to editor@smdp.com

No more [gas] taxation without representation

PAYING FOR THE CONSTANT INCREASE IN gas prices can't be much different than being strangled by a boa constrictor.

You know it's happening, but what can you do about it?

The inability of consumers to collectively lower the price they pay at the pump has become so frustrating for me I am beginning to suspect that to be American is not necessarily to be associated with greatness.

Being American is more like being stuck. You see, I'm poor. It doesn't matter if I live in the greatest country in the world or not. It doesn't matter if I pledge allegiance to the flag or not. Because I'm poor, I need to support myself to survive. Because I live in a capitalistic economy that has evolved in a peculiar way over time, I need a car to go to and from work in order to support myself.

That means I need to buy gas — no matter what the cost — in order to survive. I didn't create this condition. It was created before me. However, millions of Americans and I make Exxon richer every time we're at the pump considering this quandary.

To live, I must pay more and more because of increasing gas prices. I don't have a choice, or a vote, that will make a difference.

Or do I? Didn't New England Colonists face similar challenges when dealing with Britain? They paid more and more — without a vote — until they finally addressed grievances by taking up arms against the crown. Hence, America was born.

Well, I'm in no shape to take up arms against Exxon. I cannot even afford to pay the gas to drive to their corporate headquarters. My only choice would be to attack on a pogo stick.

How did we get here? How did we relinquish our fate to such complex, inexplicable, supernatural forces? Talking about high gas prices is like talking about a Sasquatch. Someone hears something rustling in the bushes. Someone else claims what is emerging is unusual, but natural.

Yet only Republicans have the nifty charts to explain why we are paying for our lives at the pump.

My guess: They're taking us for what we're worth before a real public servant gets in office.

Without a yard stick, calculator or power point presentation, my gut says high gas prices have originated from little more than other people's desire to exploit you and me.

Sorry, but I take such an assault on my livelihood personally. When I pay \$5 a gallon at the pump, it only seems fair the culprits responsible should pay for the burden they are inflicting.

Exxon made more profits last year than any corporation in world history. They can't afford to help their customers find cheaper forms of energy?

In my next novel, "Stay Younger Longer," a political thriller set in Los Angeles in 2046, California has emerged from a catastrophic earthquake only to be caught in a power struggle between China, triumphant in the Oil Wars, and the United States, loser spiraling into disarray.

A group calling themselves Eco-Socialists

has ascended to power in the quake's aftermath. They seek economic, social and environmental justice. In a world caught in the throes of global change, California has become the envy of nations, transforming into a paradise and pushing for secession from the Union.

BEING AMERICAN IS MORE LIKE BEING STUCK. YOU SEE, I'M POOR. IT DOESN'T MATTER IF I LIVE IN THE GREATEST COUNTRY IN THE WORLD OR NOT. IT DOESN'T MATTER IF I PLEDGE ALLEGIANCE TO THE FLAG OR NOT. BECAUSE I'M POOR, I NEED TO SUPPORT MYSELF TO SURVIVE.

Federal officials realize too late that the U.S. fight for oil with China has been too unpopular and costly. So, Congress authorizes the Corporate Mercenary Act. This allows multinationals like Exxon to raise private armies to secure the world's last oil supplies so the public no longer has to bear such costs for it.

My point here is that if Exxon had to pay for its own oil wars, maybe our government would have a chance to move us in a direction that subsidizes promising alternative energy sources.

Perhaps then Exxon could make a new fortune all of us could be proud of.

I implore you to assert your consumer rights and make your voice heard. It is time our buying power work collectively to send a message to Washington, Exxon and your next door neighbor with the American flag waving next to his Hummer parked in the driveway.

It is time we make abstraction tangible. It is time we demand our leaders make visible those "economic forces" driving high gas prices and do something about it. Worry less about terrorism abroad, folks, and more about the terrorism at home.

Otherwise, the complacency of our nation's citizens may prove to be our greatest enemy.

RYAN HYATT is a former Daily Press staff writer and author of "The Death of Rock 'n' Roll: A Biography of Darrell Breedlove." He is currently seeking a publisher and/or movie deal for his next novel, "Stay Younger Longer," a political thriller set in LA in 2046. He can be reached at ryanhyatt@gmail.com.

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Meredith Pro Tem

Meredith C. Carroll

Send comments to editor@smdp.com

Blown away by a biker's bad attitude

MY CHEAP, DUSTY BICYCLE RECENTLY made a cameo appearance outside the garage

After watching me ride up a hill last Saturday, my husband rightly decided that I needed a lesson on how to properly use the various gizmos atop the handlebars. I marveled at the chain magically jumping from one ring to the next as he showed me how to correctly calibrate the little thingies on the grips. After the tutorial, I felt much less sissy-like while ably maneuvering between the various levels of granny gear going up and down inclines in our neighborhood.

Learning how to correctly ride the bike I've owned for over four years didn't help me ride perceptibly faster. But thankfully, I don't actually mind being passed. I just prefer to be passed (in either direction) and acknowledged at the same time. When I go out running, other runners pass me frequently. Most times runners will flip a wave, flash a smile, give a quick "hey" or a little nod of the head. The same cannot be said for the bikers.

I can't accurately speak about the salutational practices of mountain bikers because it'll take several beers for me to mount an aluminum frame with two fat tires and attempt anything steeper than a molehill. On the other hand, I can say after having logged thousands of miles running on local and East Coast paved trails that rabid dogs are likely friendlier than the majority of road bikers whom I've encountered.

When I lived in Manhattan, I spent a lot of time running in Central Park. The park's dedicated running lane, however, is next to the curb and on an angle, which can be rough on the legs after a few miles.

So, when the park closes to vehicular traffic for a time each weekday, many runners drift over to the flatter bike lane, knowing that bikers can easily move over, too, and take advantage of the lanes left vacant by the lack of cars.

Sadly, though, "share" isn't a word in the vocabulary of Central Park bikers. No matter if they have easy access to 85 percent of the empty road, bikers become enraged at the perceived crime of air and space theft when they see a runner in the bike lane. They frequently sneak up behind runners, scare the living crap out of them by abruptly screaming, "Get out of the bike lane!" and

then race away before any runner could manage to form a response (especially a witty one).

Local road bikers aren't nearly as vocal about their disdain for runners as their East Coast counterparts, but that might be because their non-verbal communication speaks volumes. While at the very least runners make eye contact with other human beings they come across on a trail or boardwalk, it seems as though that's too much effort for roughly four out of five bikers. Turning up the corners of their mouths into something resembling a smile, lifting a hand in acknowledgment or uttering a single-syllable greeting appears akin to asking them to partake in a voluntary, un-Novocained root canal. One out of five bikers will offer a grunt, but only in response to one offered first.

The best explanation I can come up with for the ornery behavior of road bikers is their clothes. I'm not knocking the shorts — I'll never pass up an opportunity to don padded spandex if it means my butt will look smaller. But cyclists proudly wear jerseys with large advertisements played boldly across the chest and back in various colors so bright they can presumably be seen from Canada.

Wearing shirts (for which they paid a small fortune) that resemble ones they might have received free of charge from a sponsor or by participating in a race seems to give bikers carte blanche to ride, say, to the deli or pharmacy, as if it were one of the final stages of the Tour de France. Were that actually the case, demanding full control of the trail would be entirely understandable. Short of that, not so much. Besides, even cyclists in the Tour riding on the Champs-Élysées make eye contact and wave every once in a while, don't they?

Or maybe the bikers are just anxious and acting out because, like me before last weekend, they don't really know how to properly use their bikes. If that's the case, I'm more than happy to share my new gear-shifting skills just as long as they don't forget to use the magic word. Actually, at this point, any old word will suffice.

E-mail questions or comments to meredithcarroll@hotmail.com.

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The **Q-Line**

Vacation time

With the economy sagging and fuel prices rising to all-time highs, vacations are a luxury many can't afford to take these days.

So this week's Q-Line question asks:

Do you plan to travel this summer? If so, will you be driving, flying or taking the bus or train? Do you plan to stay in the state or go abroad?

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



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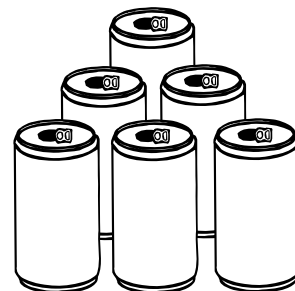
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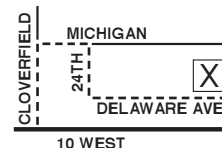
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Flickr founders head for the exits after buyout block

BY THE ASSOCIATED PRESS

SUNNYVALE The husband-and-wife team behind Yahoo Inc.'s popular photo-sharing service Flickr have resigned, following two top executives that have departed since the Internet pioneer rejected a \$47.5 billion takeover offer from Microsoft Corp.

Flickr co-founders Stewart Butterfield and Caterina Fake want to pursue another opportunity that they haven't yet revealed, Yahoo spokeswoman Terrell Karlsten said Wednesday.

Fake's last day at Sunnyvale-based Yahoo was June 13. Butterfield plans to leave July 12.

The couple sold Flickr to Yahoo for a reported \$35 million in 2005, about a year after they created the Web site for showing off digital photography.

Flickr's system for displaying and sharing photos attracted such a loyal following that Time magazine included Butterfield and Fake on a 2006 list of the world's most influential people.

Flickr already had been weaning itself from its co-founders. Fake had been working in another Yahoo division that cultivates new technology and Butterfield took an extended paternity leave last year.

Kakul Srivastava, who became Flickr's

general manager in April, will continue to oversee the photo-sharing service, Karlsten said.

The Flickr defections follow the resignations of two Yahoo executive vice presidents, Jeff Weiner and Usama Fayyad.

Weiner oversaw an array of services that included Yahoo's search engine and e-mail. He left to become an "executive in residence" at two venture capital firms, Accel Partners and Greylock Partners.

Fayyad had been in charge of Yahoo's analysis of user data — a job aimed at identifying online ads more likely to pique a reader's interest.

Yahoo attributed all the departures to personal decisions unrelated to the outcome of the company's five-month battle with Microsoft. The software maker withdrew a \$33 per share offer on May 3 after Yahoo sought \$37 per share — a price that the company's stock hasn't reached since January 2006.

Yahoo shares fell 34 cents, or 1.5 percent, to finish Wednesday at \$22.91.

Had a Microsoft deal been reached, all of Yahoo's 13,800 employees would have been covered by a generous severance plan that would have paid them if they were fired or quit after being reassigned to a new job within two years of a takeover

Once the hippest toy around, the Hula Hoop turns 50

BY MICHAEL LIEDTKE
Associated Press Writer

SAN FRANCISCO It's hard to believe in an age of action-packed video games and other whiz-bang gadgets, but the Hula Hoop once was the hippest toy around.

The hoopla began 50 years ago Thursday when entrepreneurs Richard Knerr and Arthur "Spud" Melin sought a trademark for a plastic cylinder based on a similar toy that had enjoyed modest success in Australia's school yards. Before long, the Hula Hoop had more hips swiveling than Elvis Presley.

Wham-O Inc., the company founded by Knerr and Melin, sold more than 100 million Hula Hoops — at a suggested retail price of \$1.98 apiece — after just a year on the U.S. market.

"It became a real piece of Americana," said toy historian Tim Walsh, whose book about Wham-O is scheduled to be published in October.

The Hula Hoop became so ubiquitous that the former Soviet Union banned the toy as a symbol of the "emptiness of American culture."

Not long after that, the Hula Hoop became a glaring example of the toy industry's now familiar boom-and-bust cycles. Almost as quickly as they became a household staple, millions of Hula Hoops began collecting cobwebs in garages across the country.

"The Hula Hoop was the granddaddy of all

fads," said Chris Guiringer, Wham-O's vice president of marketing and licensing.

Hula Hoop's downward spiral nearly ruined Wham-O, which had ramped up production to satisfy the once-frenzied demand for the toy. Fortunately, the company had developed another offbeat toy — a flying disc called the Frisbee — that took off just as Hula Hoop sales plummeted.

Saddled with a glut of unwanted Hula Hoops, Wham-O stopped manufacturing the toy until 1965 when Knerr and Melin came up with a new twist: they inserted ball bearings in the cylinder to make a "shoosh" sound. That helped revive interest in the Hula Hoop, which still makes money for Emeryville-based Wham-O. The privately held company declined to reveal how many Hula Hoops it sold last year.

Wham-O has had other iconic toys like the Frisbee, the Superball and Slip 'N' Slide, but none of them came close to enthralling kids like the Hula Hoop once did, said Lori Gregory, Knerr's daughter.

"My father always believed the more simple a toy was, the better it was," Gregory said. "If he brought home a toy and we couldn't figure out how to play with it, he figured it wasn't any good."

Knerr died earlier this year. Melin, his friend since boyhood, died in 2002.

As for the Hula Hoop, it might be poised for another spurt in popularity. It's one of the activities featured in a new Nintendo Wii video game promoting physical fitness.

The Re-View

Merv Hecht

Send comments to editor@smdp.com

Delicatessan delights

DELICATESSEN, IN IT'S ORIGINAL meaning, means "fine eating." Now it has a secondary meaning, but I'm not sure what it is. Like the U.S. Supreme Court said of pornography, "I can't define it but I know it when I see it."

There are, of course, different kinds of delicatessens; there are Italian deli's, typically serving meatball sandwiches with shelves of Italian delicacies. There are other ethnic deli's. But for me, like most of us, it's the Jewish deli that most often comes to mind. And in Santa Monica, it's Fromin's Deli at 19th and Wilshire that stands above all others.

I've been a customer there since even before it was there — when Owner Maurice Solomon had his restaurant in the Brentwood Mart. Not only is Maurice still there, watching over everything, but some of the same staff, like Patrick the Frenchman with the pony tail, is still there.

My mom loved Sunday brunch at Fromin's, and she and Maurice developed a special relationship. Once, when we were out of town, and mom didn't show up for Sunday brunch, Maurice called her to see if she was OK. She didn't have a ride, she said. So Maurice drove over to her apartment and took

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her to the restaurant for brunch. Now that's service!

When we go there for Sunday brunch, we usually order the fish plate. The one we get has lox (the best in town, soft and oily), BBQ cod, sometimes whitefish, cold slaw, tomatoes, cucumbers, toasted bagels (sliced in three slices) and creamed cheese.

I put lox and creamed cheese on one slice of my bagel, BBQ cod and creamed cheese on a second slice, and then whatever's left I put on the third slice.

What many Sunday brunch customers don't know is how good the rest of the food is. Not only are the traditional Jewish deli sandwiches delicious, such as the corned beef, pastrami, and brisket sandwiches, and the matzo ball soup — there are a lot of non-deli dishes that are great.

My wife likes the Hungarian cab-

bage-goulash soup. It was never that good in Hungary. There is a touch of tomato flavor, lots of soft cabbage leaves, and a touch of stewed beef. For dinner I like the skirt steak.

At \$18 this has to be one of the best values in town. It's marinated, served on a garlic roll, and it's big enough for two-maybe three-to share. Even the roast chicken is worth the trip. So what if the French fries are only fair.

For dessert there is, above all, back-home styled pies. I revert to my childhood. I was raised near the Wisconsin border, and we put cheese on everything.

Did you know that there is more Swiss cheese produced in Monroe, Wis. than in Switzerland? So I order the apple pie with cheddar cheese melted on top. Try it!

On the way out, of course, you should stop at the take-out counter. All of the traditional dishes are there: rare roast beef, beef tongue, lox and creamed cheese spread, kishka (delicious, but not on anyone's diet in today's world), turkey — and don't forget to get a big slice of Halvah. If you don't know what it is, you better not try it; it's addictive.

Veganic farmers work without animal fertilizers

BY MELANIE DABOVICH

Associated Press Writer

ALBUQUERQUE, N.M. The tradition of farming the land in northern New Mexico's Espanola Valley had been passed down from Don Bustos' Spanish ancestors who tilled the same soil centuries before.

But when Bustos realized the traditional farming techniques he was using could harm his children's health, he went organic 15 years ago. Now, Bustos said he has found an even safer method — vegan organic farming without any animal fertilizers or byproducts.

Much like certified organic farmers, veganic farmers use no synthetic chemical fertilizers, pesticides, herbicides or genetically modified ingredients. Veganic farmers take it to another level by not using any manures or slaughterhouse byproducts. They don't even use organically approved pesticides.

Salmonella and e-coli are bacteria that live in the intestines of livestock and are present in their waste. Livestock waste, or manure, can be used to fertilize fields, potentially contaminating crops with the disease-causing bacteria.

Crops can also be contaminated by contact with infected animals or their byproducts, including bone meal and blood meal, which are used as fertilizer as well.

Veganic farmers use crop rotations and composted plant matter — or "green manure" — to fertilize their crops.

Bustos, 51, was inspired to pursue veganic farming four years ago after listening to then-U.S. Secretary of

Agriculture Mike Johanns speak.

"He was talking about ways to protect the safety of our food system, but to me you still have things like e-coli and salmonella from manure (fertilizer)," Bustos said. "Now, I use no manures, no bone meals, blood meal, no pesticides, nothing."

The method, also called stock-free farming, is an emerging concept in the United States.

Stephane Groleau, co-founder of the Veganic Agriculture Network based in Quebec, Canada, said he's aware of only a dozen veganic farms or gardeners in the U.S. He said the farming method is more popular in England and Europe because of lack of available land for raising livestock and concerns over livestock diseases transferring to humans.

"In Europe, what we see is they import a lot of their meat and they don't have as many animals on their land. And animals require a lot of space, so if you have just a small holding, it's very demanding for the farmer," Groleau said.

Veganic farmers in the U.S. are motivated by the need to protect the environment and human health, said Ron Khosla, who operates the 77-acre vegan organic Huguenot Street Farm in New Paltz, N.Y., with his wife.

Khosla said the primary source of nutrients on many organic farms in the country comes from manure from confined animal operations, or what he calls "factory farms."

"You think you are getting these clean happy vegetables, but more often than not they're grown in waste from factory farms," he said. "The animals ...

were fed non-organic feed laced with hormones and antibiotics. Those products bio-accumulate in the animals and it's present in their waste as well."

Both Kholsa and Bustos said they have a strong customer base that seeks out their produce because of the vegan growing philosophy as well as a growing awareness about food production.

"Customers are becoming more aware about how their food is grown and the practices by the farmer who's growing it," Bustos said. "It's the customers that are encouraging us to find ways to become more environmentally conscious and efficient."

Veganic growers say their methods reduce environmental impact by using less land, conserving water and producing fewer greenhouse gas emissions.

The practice, they say, is also cheaper than traditional farming and organic farming.

Experts say veganic farming has yet to be proven as the silver bullet to better growing practices because of its obscurity on the American farm scene.

"It's a new enough concept that benefits haven't been demonstrated one way or the other, either economically or from a quality standpoint," said Charles Martin, assistant professor at New Mexico State University's Sustainable Agriculture Science Center.

Though misapplied animal manure can cause crop contamination, it is no more common than other possible ways for salmonella or e-coli to appear in the food supply, said Billy Dictson, director of the Office of Biosecurity for the Southwest Border Food Safety and Defense Center.



City of Santa Monica Ordinance Number 2266 (CCS) (City Council Series)

The following is a summary, prepared by the City Attorney, of Ordinance Number 2266 (CCS), which was adopted by the City Council on Jun 10, 2008.

Ordinance Number 2266 (CCS) amends Santa Monica Municipal Code Chapter 7.16. It authorizes the City Council to determine and declare a water supply shortage and to adopt a Water Shortage Response Plan. Additionally, it clarifies terms related to existing water conservation requirements and water conservation goals.

This ordinance will become effective thirty days after its adoption. The full text is available upon request from the office of the City Clerk, located at 1685 Main Street, Room 102, Santa Monica; phone (310) 458-8211.



Metro Briefs

WESTSIDE/CENTRAL

Thousands Imagine The Possibilities

More than 55,000 residents have shared their vision of LA's transportation future for the next 25 years by going online or attending public meetings to review Metro's Draft Long Range Transportation Plan. Find out for yourself what's achievable today and possible tomorrow with more investments in traffic solutions at metro.net/imagine.

Pico Boulevard Gets Fast And Frequent

Featuring running times up to 25% faster than regular bus service, the Metro Rapid treatment is coming to Pico Boulevard. Line 730 will serve Pico Boulevard between downtown LA and the Pico/Rimpau Transit Center beginning June 30. For timetable information, go to metro.net.

Avoid Gas Pains This Summer. Go Metro.

Don't let \$4 a gallon gas prices ruin your summer. Find more than 100 places to visit and things to do, all easy to reach via Metro Rail, in Metro's new Summer Destinations Guide. See Chinatown, Universal Studios Hollywood, Hollywood Boulevard and more. Find the guide online at metro.net.

Live Call-In Show With Metro Board Chair June 25

Metro Board Chair Pam O'Connor wants to know what you think about toll roads, high gas prices and a possible ½-cent sales tax to pay for transportation projects. Share your thoughts with her on the live TV call-in show "Metro Live" on Wednesday, June 25 from 8-9pm on City TV Channel 16 and LA 36.

Get Involved In Metro Service July 9

Help make a difference in the transit service in your community. Attend the Metro Westside/Central Governance Council meeting Wednesday, July 9 at 5pm at La Cienega Tennis Center, 325 S La Cienega Boulevard, Beverly Hills. For information, search "Metro Westside/Central" at metro.net.



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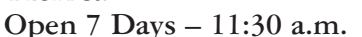
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Melody Hanatani melodyh@smdp.com

PITCH: Students at Santa Monica High School present their idea for a new marketing campaign to educate residents and visitors about the city's smoking restrictions as part of a program sponsored by the Santa Monica Chamber of Commerce that pairs local businesses with students.

Samohi students double as marketing executives

FROM PR PAGE 1

Wednesday to a panel that included board of director members with the chamber and business owners.

Some of those ideas could very well be incorporated into the actual campaign.

"We hope when the campaign launches at the end of summer to see (the students') creative ideas in it," O'Neil said.

Among the proposals was a short humorous video about a pack of cigarettes that attempt to evade police in a pursuit that begins at a local cafe and ends at the foot of the pier.

The video would conclude with the cigarettes jumping into the ocean and swimming back to shore where officers await.

The elaborate proposal included a production budget, the students estimating that the video could be shot in three days for less than \$2,450.

Several of the groups focused on the public relations aspect of the marketing campaign, rebranding the existing materials available about the smoking ordinance by using a new logo and slogan, and hosting annual events at the pier.

To foster positive PR for City Hall, the students suggested using a portion of the revenues collected from the smoking violations and donating it to cancer-related causes, showing the public the government agency did not pass the ban just to make money.

The students spent approximately three weeks devising the marketing campaign, beginning soon after completing AP exams.

The AP challenge allowed students to apply classroom knowledge to real world experiences, Barraza said.

"It's allowed me to work with them on a different level," Barraza said. "It's not just the students listening to my ideas, but pitching ideas to me."

"It's the epitome of collaborative work."

The students reported similar experiences.

"I learned how to be open minded about everything and that is how we approached AP English essays," Samohi junior Saba Hamedy said.

Hamedy was among the students who

ONE REASON WE THOUGHT THIS WAS A GREAT OPPORTUNITY FOR STUDENTS IS BECAUSE WE HAD A PR FIRM LOOKING FOR VIRAL MARKETING (IDEAS) AND STUDENTS KNOW BETTER THAN ANY OF US ABOUT MYSPACE AND FACEBOOK."

Samantha O'Neil

Director of government affairs
Santa Monica Chamber of Commerce

was unaware of the plans to unveil a campaign about the smoking ordinance, gaining a new appreciation for marketing as a result of the project.

"It's been an exciting experience because PR is intense," she said. "It was cool pitching (ideas) to a group of people."

Roxana Janka, the vice president of Southard Communications, said she plans to present the students' ideas at an upcoming meeting with the marketing committee. The company could employ some of the smaller tactical ideas from the students, she said.

"When you work with kids, you assume they're going to be creative and have no bounds to their imagination," Janka said. "What was surprising was to see how their ideas actually have legs and could be implemented."

melodyh@smdp.com

✉ **WHAT DO YOU THINK?**

■ Send letters to editor@smdp.com

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Budget includes funding for new parking coordinator

FROM BUDGET PAGE 1

the crunch.

"That will help but it won't achieve the schedule going forward because pruning happens every year," Elaine Polacheck, the community maintenance director, said. "It throws a little more money to it and we get a few more trees done, but it won't achieve us getting to that four year cycle. That needs to be allocated on an ongoing basis."

The social worker at CAL SAFE was an issue mentioned at previous council meetings, the position providing counseling to young parents.

Nancy Tallerino, the executive director of Family Service of Santa Monica, quoted a study that found that teen pregnancy is on a 15-year rise. The non-profit organization recently did a survey of 16 young parents and found that 15 relied heavily on counseling.

"When they asked what they would've done had they not had the program, 10 of the 16 respondents reported they would drop out of high school," Tallerino said.

Among the budgetary line item inclusions often requested by residents is a new parking coordinator who will be responsible for working with neighborhoods on the need for adequate spaces.

The Planning and Community Development Department will also see a new transportation demand management coordinator. The two positions, specifically the parking coordinator, came as good news to residents like Jeanne Dodson, the president

**IT THROWS A
LITTLE MORE
MONEY TO IT AND WE GET
A FEW MORE TREES
DONE, BUT IT WON'T
ACHIEVE US GETTING TO
THAT FOUR YEAR CYCLE."**

Elaine Polacheck
Community Maintenance Manager

of the Wilshire Montana Neighborhood Coalition, which for years has lobbied City Hall to find solutions in the most densely occupied portion of Santa Monica.

Quoting the Land Use and Circulation Element, the 20-year general plan which identified parking as a serious concern in Santa Monica, Dodson said she was concerned when she saw the budget and didn't see any money for solutions.

"After we spent all of these years, all of these ongoing meetings and everything, and the experts from out of town who came in and came up with these great ideas," Dodson said. "And then we saw no money for implementation."

melodyh@smdp.com

Residents asked to conserve H2O

BY ALEXANDRA BISSONNETTE
Special to the Daily Press

CITY HALL Water shortage: Two words that Californians have become very used to hearing. Now Santa Monica and neighboring communities are facing one more reason to conserve water with the Metropolitan Water District's announcement Wednesday that they will be repairing a regional pipeline that delivers water to as many as 12 million people.

"We are strengthening the pipeline where tests found that the pipe has deteriorated and there is concern about rupture," said Rob Hallwachs, spokesman for the Metropolitan Water District. "A rupture could cause a water emergency."

Earlier this month, Gov. Arnold Schwarzenegger issued a state wide drought warning, stating that California's water supply is already dangerously low largely due to below average rainfall. The drought, coupled with a rupture in the deteriorated pipeline would lead to a water crisis in Southern California.

The MWD used electromagnetic currents to test the pre-stressed wire within the concrete that gives it its strength, Hallwachs said.

"Over the years, wiring can deteriorate," Hallwachs said. "We found the deterioration in March of this year and planned the major repair project."

The 45-mile-long Sepulveda feeder pipeline stretches from Granada Hills to Palos Verdes and serves Santa Monica. Repairs on the 12 mile portion in which deterioration was detected are expected to begin this Saturday. The expected completion date is July 2.

The repairs will be going on at three locations: under Sepulveda Boulevard outside the

main entrance to Los Angeles National Cemetery, along with a portion under Slauson Avenue at Hannum Avenue in Culver City and under 64th Street near Le Doux Road in Ladera Heights.

"There is no chance that Santa Monica or surrounding communities will be without water," Hallwachs said. "We made other arrangements in water distribution."

During the two-week construction project, Santa Monica and other affected communities will receive water diverted from other pipelines.

The only possible negative effect that may be felt in Santa Monica would be problems associated with water pressure, Hallwachs said.

"The concern is that if it is extremely hot, use of water will rise."

With forecasts predicting a heat wave this weekend, water conservation is even more important.

"We hope to avoid the water pressure problem by asking people to help us out," Hallwachs said.

His suggestions include watering gardens every other day instead of every day, refraining from washing cars, taking shorter showers, and just being cautious and mindful when using water. In the past, people have been very responsive to calls for conservation, Hallwachs said, but he encourages people to make conservation a part of their daily lives.

"This program amounts to a voluntary conservation program," said Gil Borboa, water resources manager for City Hall. "People should do the best they can to conserve in any way they can, but we don't anticipate a mandatory conservation program at this time."

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Alice Ollstein news@smdp.com

RELAX: Google employees attend their weekly pilates class at the Arizona Avenue office.

Bring your dog, kayak and dry-cleaning to work

FROM GOOGLE PAGE 3

I later learned further evidence of the emphasis on both personal and global health. Not only does the company offer discounted gym memberships to employees, it promotes biking and walking with monetary incentives. In a program born from an employee suggestion, Google pays employees to park if they choose to drive, and for those who don't, Google hands over what they would have paid for parking.

According to Donelson, this has led to "a huge number of people biking to work," some on Google's complimentary fleet of beach cruisers. Spotting a Googler coasting down the bike path with a laptop in the basket is apparently a common sight. One employee even kayaks to work from Marina del Rey.

Employees who live too far to enjoy those methods often carpool or design a route for a company van to take them to the office. If employees have other ideas for helping the planet, they can have all their donations to charity matched by the company.

After arriving at work, attention is paid to their physical and mental health. An entire room is devoted to Pac Man, foosball and Guitar Hero, another to ping pong, and another to pool.

"It's all about results," Tom Williams, the site director for the Santa Monica office said. "If you need to walk away from your desk for a minute to be able to focus, go ahead. If you want to play a video game to de-stress, great. A lot of the time, you're unproductive because you're stuck, so having fun is really valuable, because it gets you unstuck and helps you meet other people."

Williams then speculated that the casual, supportive work atmosphere, which includes mentoring for new Googlers, a go-ahead for bringing a dog to work and dry cleaning delivered to your cubicle, functioned as a sort of reward for the "brutal exercise of getting hired."

During an interview that was part speaking face-to-face with those around me and part talking to an employee in Northern California via video conferencing, I learned that a staple of the Google philosophy is the "20 percent rule," which mandates that Googlers use one of their five work days to pursue an independent project of their own design.

Company successes such as Gmail and GoogleNews were born from this free time. Smaller, but still effective epiphanies include "testing on the toilet" and "production on the potty," fliers with tech tips posted in the office bathroom stalls.

"There's a belief that good ideas can come from anyone," said Calum Docherty, a Googler from the Mountainview office.

Linguist Gianluca Storto elaborated. "It's

the modus operandi of Google to hire top-tier graduates and let them run free. You're not expected to stay in one role. You're expected to be curious."

You're also expected to be brilliant.

"In college I sometimes stepped into a room and felt like the stupidest one, but those occurrences have increased here," Storto joked.

Every Friday, the office gathers in a conference room for TGIF. Over pizza and beer, they video-chat with the CEOs of the company, who announce and discuss any new programs or ideas they have been concocting that week. Any employee at any level can grill the CEOs, which is part of what Docherty calls the "open, transparent culture of Google."

"We believe in accountability, democracy and free food," he said.

At other times, the same conference room is used for video conferences and live talks with guest speakers, who have ranged from Salman Rushdie to the chefs of the Border Grill to the current presidential candidates. These talks, said Loren, are simply for "expanding the knowledge base" of Google employees.

Several afternoons a week, the chairs are cleared from the room for a free yoga or pilates class to help Googlers stretch their muscles and clear their minds. If a backache persists, an employee can schedule an appointment with the onsite masseuse.

What struck me most was the volunteer culture that had sprung up at the office. "Most people end up giving back," Williams said. "They like defining a part of what it's like to work here."

Storto elaborated on the system of giving. "If someone's working on a project, they can send messages to the whole company asking for a few hours of help, and people are always willing to jump in and help."

When asked why, he thought for a minute before answering. "Well if I can do in a few hours what it would take someone else days to do, then everybody is best served by me taking the time. The atmosphere of volunteering sort of rubs off on you here."

All agreed that this same atmosphere leads to a team of happy and dedicated employees.

"It's the place where everyone can feel comfortable being themselves," Williams said. "Whoever you are, you get to be that person at work. It's something really precious."

In 2006, the verb, "to google" was added to the Oxford English Dictionary, joining brand names like Kleenex, Vaseline and Xerox that have worked their way into the English vernacular. Google, unlike other companies, embraces this phenomenon.

"When people started saying 'Xerox' when they meant 'copy,' the company fought it, saying they had a trademark on the name," Donelson said. "But Google is excited about becoming a verb. The best press is free press."

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SURF REPORT

SURF CONDITIONS WATER TEMP: 63°

SWELL FORECAST (2-3 FT)
The southern hemi SW should come to its peak, bringing chest to at times head high surf to most south facing breaks. Wind swell is expected to stay light, similar to Wednesday. Winds should be light and variable in the AM. Tide will be negative for the dawn patrol.

LONG RANGE SYNOPSIS
WIND SWELL EXPECTED BY WEEKEND...

TIDE FORECAST FOR TODAY IN SANTA MONICA

BEACH REPORT CARD NORTH LOS ANGELES COUNTY
June 10, 2008

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

QUICK STATS (for the last 28 days)
Number of sewage spills -- 0
Number of beach closures due to a sewage spill -- 0
Number of wet days -- 4
Number of A grades for dry/wet weather -- 29 / 2
Number of (C,D,F) grades for dry/wet weather -- 8 / 6

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

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

LOCATION DRY WET LOCATION DRY WET
Lido Carillo Beach, at Arroyo Sepulch Creek mouth A+ ns
Nicholas Beach at San Nicholas Canyon Creek mouth A ns
El Pescador State Beach, between Locks and Las Alitas creeks A+ ns
Encinal Canyon at El Matador State Beach A+ ns
Broad Beach at Trancas Creek mouth A+ ns
Zuma Beach at Zuma Creek mouth A+ ns
Walnut Creek, projection of Wildlife Rd. (private) A+ ns
Paradise Cove Pier at Ramirez Canyon Creek mouth D ns
Escanido Creek, just east of Escanido State Beach D ns
Lafita Canyon Creek mouth F ns
Solstice Canyon at San Blocker County Beach D ns
Puerco State Beach at creek mouth A+ ns
Marie Canyon storm drain at Puerco Beach, at 24572 Malibu Rd. F ns
Surfside Beach at Malibu Colony fence A+ ns
Surfside Beach (beach location)- daily C A+
Malibu Pier - 50 yards east A+ ns
Carbon Beach at Sweetwater Canyon A+ ns
Las Flores State Beach at Las Flores Creek (joint zone) A+ ns
Big Rock Beach at 15048 PCH stairs A ns
Pere Creek at Las Tunas County Beach A+ ns
Tuna Canyon A ns
Topanga State Beach at creek mouth A F
Castroville Storm Drain at Castle Rock Beach B F
Santa Ynez Storm Drain at Castle Rock Beach A+ ns
Will Rogers State Beach at 17200 PCH (1/4 mile east of Sunset drain) A+ ns

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

Niedermayer ready to inform Anaheim about his future

BY JOHN WAWROW
Associated Press Writer

HE HAS TO MAKE HIS DECISION BECAUSE WE HAVE TO MOVE ON."

Bob Murray
Ducks vice president of hockey operations

OTTAWA Scott Niedermayer is ready to announce whether he'll play one more season, and this time the Anaheim Ducks hope the star defenseman sticks with his decision one way or the other. Niedermayer's agent, Kevin Epp, on Wednesday, said his client plans to inform the Ducks whether he'll come back prior to the NHL Draft in Ottawa on Friday. That way, Epp said, the team can better plan its offseason strategy, especially when the free-agency period opens July 1. Epp said he doesn't know which way Niedermayer is leaning, but added the 2004 Norris Trophy winner has had several discussions with general manager Brian Burke since the Ducks were eliminated by Dallas in the first round of the playoffs in April. The Ducks hope Niedermayer elects to return to play the final season of his contract. What they don't want is a repeat of last year, when Niedermayer informed the team in July that he wasn't returning and then changed his mind two months into the season. Niedermayer's return in December forced the Ducks to trade offensive forward Andy McDonald to St. Louis to free up room under the salary cap. And much of that cap space was taken up in July when Anaheim signed defenseman Mathieu Schneider to a two-year, \$11.25 million contract believing

that Niedermayer wasn't going to be back. "Everything we do hinges around Scott Niedermayer," said Bob Murray, Ducks vice president of hockey operations. "He has to make his decision because we have to move on. We can't do what we did last year because it didn't work. It was a long year and it was no fun for anybody." Murray added he didn't have even a gut feeling on what Niedermayer might decide, except to say the player is "torn" over what to do. "We need him back, but you have to respect that, if he doesn't feel he wants to play again," Murray said, "he'll do what he has to do." Niedermayer is a 16-year NHL veteran, who won his fourth Stanley Cup title with the Ducks — playing alongside his brother Rob — in 2007, and named the playoff MVP. Last season, he finished third among Ducks defensemen with 25 points (eight goals, 17 assists) in 48 games.

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MOVIE TIMES

AERO THEATRE 1328 Montana Ave. (323) 466-FILM	Indiana Jones and the Kingdom of the Crystal Skull (PG-13) 2 hrs. 1:15, 4:10, 7:05, 10:00	1:00, 3:15, 5:30, 7:45, 9:55
Ballerina (NR) 1hr 17min 7:30	The Chronicles of Narnia: Prince Caspian (PG) 2 hrs 20 min 12:40, 3:45, 6:50, 10:10	War, Inc. (R) 1hr 46min 1:50, 4:30, 7:30, 10:00
AMC LOEWS BROADWAY 4 1441 Third Street Promenade	The Strangers (R) 1hr 47min 12:50, 3:20, 5:35, 7:50, 10:15	MANN'S CRITERION THEATRE 1313 Third St. (310) 395-1599
Indiana Jones and the Kingdom of the Crystal Skull 2 hrs (PG-13) 1:00, 3:50, 6:40, 9:35	The Happening (R) 1hr 31min 12:30, 2:00, 3:00, 4:30, 5:30, 7:00, 8:00, 9:30, 10:20	You Don't Mess With The Zohan (PG-13) 1hr 53min 10:10 a.m., 11:10, 12:40 p.m., 1:40, 3:30, 4:30, 6:40, 7:20, 9:10, 10:10
Iron Man (PG-13) 2hr 6min 1:10, 4:00, 6:50, 9:45	Kung Fu Panda (PG) 1hr 31min 12:45, 2:15, 3:15, 4:45, 5:45, 7:15, 8:15, 9:45, 10:30	Sex and the City (R) 2hrs 15min 12:00, 1:00, 3:00, 4:05, 6:20, 7:10, 9:30, 10:30
Forgetting Sarah Marshall (R) 1hr 52min 1:45, 4:20, 7:00, 9:40	LAEMMLE'S MONICA FOURPLEX 1332 Second St. (310) 394-9741	The Incredible Hulk (PG-13) 1hr 54min 10:00 a.m., 11:00 a.m., 12:50, 1:50, 3:40, 4:40, 6:30, 7:30, 9:20, 10:20
Kung Fu Panda (PG) 1hr 31min 11:10 a.m., 1:35, 4:00, 6:30, 9:00	The Edge Of Heaven (NR) 2hr 1:20, 4:10, 7:00, 9:45	
AMC 7 SANTA MONICA 1310 Third St. (310) 289-4262	The Visitor (ZPG-13) 1hr 48min 1:30 p.m., 4:20, 7:20, 10	
	The Promotion (R) 1hr 25min	

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

Check out a flick, Taurus

ARIES (March 21-April 19)
★★★ You must get involved if you care about the outcome. Where communication has been difficult, it now opens up. Tap into your sense of humor, and you will be just fine. Laugh and relax. Tonight: A must show.

TAURUS (April 20-May 20)
★★★★ Taking an overview, detaching and not getting triggered take talent. At first you might be ill at ease developing this type of perspective. Don't take a financial or romantic matter seriously for a while. Tonight: Go to a movie.

GEMINI (May 21-June 20)
★★★★ Attempt to see a situation differently. A partner or friend has very different views from yours. Relax and understand his or her perspective. Tonight: Let someone else choose!

CANCER (June 21-July 22)
★★★★ You feel energized, even if you cannot get total clarity about a situation. You might feel you are looking at a revolving door of people. Kick back and simply enjoy what is appearing on your doorstep! Tonight: Sort through invitations.

LEO (July 23-Aug. 22)
★★★★ Take it easy, especially with work, your daily life and money. Though you might feel as if the course is all clear, you'll discover a kink here and there. If you make no commitments, all the better. Change is still in the wind. Tonight: Easy does it.

VIRGO (Aug. 23-Sept. 22)
★★★★ Let your creativity come up. Brainstorm and reveal some of your recent ideas or thoughts. Relax with different people in different situations. Some of you sense what is bubbling up. Tonight: Enjoy the one you are with!

LIBRA (Sept. 23-Oct. 22)
★★★★ Others make demands. Your reaction is

to run away or cocoon. Try not to get upset; much will change in the next few days. You might be surprised by how sudden information could change your perspective. Tonight: Easy does it.

SCORPIO (Oct. 23-Nov. 21)
★★★★ Finally, the air starts to clear. You have an opportunity to open up to new vistas and different people. What has been restricted could become possible in the near future. You gain a perspective that finally works. Tonight: Touch base with a pal you have not heard from in a while.

SAGITTARIUS (Nov. 22-Dec. 21)
★★★★ Curb a need to clear the air by wiping another person out. Moving through each issue will take talent and drive. Investigate your options with an eye to change and dynamic growth. You might have stronger feelings than you realize. Tonight: Treat yourself well.

CAPRICORN (Dec. 22-Jan. 19)
★★★★ Your ability to process a situation and make a difference could redefine your day as well as what is going on. Touch base with key associates and friends, and allow greater growth and dynamic energy. Make it a point to change a personal situation and grow in new ways. Tonight: Do absolutely what you want.

AQUARIUS (Jan. 20-Feb. 18)
★★★ Get into yourself and take some needed time. Listen to what is going on behind the scenes. One-on-one relating enhances your financial stability. Think positively and make what you need happen. Tonight: Work as a duo.

PISCES (Feb. 19-March 20)
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Happy birthday

This year could produce instrumental changes that impact your life's destiny. Information you receive might not always be grounded. Learn to work with others on an individual, more complete level. If you are single, you will meet someone – probably in the second half of your birthday year – who you will delight in relating to. This interchange might not always be easy, but it is worthwhile. If you are attached, the two of you will bond far more closely if you choose to work on your relationship. CAPRICORN grounds you.

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★★★★ Positive ★ Difficult
★★★ Average

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

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GETTING STARTED

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

SOLUTIONS TO YESTERDAY'S PUZZLE

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

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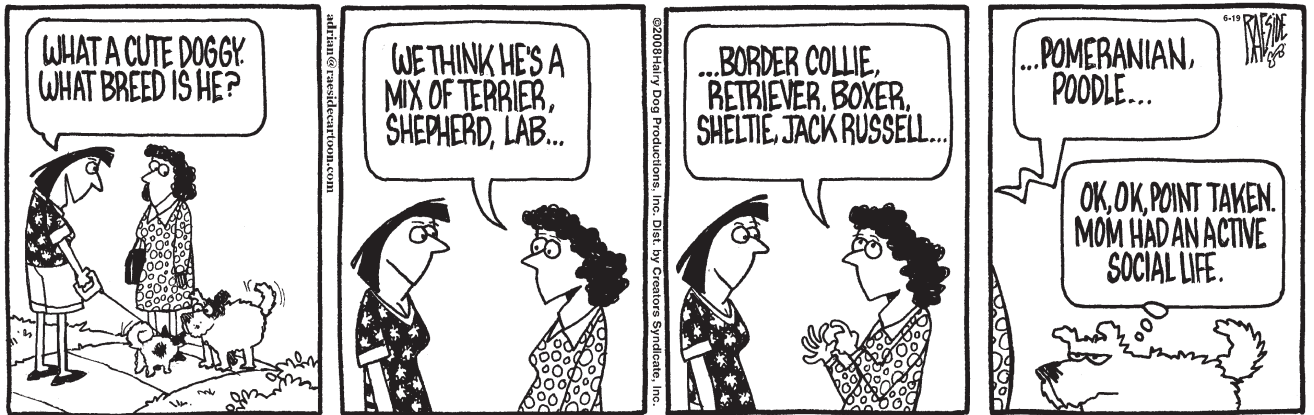
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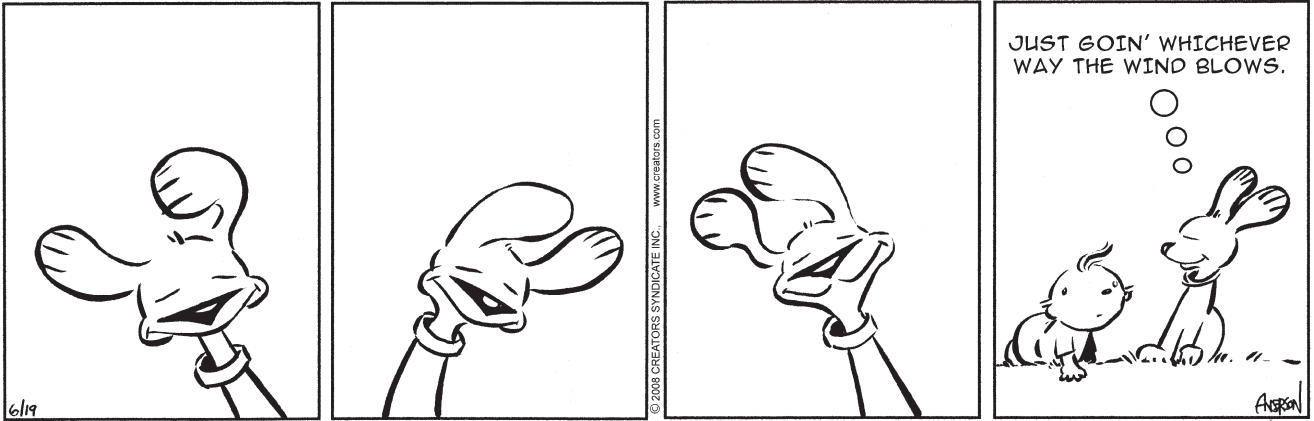
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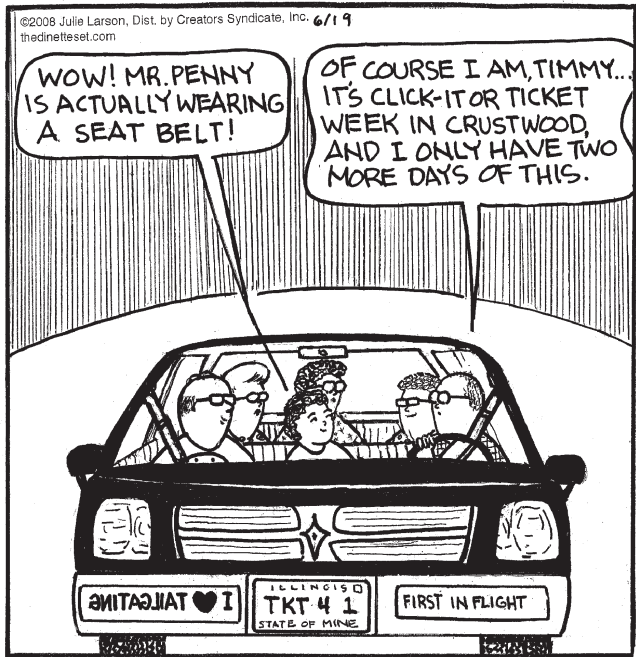


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Brandon Wise brandonw@smdp.com
The first person who can correctly identify where this image was captured wins a prize from the Santa Monica Daily Press. Send answers to editor@smdp.com.

CROSSWORD

By THOMAS JOSEPH

ACROSS

- 1 Brewing need
- 5 Wall builder
- 10 Bunches
- 11 Lighter fuel
- 12 Movie fish
- 13 Wore away
- 14 Become furious
- 16 Put forth one's best effort
- 20 Bar-based sitcom
- 23 6, on the phone
- 24 Minimal amount
- 25 Designer Calvin
- 27 Hosp. parts
- 28 Super Bowl XXI winners
- 29 Celebrate
- 32 "How about that!"
- 36 Ferdi-nand's wife
- 39 Manipulative sort
- 40 Musical handicap
- 41 Concept
- 42 Fresh
- 43 June honorees

DOWN

- 1 Put on the wall
- 2 Toast topper
- 3 Pageantry
- 4 Patsies
- 5 Rivera work
- 6 Bikini. for one
- 7 Down in the dumps
- 8 Binary digit
- 9 Beatty of film
- 11 Software test versions
- 15 Classify
- 17 Portent

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

Yesterday's answer

- 18 Foot or fathom
- 19 A lot
- 20 Plumbing problem
- 21 Leander's love
- 22 Sunup spot
- 25 New Zealander
- 26 Pleasantly lazy
- 28 Succeed
- 30 Eyeballs
- 31 Right now
- 33 Meat-rating org.
- 34 Clarinet part
- 35 Periods
- 36 "— been swell!"
- 37 Rose-mary's portrayer
- 38 Print widths

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

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Super LOTTO	7 9 26 28 37 Meganumber: 18 Jackpot: \$15M
Fantasy 5	8 17 23 29 38
DAILY 3	MIDDAY: 1 6 3 EVENING: 6 0 9
DAILY DERRY	1st: 12 Lucky Charms 2nd: 03 Hot Shot 3rd: 11 Money Bags RACE TIME: 1:49.06

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NEWS OF THE WEIRD
BY CHUCK SHEPARD

■ The Los Angeles Police Department announced in April that it had investigated 320 complaints against its officers last year for alleged "racial profiling" and found that not a single one was valid. The Los Angeles Times reported that that was at least the sixth consecutive year that LAPD reported a perfect record on racial profiling.

■ WWL-TV reported in April that at least one east New Orleans flood-wall, built immediately after Hurricane Katrina, had been temporarily stuffed with newspaper to create seals, but that in the two years since had not been upgraded. Among the stuffing that had not decayed or been eaten by bugs was an issue of Parade magazine of May 21, 2006. A contractor of the Army Corps of Engineers told a resident at the time that the newspaper seals were used only until money from Washington arrived to finish the job. Two weeks after WWL-TV's report, the corps repaired the seals properly, but a spokesman insisted that the newspaper stuffing "ha(d) no effect from a structural or safety factor."

TODAY IN HISTORY

1862 slavery was outlawed in U.S. territories.

1910 Father's Day was celebrated for the first time, in Spokane, Wash.

1917 during World War I, King George V ordered the British royal family to dispense with German titles and surnames; the family took the name "Windsor."

1934 the Federal Communications Commission was created; it replaced the Federal Radio Commission.

1938 four dozen people were killed when a railroad bridge in Montana collapsed, sending a train known as the "Olympian" hurtling into Custer Creek.

1952 the celebrity-panel game show "I've Got A Secret" made its debut on CBS-TV with Garry Moore as host.

WORD UP!

cogent \KOH-juhnt\, *adjective*: Having the power to compel conviction; appealing to the mind or to reason; convincing.

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Notices

REQUEST FOR PROPOSALS FOR
LANDSCAPE MAINTENANCE AND TREE SERVICES
 The Los Angeles County Department of Beaches
 and Harbors is seeking qualified and experienced
 firms to perform landscape maintenance and/or
 tree services on public grounds in Marina del Rey.
Two separate Requests for Proposals (RFP) for
these services were issued on June 17, 2008.
 Proposals must be in the form described in the
 RFPs. Selection of a contractor(s) will be based
 on the qualifications of the firms submitting propo-
 sals as well as their prices for performing the work.

 A mandatory informational meeting covering
both RFPs will be held at 10:00 a.m. on Tuesday,
 July 1, 2008 at the Burton Chase Park Boathouse
 Meeting Room, 13640 Mindanao Way, Marina del
 Rey. The deadline for submitting proposals for
 both RFPs will be 12:00 p.m., July 14, 2008.

 Firms submitting proposals must have a mini-
 mum of five years experience providing land-
 scape maintenance services and/or tree service.
 The County may require additional minimum
 qualifications. The contracts will be subject to
 the County's Living Wage Ordinance, County Code
 Chapter 2.201.

Notices

 To receive a copy of one or both the RFPs, either
 telephone (310) 577-5736, send an e-mail with
 LANDSCAPE MAINTENANCE RFP or TREE SERVICE
 RFP in the subject line to
hharris@bh.lacounty.gov, or write:

 Department of Beaches and Harbors
 Landscape Maintenance/Tree Service RFP
 13837 Fiji Way
 Marina del Rey, CA 90292
 Fax: (310) 821-8155

 The County reserves the right to cancel the RFPs
 and to modify any and all terms and conditions of
 the RFPs, including minimum requirements. For
 further information, call Harold Harris at (310)
 577-5736.

 Santa Monica Daily Press
 CN799426 P18547-84 Jun 19, 2008

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 al is placed after 5 days of ad expiration, advertiser must pay full price.
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 Walk-ins welcome

Santa Monica Daily Press



A WAVE OF HOPE FOR OUR STUDENTS


 There is hope after tragedy, but only with your help. Hurricane Katrina devastated
 historically black colleges along the Gulf Coast. Students were displaced, schools were
 ravaged, and dreams were washed away. Former Presidents Bush and Clinton have partnered
 with the United Negro College Fund to rebuild campuses and replenish scholarships.
TO HELP, VISIT WWW.UNCF.ORG/NAVOFHOPE OR CALL 1-800-313-0101.



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2:00 - 5:00 PM

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\$699,000
North of Wilshire
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Call for an Appointment

1506 Corinth Ave # 201
\$509,000
Contemporary
2 + 2.5 Condo



Easy to Show
Call for an Appointment

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\$1,599,000
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Ocean and Getty Views

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		<u>Single Family Homes</u>	<u>Condos & Townhomes</u>
Santa Monica Canyon	=	\$ 2,269,000	No Listings
North of Montana	=	\$ 4,108,148	\$ 1,671,111
Between Wilshire & Montana	=	\$ 3,160,091	\$ 992,700
South of Wilshire	=	\$ 1,059,539	\$ 738,756
Sunset Park	=	\$ 1,480,630	\$ 615,938
Ocean Park	=	\$ 1,866,667	\$ 1,349,523

Statistics updated every Wednesday

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