

BoConcept®
Urban Danish Design since 1952
Book your In Home Design Consultation today!

smdp.com
JUNE 28-29, 2014
Volume 13 Issue 191

Santa Monica Daily Press

We have you covered
THE BUSY SATURDAY ISSUE

YOUNG FANS
SEE PAGE 11

PYFC, City Hall still at odds

Council contributes less to the nonprofit than previous years

DAVID MARK SIMPSON
Daily Press Staff Writer

CITY HALL Despite continued allegations of bookkeeping problems the City Council voted to fund the Pico Youth and Family Center (PYFC) for another year as part of their June 24 meeting, but PYFC will receive less money than in years past.

Last year, Council issued a one-time grant of $225,000 to the center, which aims to, among other things, curb gang violence in the Pico neighborhood. This year, council approved a $190,000 payment rather than a grant. Staff said PYFC should receive less money because the City will no longer require the same kinds of reporting requirements, hence the shift from a grant to a "payment."

About two-dozen residents and PYFC beneficiaries spoke during the public input portion of the meeting, praising the nonprofit's work in the community and asking that council fund at the $225,000 level.

No council member pushed for additional funds to be allocated to the program.

City Hall has been engaged in a back and forth with PYFC over it's finances for several years and City Manager Rod Gould said, City Hall hasn't been able to verify "finances or outcomes" with the PYFC. Gould called reporting and administration at the PYFC "a chronic and ongoing problem."

PYFC founder Oscar de la Torre refuted nearly every claim made by Gould.

A 2011 audit from City Hall revealed nearly $30,000 worth of grant money was

SEE MONEY PAGE 7

Nation's first union car wash renews contract

BY DAVID MARK SIMPSON
Santa Monica Daily Press

LINCOLN BLVD The Bonus Car Wash union is the Neil Armstrong of car wash unions.

In 2011, they were first. The agreement made national headlines. Now there are several dozen unionized carwashes across the country.

On Friday, members of the union and Bonus representatives celebrated the renewal of the contract.

"The original labor pact at Bonus gave workers a wage increase, grievance and arbitration procedures, and compliance with health and safety laws - critical in an industry in which workers handle harsh detergents and chemicals - including providing workers with safety equipment and clean drinking water," said Gabriella Rosco, a representative from CLUE LA, Clergy and Laity United for Economic Justice Los Angeles. "The new contract, negotiated between members of the United Steelworkers Local 675 and the carwash, provides an additional wage increase and seniority rights for employees."

CLUE officials noted that they've been pushing two other city carwashes to unionize but have had no luck.

Car wash labor issues abound in Southern California.

Last year, Wilshire West Car Wash and two of its supervisors pleaded no contest to six misdemeanor charges after it was determined they were cheating workers. The Santa Monica car wash had to pay $656,000 in back wages for, among other things, failing to pay minimum wage. City Hall filed the original criminal charges.

Despite Bonus' union credentials, they failed to pull in a city contract in 2012. City Hall avoided Bonus, which also submitted the cheapest bid, favoring instead Lincoln Boulevard Car Wash because the former had a poor environmental record. The Regional Water Quality Control Board said runoff from the carwash was polluting the water.

On Friday CLUE and the Community Labor Environmental Action Network

SEE WASH PAGE 6





Matthew Hall

HISTORY: A new exhibit at the Santa Monica Museum will help restore an antique fire truck. A proclamation was given to the Chief on June 26.

125 years of fire history at the Santa Monica Museum

BY MATTHEW HALL
Editor-in-Chief

DOWNTOWN The history of Santa Monica's Fire Department (SMFD) is now on display at the Santa Monica History Museum as part of the museum's new Warrior's of Fire exhibit.

The exhibit opens on June 28 and will also help raise money to restore SMFD's antique fire engine. The 1952 truck will be on display at the exhibit and the museum will donate $1 from admission proceeds to help restore the vehicle.

In the official announcement of the exhibit, museum officials said "The exhibit focuses on three areas of the Santa Monica Fire Department's history: equipment, people, and fires. Presented are over 50 artifacts and photos from the Santa Monica History Museum and Santa Monica Fire Department's collections. The historical retrospective features all four helmets used by the fire department: an 1889 fire helmet, a Valentini model, an authentic Eastman helmet and the present day. Also featured are original fire log books dating back to 1902, Johnny Ross's Medal of Valor and turnout uniform, legendary Fire Chief Mohr's

SEE MUSEUM PAGE 6



CHECK OUT OUR
New Weekend Brunch!
DELI TO THE STARS IZZY'S OPEN 24 HOURS
1433 Wilshire Boulevard, at 15th Street
310-394-1131 | OPEN 24 HOURS



GRAND OPENING CELEBRATION
PICO BRANCH LIBRARY

SATURDAY
JUNE 28, 2014

11:00am - 4:00pm
Rain or Shine
Free Admission

2201 Pico Boulevard
Santa Monica
in Virginia Avenue Park



READY SET READ

RIBBON CUTTING • REFRESHMENTS • KIDS CRAFTS
TEEN PHOTO EXHIBIT • FESTIVAL WITH ENTERTAINMENT

with: Author/Poet Carol Muske-Dukes • Japanese Festival Sounds
Baile Folklórico de Cabeza DeVaca Cultura • The Voice of ONE Gospel Singers
Storyteller Michael D. McCarty • The Boo Hoo Crew • Emcee DJ Paul V

Bring your picnic blanket for a day of fun in the Park. Walk, bike or take Big Blue Bus #7 to the Pico Branch. Free Bike Valet. Limited parking available on Pico Blvd. For more information: smpl.org or 310.458.8684.

City of Santa Monica · SANTA MONICA PUBLIC LIBRARY · FRIENDS OF THE SANTA MONICA PUBLIC LIBRARY · Virginia Avenue Park

Sign Up for Caregiver Training!

NO INTEREST Tuition Loans!

WISE CAREGIVER TRAINING ACADEMY

YOUR TRUSTED SOURCE

WISE & Healthy Aging, experts in services for seniors, is now offering the nationally-recognized "Schmieding Method" training for family and career caregivers.

COURSE OFFERINGS

Nursing Assistant Training Course (CNA):
California state-approved Certified Nursing Assistant (CNA) training course. Home Health Aide (HHA) training included. Full and part-time courses available.

Home Care Assistant:
Additional training on more advanced caregiving skills for in-home and long-term care settings.

WISE ElderPal:
A course focusing on basic principles of personal care, held weekly over 6 weeks. Ideal for family caregivers and those getting into elder home care. Day and evening classes available.

Alzheimer's Disease and Dementia Specialty Course:
16-hour course on care for individuals with Alzheimer's Disease and dementia, including how to address behavior changes.

WISE & Healthy Aging

To sign up, please call:
(310) 394-9871
www.wiseandhealthyaging.org

WISE & Healthy Aging • 1527 4th Street, 2nd Floor • Santa Monica, CA 90401

Volunteer Information

Apply your skills as a volunteer at WISE & Healthy Aging and area non-profits. Get information about available opportunities at this informational orientation!

Friday, July 18, 2014
9:30 am - 11:30 am

(310) 394-9871 EXT. 450

WISE & Healthy Aging
1527 4th Street, 2nd Floor, Santa Monica

www.wiseandhealthyaging.org

What's Up Westside

OUT AND ABOUT IN SANTA MONICA

Saturday, June 28, 2014

Super Body Circuit Workout
Clover Park
2600 Ocean Park (near the tennis courts), 10:15 - 11:15 a.m.
Get in the best shape of your life with circuits that build strength, improve cardio, enhance balance and agility. It's all about fun and games using free weights, bands, and body weight. You will enjoy every minute of your sweat! Bring yoga mat, light weights, towel, and water to class. Drop-in participation is available for $28. For more information, please call (310) 458-2239. Offered through the City of Santa Monica Community Classes program.

Sillage: A participatory scentscape project about Los Angeles
Santa Monica Museum of Art
2525 Michigan Ave., 11 a.m. - 6 p.m.
We need your nose! Sillage is a participatory olfactory artwork and collaborative endeavor with artist Brian Goeltzenleuchter, the Institute for Art and Olfaction, SMMoA, and you. Throughout the day, Goeltzenleuchter shares neighborhood-specific scents with SMMoA patrons and creates a collective scentscape of Greater Los Angeles. Sillage takes place inside the exhibition Robert Swain: The Form of Color, an immersive exploration of color and its effects on perception.

Music Business Book Signing with Loren Weisman
Barnes and Noble
3rd St. Promenade, 12 - 4 p.m.
Loren Weisman, music industry consultant, and self-proclaimed "branding fool," is the author of "The Artist's Guide to Success in the Music Business." On Saturday, June 28, he begins the "Proof of Concept Tour," a two-month, 40-city book and speaking tour starting at The Third Street Promenade Barnes & Noble. Special guests will include Multi Grammy Award Winning Producer/Engineer, Val Garay. In addition to signing copies of his new book, Weisman plans to focus his book signing on artist branding and will launch the audio version of the first chapter, "The Music Industry and You" (ISBN: 978-1626341487) from "The Artist's Guide to Success in the Music Business." For more information about Loren Weisman and The Artists Guide to Success in the Music Business, visit http://lorenweisman.com.

The Amazing Bubble Man
Edgemar Center for the Arts
2437 Main Street, 11 a.m. & 1 p.m.
Bubble art, science, magic and fun were alive onstage the weekend of June 28th-29th at the Edgemar Center for the Arts in Santa Monica when Louis Pearl, "The Amazing Bubble Man," performed unbelievable acts of wonder for kids of all ages. Utilizing many devices of his own invention, he has been thrilling audiences around the world for over 30 years with the art, magic, science and fun of bubbles. As well as exploring the breathtaking dynamics of bubbles, the show combines comedy and artistry with plenty of audience participation and enough spellbinding bubble tricks to keep every child and adult mesmerized. Tickets are $25 for adults and $20 for children. Call (310) 392-7237 for more information.

Celebrate America
SMC Corsair Field
1900 Pico Blvd.
Santa Monica's early Independence Day celebration will be held at SMC on June 28. Gates open at 5 p.m., entertainment begins at 7 p.m. and fireworks start at 9 p.m. The event is free but parking is $5.

Sunday, June 29, 2014

Insomnia
Hotel Casa del Mar
1910 Ocean Way, 5:30 p.m.
Join modern conjuror Derek Hughes in a private suite at the illustrious Hotel Casa Del Mar for the debut of his mind blowing new work: INSOMNIA! Loosely inspired by the short fiction of Jorge Luis Borges, INSOMNIA is a unique experience combining humor, audience participation, and magic to explore the line between waking and dreaming. Ticket includes show admission, parking, and one drink. Reception is at 5:30pm with the performance beginning at 6:00pm. For Mature Audiences, includes adult language. Tickets are $55 via www.eventbrite.com, call (310) 581-5533 for more information.

Monday, June 30, 2014

Kundalini Yoga
Joslyn Park
633 Kensington Rd, 6-7:15 pm
Kundalini Yoga is the yoga of awareness. Develop self-love, courage and compassion. Increase your vitality and stamina and learn deep relaxation techniques. This is a lively class that challenges and strengthens your abilities while promoting health, happiness, and abundance. Drop-in participation is available for $15. Please bring a mat. For more information, please call (310) 458-2239. Offered through the City of Santa Monica Community Classes program.

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

COMMUNITY BRIEFS

Morgan-Wixson Theatre

The Producers at the Morgan-Wixson Theatre

The 2001 Tony Award Winning Best Musical will play in Santa Monica June 28 - August 2.

The plot is simple: a down-on-his-luck Broadway producer and his mild-mannered accountant come up with a scheme to produce the most notorious flop in history thereby bilking their backers (all "little old ladies") out of millions of dollars. Only one thing goes awry: the show is a smash hit! The antics of Max Bialystock and Leo Bloom as they maneuver their way fecklessly through finding a show (the gloriously offensive "Springtime For Hitler"), hiring a director, raising the money and finally going to prison for their misdeeds is a lesson in broad comic construction. At the core of the insanely funny adventure is a poignant emotional journey of two very different men who become friends.

At the 2001 Tony Awards, The Producers won 12 out of its 15 nominations, becoming one of the few musicals to win in every category for which it was nominated - it received two nominations for leading actor and three for featured actor.

Once again, Anne Gesling directs and musical directs. Anne most recently musical directed "Spring Awakening" and directed last summer's hugely successful "Spamalot" as well as musical directed last year's "Avenue Q", which SOLD OUT all performances in its 5-week run. Anne has been involved at the Morgan-Wixson for over 25 years and has also directed popular summer musicals "Crazy For You", "Chicago", and "A Chorus Line", among many others.

The creative team includes Lauren Blair (Choreographer), Thomas A. Brown (Set Designer), William Wilday (Lighting Designer), and Meredith Wright and W. Joseph Anderson (Producers).

Shows will be Fridays and Saturdays at 8 p.m. and Sundays at 2 pm. At the Morgan-Wixson Theatre, 2627 Pico Boulevard (Pico @ 27th Street). Reserved seats start at $25 online at www.morgan-wixson.org or call the theatre box office at (310) 828-7519.

EDITED BY MATTHEW HALL

Santa Monica Place

National Cook-Off Finale for $25,000 at Santa Monica Place

On Saturday, June 28, three home cooks from across the nation will compete in front of a live audience at Santa Monica Place in Santa Monica for a chance to win a cash prize of $25,000 in the sixth annual Cook-Off, sponsored by DOLE.

Each hour, there will be giveaways and the opportunity to win exciting prizes, such as a Weber Grill, DOLE prize packs, cookbooks, and much more. There will also be free sampling of Dole Packaged Food products.

Celebrity Chef Ben Ford, Executive Chef and Proprietor of Ford's Filling Station and author of the newly released Taming the Feast will lead an esteemed panel of guest judges and demonstrate a variety of grilled dishes on stage while competitors prepare their dishes. Local Mixologist and owner of This Girl Walks Into A Bar will offer summer cocktail tips and the 2013 Cook-Off Champion, food blogger Ally Phillips, will host the entire affair. Additional information is available online at Dole.com/cookoff. The event runs from 11 a.m. - 3 p.m. Winners will be announced at 2:45 p.m.

- MH

Santa Monica Play House

The World is My Home - The life of Paul Robeson

Stogie Kenyatta's award-winning solo show about African-American artist/activist Paul Robeson, will return for three shows on June 29, July 13 and July 20. All shows are at 7 p.m.

The show is "Turn-of-the-Century Love Story" about the triumphs and tragedy of, Robeson, told with music, comedy, passion and emotion that covers everything from his close friendship with Albert Einstein, his affection for the Jewish people, the Holocaust, Jim Crow Laws, the Harlem Renaissance, his complex 44 year marriage to Eslanda and America's amazing, yet painful history. Kenyatta plays 12 characters & ages from 5 to 65, with props, several wardrobe changes & a finger-snapping soundtrack by Ellington, Coltrane, Fats Waller, Cab Calloway, Louie Armstrong & Robeson himself. Kenyatta is proud to return this revamped show with intermission to the Santa Monica Playhouse.

Written and performed by Jamaican born and Brooklyn bred Stogie Kenyatta. Kenyatta was classically trained at the Afro American Studio in Harlem, the Henry St. Settlement and Al Fann Theatrical Ensemble. He was a finalist in the New York State Theatre competition with Artistic Director, John Houseman, then came west for college, where he studied screenwriting and political science at the University of California and later privately with Ivan Markota at the Van Mar Academy for Television & Film acting.

Tickets are $25, $30 at the door. Purchase online at https://santamonicaplayhouse.com/paul-robeson.html or call (310)-394-9779 ext.1. The Santa Monica Playhouse, The Main Stage is located at1211 4th Street (between Wilshire & Arizona).

- MH

Montana Ave.

Montana Avenue Merchants Association (MAMA) launch banner program

As of June 25 when residents and tourists alike visit Montana Ave., they will see a series of colorful banners highlighting activities for this 10-block stretch of unique and mostly independent businesses that are owned and/or staffed by local residents. The Montana Avenue Merchants Association, one of four Business Improvement Districts (BID) in Santa Monica, decided this is the most cost effective and eye-catching way to quickly enhance the overall appearance of the street. Additionally, they qualified for a $2,000 street beautification grant from Santa Monica's Buy Local organization provided that the Buy Local logo is prominently displayed and that the artist chosen to design the banners was a resident of Santa Monica.

The "Shop - Dine - Enjoy" theme was chosen as the concept because the mix of merchants on Montana consists of high-end clothing and jewelry boutiques, restaurants and coffee shops, and hair and nail salons and skincare spas.

The Montana Avenue Merchants Association (MAMA) board received several applications from local artists and selected Gonen Yacov, a Santa Monica and Montana Avenue resident and co-founder of GY Creative Studio (www.gycreativestudio.com), to conceptualize and design the imagery for the Montana Avenue banner project. Gonen is active in Santa Monica's artist community and is an annual participant in the Montana Avenue Artwalk and Music Festival. Gonen has also worked with the Pico Improvement Organization on branding and design projects, as well as several of Santa Monica's neighborhood groups.

For more information about the events to welcome the new banners to Montana Avenue, visit www.montanaave.com or email montana.santamonica@gmail.com.

The Montana Avenue Merchants Association is a non-profit 501(c)6 non-profit organization dedicated to the success of the merchants along Montana Avenue. It is comprised of 150 merchant members and has 8 board members who meet on a monthly basis.For more information on the Buy Local Santa Monica campaign, visit www.BuyLocalSM.com.

- MH

SMMUSDHQ

SMMUSD welcomes new administrators

At its June 25 meeting, the Board of Education approved the appointment of Hector Medrano and John Misustin as new House Principals as Santa Monica High School.

Medrano comes to SMMUSD from Santa Ana Unified School District, where he has been serving as Assistant Principal at Carr Intermediate School for the past year. He also served as Assistant Principal at Century High School and Activities Director at Mater Dei High School, both in the Santa Ana USD. Prior to that, he served as Assistant Principal at View Park Charter School in LAUSD, Activities Director at Millikan High School in Long Beach Unified School District, and Activities Director and College Counselor at Rolling Hills Prep School in Palos Verdes. Medrano has also taught social studies and coached boys' soccer. Medrano is bilingual in English and Spanish.

Misustin comes to SMMUSD from the Antelope Valley Union High School District, where he has been serving as Assistant Principal of Desert Winds High School for the past two years. He also served as the Vice Principal of Athletics, Special Education, and Alternative Placement at Antelope Valley High School; CASHEE Intervention and Instructional Support Coordinator and AVID Coordinator at Eastside High School; Healthful Living Teacher and Administrative Intern at William J. "Pete" Knight High School; and Gang Violence Suppression Coordinator; all with the Antelope Valley Union High School District. He has also coached baseball and served on the school site council. As Assistant Principal, Misustin oversaw many of the day-to-day operations of the school, including site-based academic programs and curriculum, the special education instructional program, master scheduling, athletic programs, evaluation of staff, and state- and federally-mandated testing.

"I would like to welcome Mr. Medrano and Mr. Misustin to SMMUSD for 2014-15," said Superintendent Sandra Lyon.

- MH

DON'S
Cutting Edge
Haircut Happy Hour
$20 Haircuts
9AM - NOON - Monday-Friday
2918 Santa Monica Blvd. Santa Monica
Call for an appointment 310.315.1098
Tues-Fri: 9-6pm Sat: 8-5pm
Appointments not required.



SMALL BUSINESS
STARTUP?
LET ME HELP YOU SUCCEED
TAXES • BOOKKEEPING • STARTUPS • CORPS. • LLCS
(310) 395-9922
SAMUEL B. MOSES, CPA
100 Wilshire Blvd., Suite 1800 Santa Monica 90401

LETTERS TO THE EDITOR

Send comments to editor@smdp.com

Great Soulstice

Editor

All praise to Gary Gordon and his fabulous committee who put Sunday's SOULstice all over Main Street. Wonderful friends and faces and fun and all that live music; surely its among the top events in our town every year.

P.S. After playing Bob Dylan's "Hurricane," the Highway 61 Revisited singer announced that boxer Rubin Carter (subject of the song) was guilty of all the murders committed on that hot New Jersey night. I don't think the audience understood that he was kidding (the singer, not Carter), so just wanted to set the record straight: Carter, freed in 1985, worked to help other innocent victims of the justice system, and died in April.

Henry Rosenfeld
Santa Monica

Responding to Anderson

Editor

Here's why Brenda Anderson, in her letter of 6/21 (Jobs on Lincoln), used a throwaway line without attribution to claim there would be "1,500 lost jobs" if SMO closed: it can't be substantiated.

The HR&A study Anderson may be referring to shows aviation jobs on SMO's "campus" at fewer than 200. The study does refer to 894 "direct" jobs, meaning jobs on campus, but that includes hundreds of non-aviation jobs. The other supposedly lost jobs (to get to 1,500) are not even at SMO.

It's a false premise, and alarmist, to proclaim that ending SMO's aviation operations would kill hundreds of non-aviation jobs both on the airport campus and elsewhere. Beware - the premise implies - newly out-of-work dentists and hairdressers would find their favorite restaurants shuttered, movie theaters darkened, perhaps banks and churches, too. The horror.

In reality, even the 200 or so truly aviation-related jobs probably would not be "lost." They'd follow the jets and flight schools to a more suitable airport. Offices relocate within L.A. County frequently; their workers (including me) adjust. (Another false assumption, usually unspoken, is that SMO's actual aviation workers all live in Santa Monica and spend their money only here).

In 2010, Councilman Bob Holbrook referenced economic concerns raised years earlier by Douglas Aircraft's threats to leave Santa Monica. He reminded listeners that Santa Monica handled that departure and could handle the departure of (aviation operations) at SMO just as well.

Brian Bland
Santa Monica



SMart Thinking

By SM a.r.t. Send comments to editor@smdp.com

City for sale … tons of charm, needs planning

DEVELOPMENT IS OCCURRING AT A feverish pace in our City. The character of our neighborhoods is under siege from outside interests. Developers are circumventing current zoning requirements using "back-room deals" with the city's staff to provide minimal community benefits in exchange for larger projects. The result is excessive profit for the developers, and massive headaches for residents in the form of more traffic, higher utility rates and a loss of the ethos and soul of our city. This has to stop.

As an example, two mixed-use projects are currently under review by the Planning Commission for the corner of Colorado and Lincoln. There are six more in line for approval on this three-block stretch along Lincoln. Good design can give people dignity and make them feel richer and happier. These buildings at the gateway to our Downtown send a much different message. All of these projects are larger than the current codes allow.

So why is the city staff complicit in a process that threatens our quality of life by permitting a 60-80 percent increase in allowable density Downtown? In the rush for short term economic gain, the City has become blind to what the long term effects of their policies will be: a deterioration in residents' quality of life and a diminished appeal for tourists, as our city loses its "small beach town" allure and becomes a stereotypical urban center, a mere extension of the Wilshire corridor.

Santa Monica needs to plan for 'sustainable' growth. The type and location of this growth, however, should be the result of careful thought and forward planning, not a "knee-jerk response" to developers' proposals. For example, transient housing adjacent to transit stations makes sense as "high density" development whereas family housing is better suited to "low-rise" buildings closer to residential neighborhoods and parks where children can play safely. There are currently 30 predominantly residential development agreements being processed. Before they are approved, their location, height, density and compatibility with the surrounding areas should be carefully studied. In 2010, the LUCE projected citywide growth by 2030 of just under 5,000 dwelling units. By June 2014 we will surpass that number, if the pending projects are built. Are we, as a city, making the right choices? Is the city staff looking out for our best interests?

In addition to traffic issues created by increased density, parking also becomes a serious problem. On the downtown periphery, projects that were designated to provide surplus parking to make up for a shortage are unable to even provide for their own tenants. Under the TDM program, developers are allowed a 20-30 percent reduction in the code-mandated parking. Making matters worse, spaces normally reserved for tenants can now be sold on the open market, forcing more cars onto our streets. For example, the two projects (190 apartments total) being processed along Lincoln and Colorado will not have sufficient spaces for their tenants. The fact that there is no available curb parking will exacerbate rather than relieve the current parking shortage. We should be able to learn from urban areas like Century City where developers were allowed to provide parking for only 20,000 tenants. Today there are over twice the number of tenants, 43,000. Are we to suffer the same fate? It is much easier to build parking from the onset than after the fact.

Is our city so strapped for cash that we need to cater more to developers' demands than residents' needs? Currently, the City has a budget excess of a half billion dollars. If more funds were needed, wouldn't it make more sense trim spending, than sell off precious properties for large developments that provide little benefit to the citizens? Development agreements have provided developers a 60-80 percent increase in density and building mass while simultaneously allowing a 20-40 percent reduction in the amount of parking provided. At the two Lincoln projects, for example, the developers will be saving $1M to $3M in garage constructions costs. As these windfall profits go into the developers' pockets, residents are expected to endure increased traffic, less parking and city streets dwarfed and shaded by towering buildings.

Affordable housing is the one benefit that does strengthen the community rather than just the developer. However, it has become one of the engines that drive these dense, ill-conceived projects. Wouldn't it be better to require developers to contribute to a fund that would enable Santa Monica to build the affordable units in locations where they would provide the most advantage for those who will be living there? If so, it is unlikely that they would be located downtown in the densest part of the City.

Development Agreements should not replace creative, responsible planning with hollow promises of community benefits. In the latter case, it is the developers rather than planners that end up as the de-facto designers of the city. Their interests are not ours and the offer of profit over quality of life is a bad bargain.

We should learn from mistakes made, and refuse to repeat them as we move forward. We need to preserve that which we value in Santa Monica as we strive to build a sustainable, livable city for the future.

Ron Goldman FAIA for Santa Monica Architects for a Responsible Tomorrow. Ron Goldman FAIA, Thane Roberts AIA, Mario Fonda-Bonardi AIA, Bob Taylor AIA, Dan Jansenson Architect, Sam Tolkin Architect, Armen Melkonians Civil & Environmental Engineer, Phil Brock Chair, Recreation & Parks Commission. SMa.r.t. is a group of Santa Monica Architects concerned about the city's future. For previous articles, please see santamonicaarch.wordpress.com/writings. Dan Jansenson Architect, Sam Tolkin Architect, Armen Melkonians Civil & Environmental Engineer, Phil Brock Chair, Recreation & Parks Commission. SMa.r.t. is a group of Santa Monica Architects concerned about the city's future. For previous articles, please see santamonicaarch.wordpress.com/writings.

PUBLISHER
Ross Furukawa
ross@smdp.com

EDITOR IN CHIEF
Matthew Hall
matt@smdp.com

MANAGING EDITOR
Daniel Archuleta
daniela@smdp.com

STAFF WRITER
David Mark Simpson
dave@smdp.com

CHIEF PHOTOGRAPHER
Brandon Wise
brandonw@smdp.com

STAFF PHOTOGRAPHER
Paul Alvarez Jr.
editor@smdp.com
Morgan Genser
editor@smdp.com

CONTRIBUTING WRITERS
Bill Bauer, David Pisarra, Charles Andrews, Jack Neworth, Lloyd Garver, Sarah A. Spitz, Taylor Van Arsdale, Merv Hecht, Cynthia Citron, Michael Ryan, JoAnne Barge, Hank Koning, John Zinner, Linda Jassim, Gwynne Pugh, Michael W. Folonis, Lori Salerno, Simone Gordon, Limor Gottlieb, Bennet Kelly

VICE PRESIDENT–BUSINESS OPERATIONS
Rob Schwenker
schwenker@smdp.com

JUNIOR ACCOUNT EXECUTIVE
Rose Mann
rose@smdp.com

OPERATIONS MANAGER
Jenny Medina
jenny@smdp.com

PRODUCTION MANAGER
Darren Ouellette
production@smdp.com

ASSISTANT GRAPHIC DESIGNER
Cocoa Dixon

CIRCULATION
Keith Wyatt
Osvaldo Paganini
ross@smdp.com

To advertise in the Santa Monica Daily Press in print or digital, please call
310-458-7737 or email schwenker@smdp.com

Santa Monica Daily Press
We have you covered
1640 5th Street, Suite 218
Santa Monica, CA 90401
OFFICE (310) 458-PRESS (7737)
FAX (310) 576-9913
smdp.com

The Santa Monica Daily Press is published six days a week, Monday through Saturday.

19,000 daily circulation, 46,450 daily readership. Circulation is audited and verified by Circulation Verification Council, 2014. Serving the City of Santa Monica, and the communities of Venice Beach, Brentwood, West LA. Members of CNPA, AFCP, CVC, Associated Press, IFPA, Santa Monica Chamber of Commerce.

Published by Newlon Rouge, LLC
© 2014 Newlon Rouge, LLC, all rights reserved.

OPINIONS EXPRESSED are those of the writer and do not necessarily reflect those of the Santa Monica Daily Press staff. Guest editorials from residents are encouraged, as are letters to the editor. Letters will be published on a space-available basis. It is our intention to publish all letters we receive, except those that are libelous or are unsigned. Preference will be given to those that are e-mailed to editor@smdp.com. All letters must include the author's name and telephone number for purposes of verification. All letters and guest editorials are subject to editing for space and content.

Your column here

David Sayen
Send comments to editor@smdp.com

What Medicare Covers in the Hospital

ONE OF MEDICARE'S MOST IMPORTANT benefits is helping to cover your expenses if you need to be hospitalized. But what exactly is covered, and how much do you pay?

Medicare helps cover certain services and supplies in hospitals. To get the full range of benefits, you must have both Medicare Part A, which is hospital insurance, and Part B, which is medical insurance.

What you pay depends on whether you're an inpatient or an outpatient. Staying overnight in a hospital doesn't always mean you're an inpatient. You're an inpatient on the day the doctor formally admits you, with a doctor's order.

You're an outpatient if you haven't been formally admitted as an inpatient, even if you're getting emergency department services, observation services, outpatient surgery, lab tests, or x-rays.

If you aren't sure whether you're an inpatient or an outpatient, you or your family should ask your doctor or the hospital staff. Or you can call Medicare at 1-800-MEDICARE (1-800-633-4227).

If you're admitted as an inpatient, Part A will help cover your stay. This generally includes a semi-private room, meals, general nursing care, drugs, and other hospital services and supplies.

Part A covers your care in acute care hospitals, critical access hospitals, inpatient rehabilitation facilities, long-term care hospitals, and psychiatric facilities.

How much you'll pay depends partly on how long you stay.

Medicare pays for inpatient hospital care based on "benefit periods." A benefit period begins the day you're admitted to a hospital and ends when you haven't had any inpatient hospital care for 60 days in a row.

You can have more than one hospital stay within the same benefit period. There's a limit on how many patient days Medicare will cover during a benefit period, but there's no limit on the number of benefit periods you can have over your lifetime.

How much comes out of your pocket when you're in the hospital?

Part A has a deductible, which is $1,216 in 2014. You pay this deductible at the beginning of each new benefit period.

After you've paid that, there's no co-payment for days 1 through 60 of each benefit period. For days 61through 90 of each benefit period, there's a co-pay of $304 per day.

You also have 60 "lifetime reserve days." These can be used after day 90 of each benefit period, and your co-pay is $608 per day in 2014. After you use up these "lifetime reserve days," you must pay all costs yourself.

Keep in mind that Part A doesn't cover doctor fees or other medical services. That's where Part B comes in.

To get Part B, you must pay a monthly premium, which for most people is $104.90 per month this year.

You'll also pay 20 percent of the Medicare-approved amount for most doctor services while you're an inpatient. Part B also helps cover outpatient costs, such as doctors' fees, emergency and observation services, lab tests, and X-rays.

Finally, here are some things Medicare doesn't cover in the hospital:

- Private-duty nursing;
- A telephone or television;
- Personal items like toothpaste or razors;
- A private room, unless it's medically necessary.

To learn more about Medicare benefits, please refer to your 2014 Medicare & You handbook, go online to www.medicare.gov, or contact our 1-800-MEDICARE customer service professionals who can help you with specific concerns before a hospital stay.

DAVID SAYEN is Medicare's regional administrator for Arizona, California, Nevada, Hawaii, and the Pacific Territories. You can always get answers to your Medicare questions by calling 1-800-MEDICARE (1-800-633-4227).











Come rediscover a Santa Monica Classic
WE DO SUNDAY BRUNCH! NOTHING LIKE A SUNDAY AFTERNOON ON OUR BEAUTIFUL OUTDOOR PATIO
STEAKS • FRESH FISH • FULL BAR
HAPPY HOUR 5-7PM EVERYDAY
2442 MAIN ST. | 310-452 1934
Ron Schur, Captain
Est. 1934 Harder' for The GALLEY

BROADWAY WINE & SPIRITS
SEND MONEY ANYWHERE IN MINUTES – MONEY ORDERS INCLUDED
MoneyGram money transfer
(310) 394-8257
1011 Broadway | Santa Monica, CA 90401

City of Santa Monica
GLOBAL INSTITUTE OF LOVING LEADERSHIP

The Global Institute of Loving Leadership is in compliance with all requirements imposed by or pursuant to Titles VI and VII of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, and the Age Discrimination Act of 1975.

The policy of the Global Institute of Loving Leadership is to admit students who best meet the qualifications for admission established for the continuing education program. The Institute does not discriminate on the basis of race, color, national or ethnic origin, age, gender, sexual orientation, disability (mental or physical), or any other consideration made unlawful by federal, state, or local laws, in any of its policies, procedures, or practices. This nondiscrimination policy covers, but is not limited to, educational policies, admissions policies, scholarship and loan programs, and other Institute-administered programs.

WHEN BAD THINGS HAPPEN TO GOOD PEOPLE BECAUSE OF THE CARELESSNESS OR NEGLIGENCE OF OTHERS.


Robert Lemle

Free Consultation
Over $25 Million Recovered

- CATASTROPHIC PERSONAL INJURIES
- WRONGFUL DEATH
- MOTOR VEHICLE ACCIDENTS
- BICYCLE ACCIDENTS
- SPINAL CORD INJURIES
- TRAUMATIC BRAIN INJURIES
- DOG BITES
- TRIP & FALLS

You Pay Nothing Until Your Case Is Resolved

310.392.3055
www.lemlelaw.com
LEMLE LAW GROUP, PC

WASH
FROM PAGE 1

(CLEAN), a program working to unionize Los Angeles car washes, brought cake and balloons to celebrate the contract renewal.

Workers were busy. Four of them had about half an hour to enjoy the cake before returning to work. The cake was left in the break room.

The carwash owner is out of the country, according to CLUE representatives, but a manager attended the celebration.

Justin McBride, director of the Carwash Workers Organizing Committee, said that the Bonus contract is the model for most of the 25 Southern California union car washes as well as East Coast car washes that have followed suit.

"I think the biggest thing we learned from Bonus is that these contracts are sustainable," he said, "and these workers can be treated fairly without it being such a hardship on the owners."

dave@smdp.com

MUSEUM
FROM PAGE 1

badges, a gavel and a nozzle used by the fire department."

The modern department traces its roots to a volunteer group that began in 1875 as the Crawford Hook and Ladder Company. In 1889 the City created its first formal firefighting agency with the Santa Monica Hose and Ladder Company. The exhibit has photos and artifacts from several significant fires.

SMFD Chief Scott Ferguson, whose is part of a three-generation firefighting family, said the show was a powerful reminder of the growth and evolution of the department from an all-volunteer group to the professional department it is today.

"It gives me chills to walk into that back room and see not just those things that my father had, but ultimately to see how the fire service has progressed because that's the start in 1875, he said. "I appreciated councilman McKeown talking about six people getting together with a couple of axes and a bucket, we've come a long way because that was a heck of a way to fight a fire."

Ferguson praised the work of the front line firefighters and said the department is proud of its progressive history including early adoption of paramedics on fire trucks.

"The Santa Monica Fire Department is one of the premiere and most progressive fire departments in the United States," said Exhibit Curator Danielle Lewis in a statement. "They were the first fire department in the nation to deliver paramedic services in 1974."

Retired Battalion Chief Walt Shirk said the department's success is a shared achievement.

"Part of the reason Santa Monica is on the map is because of the support of the citizens and some future seeing administration that we had,"

SMHM hosted an opening reception for the exhibit on June 26 and Board Member Kris Andresen told the crowd the new feature highlights the special role SMFD has played in the city.

"Over the past 125 years, it has evolved into this very special fire department," she said.

Councilman Kevin McKeown read a proclamation honoring SMFD's history.

"(The City of Santa Monica) commend and congratulate the Santa Monica Fire Department for their dedication to preventing the loss of life property and environment from fire, medical and other natural and man made disasters through aggressive prevention, training, public education and emergency response," he said before deviating from his script to add "And courage, the courage part is important."

The museum is open Tuesday and Thursday from noon to 8 p.m., Wednesday, Friday and Saturday from 10 a.m. - 5 p.m. It is closed on Sunday and Monday. To learn more visit http://santamonicahistory.org

matt@smdp.com









Matthew Hall

OPENING NIGHT: The Warriors of Flame exhibit is now open at the Santa Monica Museum

MONEY
FROM PAGE 1

missing from the organization. De la Torre, who is also a member of the Santa Monica-Malibu Unified School District Board of Education, claims that the discrepancy has been rectified and was a fault of the bank, not the organization.

Last year's one-time grant set aside $30,000 to fund hiring Social and Environmental Entrepreneurs (SEE), a consulting service meant to help with administration and bookkeeping required by grant funding, Gould said. De la Torre claims the cost was closer to $25,000.

Free of grant requirements, the PYFC will no longer need to provide additional financial reporting, Gould said, and they'd be free of that cost.

"Because we're not seeking the reporting, there's no need to hire SEE to continue to provide this service," Gould said. "What we've been told is that, (the PYFC is) going to need to hire a (Certified Public Accountant) CPA as well. We understand last year they employed a CPA and SEE, so we're not quite sure why they need both."

"That's a set-up," de la Torre told the Daily Press. "If we don't keep proper records then next year they're going to say that we're hiding something. We're actually in the process of hiring SEE again for next year."

The PYFC, Gould said, has not provided City Hall with "consolidated financials" of its staffing or its expenses.

De la Torre claims that City Hall made the organization "jump through hoops," requiring the PYFC to consistently reformat its financial information. All the information, de la Torre claims, was provided.

City Hall, Gould said, doesn't know how much the PYFC is allowed to use annually of its recently procured $1.6 million grant from the foundation of the late Santa Monica philanthropist Peggy Bergmann.

De la Torre told the Daily Press that the PYFC is allowed to use up to 10 percent of the total contribution each year.

The PYFC, Gould said, has failed to show receipt of this.

Council, he said, wants to see PYFC diversify its funding sources. This point — that council wants to see the nonprofit become less dependent on City Hall — is one that de la Torre and Gould agree on.

But de la Torre said council is wrong in this case. Because the PYFC has not been around as long as many of the city's other nonprofits and because it serves a neighborhood with less resources, he said, it should be allowed to rely more heavily on public dollars.

De la Torre believes it comes down to a personal beef between he and Gould.

Gould's claim that the PYFC has administrative issues, de la Torre said, is hypocritical.

He points to Gould's recent controversial decision to put forth and then rescind a job offer to a resident who had previously been involved in local politics. He points to a map of previously-unknown origin included in a city planning document that changed several dozen lots from residential to commercial. City Hall ultimately acknowledged that the map was inserted by city planners and viewed, though not discussed, by council.

"Rod Gould wants to point at the PYFC and say that we have administrative issues but makes no mention of the errors that he's made," de la Torre said. "Look what we've done for the community. What has he done to fight gang violence? What has he done to send kids to college?"

De la Torre noted that Gould, whose 2012 salary was nearly $353,000, takes more public dollars than the PYFC.

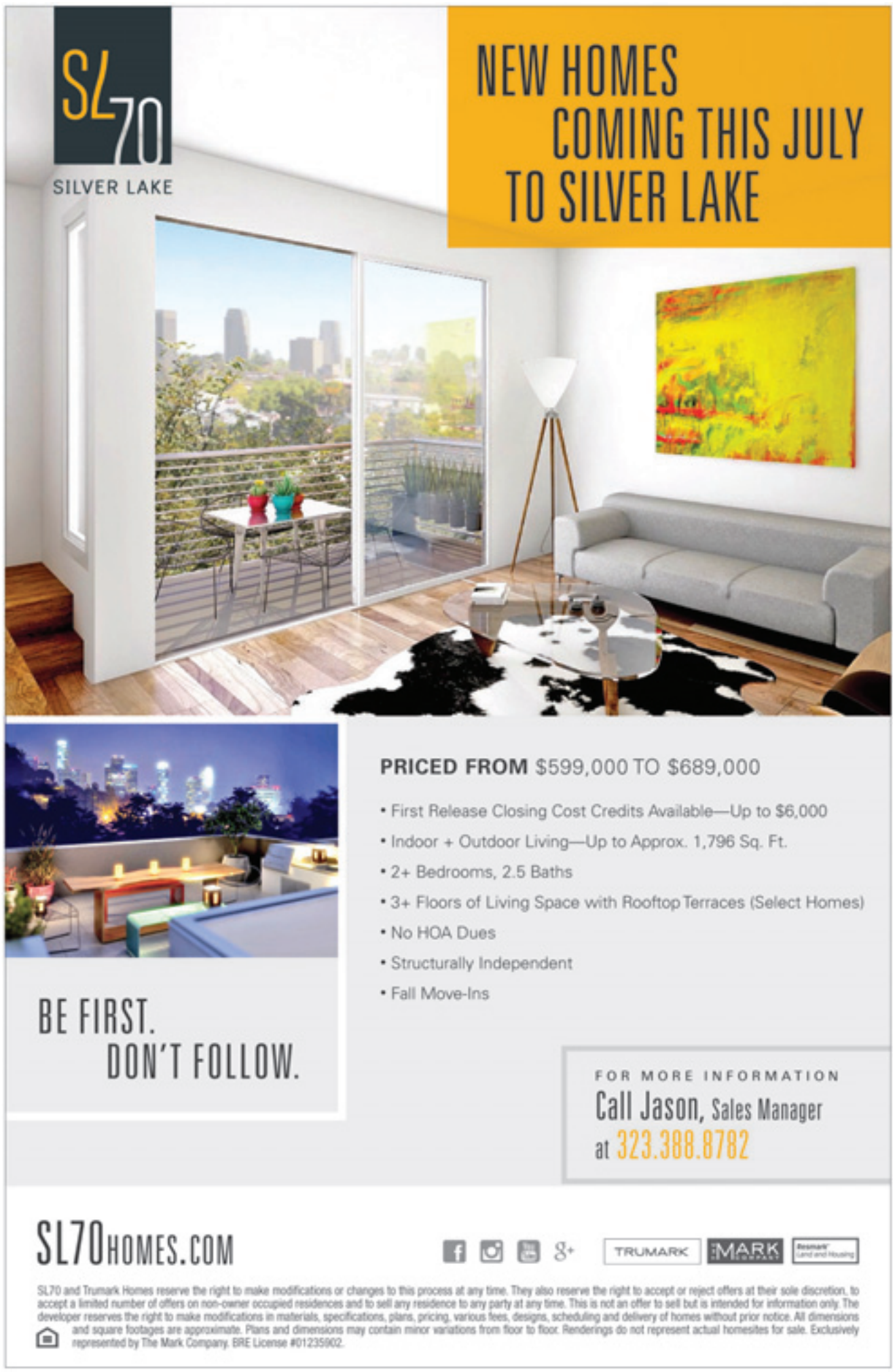
"He's the biggest welfare mom in the city of Santa Monica," de la Torre said.

"I believe that PYFC does seek to help youth, particularly from the Pico Neighborhood and there is certainly value there," Gould told the Daily Press. "Hence the recommendation for an additional payment. The Council made clear over a year ago that after 12 years of substantial funding, PYFC was to find new revenue sources and greater community support in order to move toward fiscal independence."

The $190,000 payment comes from council's discretionary funds. Council also dipped into the account to fund the Hospitality Training Academy and the Safe Routes to School program, which will create safer pedestrian and bike access to Santa Monica High School.

dave@smdp.com







Tour De Feast

Michael 'Snacks' Ryan
Send comments to editor@smdp.com

Meatless but flavorful



Michael Ryan

MEATLESS: Satdha Thai is at 2218 Lincoln Blvd. Visit www.satdhakitchen.com for their menu.

I'VE ALWAYS ADMIRED GOOD VEGAN chefs because there are no quick fixes in making flavorful plant based cuisine. Meanwhile in the meat and dairy world, add bacon grease or a boatload of butter to any dish and you get instant flavor along with your cholesterol and saturated fat. Whether it's throwing a fried egg on top, or adding pork belly to anything and everything, food trends usually tend to side on the notion that more is more.

Thai cuisine does not have much to lose when going totally vegan. After all, the hallmarks of Thai food are the flavors of pungent garlic, aromatic basil, spicy chili, sour kaffir lime, and the sweetness of coconut. Rice or noodles usually work as the vessel, and meats, for the most part, act as filler.

Growing up with meat on every dinner table it's easy to think that a meal is incomplete without it. Satdha Plant-Based Thai Kitchen disproves that notion. Through a marriage of traditional Thai flavors and inventive vegan cuisine, they have some truly remarkable food.

There are not many misses on menu comprised of around 35 dishes from appetizers to desserts which is a fraction of other Thai menus reaching well into the hundreds. While they do have Pad Thai, skip it. The more adventurous your order the greater rewards.

The Catfish Eggplant, battered eggplant covered in red curry paste, bell peppers, young pepper corn and Thai basil is one of the restaurants more popular dishes. One reason I imagine is it's one of the heartier dishes on the menu. Underneath the garlic flavored chili sauce, scorched basil and bitter bite of young pepper corn, a crisp rice powder coating makes way to tender eggplant. It's vegan comfort food at its best.

Another good dish with contrasting textures and flavors is the Mung Bean Croquette. It's a bean and mushroom mixed 'meatball' with a toasted exterior served with a sweet chili cilantro sauce.

Other non-meat 'meat' items include the un-fish cake appetizer comprised of chickpeas, green beans, kefir lime leaves, curry paste, crispy basil with cucumber peanuts relish. They also have Larb. It sounds like an alien planet but is actually a Laos-style minced meat salad. Satdha's variation is minced tofu, mushrooms, shallots toasted rice, green onions, mint and chili lime.

The Endive cups with "cashew-tuna" coconut, ginger, lemon, peanuts, shallots, green onion, cilantro and Thai chili is a great share plate. It's also the perfect vessel to make Southeast Asian flavors sing.

Other intangibles like friendly service, dishes ranging $8-12, a clean dining room and complimentary kale chips make it one of my favorite restaurants in town. My only hang up is some of the dishes could be spicier, but for others, it's just as well.

Anyone can grill a steak but cooking great vegetable dishes requires more thought. Sometimes my zucchini stir-fry turns out great. On other instances my endive salad can be best described as uninspired. I leave it up a place like Satdha to transform vegan cuisine into something spectacular and they do time and time again.

MICHAEL can be seen riding around town on his bike burning calories so he can eat more food. He can be reached at michael@smdp.com. Follow him on Twitter at twitter.com/greaseweek.

InjuryFone.com
Attorney Support Specialists
(866)-345-6987
Phone Line Available 24/7



Have You Been Injured in an Auto Accident?

If you believe that you or a family member are entitled to compensation for an injury, the best thing you can do is speak to an experienced **perval injury attorney**. You may be entitled to compensation for your injury including lost wages.

Find out how much your claim is worth right now!

(866)-345-6987

PLAYA VISTA

Go Ahead HAVE IT ALL



Situated on the Westside of LA, Playa Vista puts you right where you want to be and close to everything else. You can walk or bike to places that vary from shopping to creative work spaces, dining out to working out, entertainment to live events, all from your doorstep.





ATTACHED & DETACHED HOMES
FROM THE $900,000s

models open | now selling
WEEKDAYS 4PM - 8PM, WEEKENDS 10AM - 6PM

PLAYA VISTA PlayaVista.com

Brookfield Residential

Plans, pricing, square footage, products, amenities and community/neighborhood information are subject to change. Models do not reflect racial preference. Home pictured does not represent actual homesites for sale. © 2014 Playa Vista. All rights reserved.

EDITORIAL

Don't be stupid

THIS WEEK'S EDITORIAL WAS ALWAYS going to be about traffic, but the piece took a detour during writing. I had a neat little anecdote to tell about local traffic conditions and the veritable treasure hunt that is finding your destination with the rotating road closures but then I spent the week watching so many people drive so poorly that all humor drained from the situation, despite what could be charitably described as seeing many people drive like clowns.

In one case, a city-owned vehicle was making a right onto Broadway from 4th Street. Several pedestrians, including a senior citizen, were crossing so the driver was waiting patiently when an idiot decided to lay on his horn. I don't have the specifications of old Honda's memorized, but unless he had an after-market horn crafted from the fountain of youth, the noise isn't going to help the woman with a walker move any faster; nor should she have to. Pedestrians have every right to cross when the lights allow. The guy honking was several cars back from the intersection and therefore unable to see the pedestrians but he didn't let his ignorance prevent him from sounding his displeasure at being asked to wait 30 seconds to allow people to cross.

Later in the week, I watched a nincompoop, turn right onto Ocean Avenue, but not into one of the two lanes of traffic. Instead, this guy turned into the parking/bike lane, forging his own third lane of stupidity. He felt so entitled to ignore traffic laws and basic decency that he actually responded angrily to drivers who honked and then had to swerve to avoid colliding with him when he decided to meander back into traffic.

It's not just private drivers who are contributing to the bad behavior. I watched a pair of Big Blue Buses make right turns onto Broadway. The first made the turn just fine. But the second, who was following behind the first at a distance of a few feet, failed to make the turn, leaving his bus askew across the entire east bound half of the intersection.

That alone would have been enough to justify some road rage, but it was made worse by a moron in a white Fiat who decided it would be a good idea to try to make his right turn in between the now-stuck bus and the curb. Large vehicles need a wide turning radius so Mr. Fiat had effectively stranded the already poorly placed bus. After a couple of light cycles, the bus became unstuck, but Mr. Fiat chose to make up for the delays he had created by full-on running the next three red lights. I know he ran those lights because after running one light, he would find himself stopped in traffic at the next block where those of us who understand that green means go, caught up to him only to see him run the next light, causing a ripple of break lights each time.

Yes, traffic is bad, particularly near the construction sites or the beach, but these weren't problems that should be attributed to external factors. These were really, genuinely stupid decisions made by drivers who thought they had some right to behave badly. It's an all too common phenomenon: People get behind the wheel of a car and feel like they are in a mobile fiefdom rather than a part of a larger whole. It's a dangerous attitude but what can you do about it?

First and foremost, if you're a bad driver, admit it. It's a hard admission to make, but try. Ask your friends or family about it and take a moment to think about your time on the road. If you're always in the middle of a problem, maybe you're causing the problem.

Second, call the police. Stupidity itself may not be a crime but the application of it to the road is. In a non-emergency situation you can call 458-8993 to reach the traffic division and hit "1" to report a road issue. In a life-threatening emergency dial 9-1-1.

Finally, be flexible. Don't let the poor decisions of others lure you into also making poor decisions. Roads are a shared resource and they only function when the group as a whole works together.

Traffic is bad all on its own and we don't need to make it worse through our lack of attention.

matt@smdp.com




Discounts as big as a house. Or condo. Or apartment.

See just how big your savings could be.

Your savings could add up to hundreds of dollars when you put all your policies together under our State Farm® roof.

GET TO A BETTER STATE.®
CALL ME TODAY.

Dave Rosenberg, Agent
Insurance Lic#: 0618319
1205 Wilshire Blvd
dave@dr4insurance.com
Bus: 310-458-3400

StateFarm™

EMAIL: dave@dr4insurance.com

1103155.1

State Farm Mutual Automobile Insurance Company, State Farm Indemnity Company, Bloomington, IL

KANAN
CONSTRUCTION

CUSTOM HOMES•REMODELS
DANIEL J. KANAN
General Contractor
Building Dreams Since 1989
(310) 451-3540 (800) 585-4326
Bonded - Insured Lic. No. 554451
www.DanKananConstruction.com

Soccer gets boost in US from young, informed fans

BY EDDIE PELLS
AP National Writer

Never mind that there were dozens of TV sets at the bar, many turned to pro wrestling, poker and bowling to provide background noise early one weekend morning. Jon Forget walked in, asked the bartender to change one set to soccer and got laughed out of the joint.

Fast-forward almost two decades and there's no room to sit at the bar Forget runs these days. His concept for a soccer pub near downtown Denver is taking off, and a new generation of American-born soccer fans piled in by the hundreds Thursday to watch the U.S. advance to the World Cup knockout round despite a 1-0 loss to Germany.

Forget's success at the 3-year-old Three Lions pub is a microcosm of what's happening around America during the World Cup. Social media numbers are strong, TV ratings are setting records and, other than Brazil, no country's fans have bought more tickets to the games than those from the United States.

All this in a country that long fought against soccer's global intrigue, even though the number of American kids playing the game has been rising slowly for decades.

"Over the past 25-30 years, you've seen people come over here from around the world and they know the game and they start influencing Americans," Forget said. "This generation has the proper training, a lot more have played at a high level. They understand the game. It's not boring to them."

In fact, just the opposite.

Merritt Paulson, who owns the MLS Portland Timbers franchise that regularly sells out its 21,000-seat stadium, calls the burgeoning group of 20-something soccer fans, many of whom took their high school passion into recreational adult leagues, the "on-demand generation."

"They want what they want, when they want it and how they want it," Paulson said. "It's that shorter attention span. The fact that soccer games are two hours, start to finish, win, lose or draw, with very condensed action, fits very well into the psychographics of those folks."

In the U.S., soccer is a youth-driven sport; about 70 percent of "core" soccer players are those who play 26 or more times a year and are ages 6-17, according to the most recent numbers from the Sports and Fitness Industry Association.

These days, instead of leaving the game after high school, that age group is graduating into the most vocal segment of fans.

Of the 3.1 million tweets about the U.S. vs. Ghana game earlier this month, 53 percent of them came from people 18-34, according to Nielsen Social. And 69 percent of people checking in on their Facebook accounts from host cities in Brazil were in that age group.

Networks and sponsors covet younger viewers, which helps explain ESPN's decision to go all-in on World Cup telecasts; every game has been televised live since 1998. The U.S.-Portugal game last Sunday drew 24.7 million viewers, the most ESPN has ever garnered for an event not involving American football.

Tapping into a populous that has become more ethnically diverse, the number of U.S networks televising soccer grew from 11 to 21 and programming hours rose from 2,600 to 3,890 over the last four years, a 43 percent increase that matched the increase in TV advertising spending (from $266 million to $378 million), according to Nielsen. NBC Sports televises Premier League games, Fox has the UEFA Champions League and takes over the World Cup telecasts starting in 2018.

All in all, it's a much different landscape from three decades ago, when the only regular soccer programming in America was the reliable PBS stalwart, "Soccer Made In Germany."

"For decades, there was this wariness about soccer within U.S. culture and wariness that affected people at the top," said Jay Coakley, a professor who examines sports' role in society. "Now, that wariness is disappearing. People at the top are seeing soccer as a means of marketing their own interests."

Video games, fantasy leagues, highlight shows, the steady stream of Ronaldo, Messi and other stars, both on the field and in advertisements, keep the sport in touch with the American mainstream in a way it hasn't been before.

"Walking down the street now, you see kids wearing Manchester United jerseys and Chelsea Football Club jerseys and Barcelona, and I didn't even know what those were as a kid," said Mike Helfand, a 42-year-old Chicago attorney who has traveled the globe watching U.S. teams play.

Though America's major league, the MLS, has work to do to bring its level up to the European leagues, the league's steady expansion, improving talent level and fan-friendly pricing will keep the sport on the radar after the World Cup ends.

Since 2010, the number of adults attending a big-time soccer match in the United States has increased by 87 percent.

The farther the U.S. goes in this year's World Cup, the higher than number could rise over the next four years.

All of which has Forget looking to expand his soccer-pub business.

"I've had people come to the pub because a friend dragged them down here," he said. "They'll spend two hours watching a game and they'll walk out the door and say, 'I'm coming back next week.' It can be a defining moment for people. It's very, very different than what we've been used to here in America."

Associated Press writer Leanne Italie in New York and AP Sports Writer Anne Peterson in Portland, Ore., contributed to this report.

A/C Butler Inc.
• HEATING & COOLING REPAIR CONTRACTOR
• LICENSED & INSURED
• RESIDENTIAL AND COMMERCIAL
• AFTER HOURS AND HANDYMAN SERVICE AVAILABLE

LICENSE NO. 982174
Honest, Dependable 1st Class Service
(310) 905-2611
FREE SERVICE CALL WHEN THIS AD IS PRESENTED

SURF REPORT



O'NEILL
O'NEILL CARRIES APPAREL, FOOTWEAR, ACCESSORIES, WETSUITS AND ROBERT'S SURFBOARDS.
131 BROADWAY SANTA MONICA, CA 90401 | (657) 859-3721
FACEBOOK.COM/ONEILLSANTAMONICA

Surf Forecasts

Water Temp: **72.0°**

SATURDAY – **FAIR** – SURF: **2-3 ft** knee to waist high
SW/SSW swell holds; NW windswell may pick up some; morning winds looking light

SUNDAY – **POOR TO FAIR** – SURF: **2-3 ft** thigh to waist high
Mix of fading SSW and building SW swells; potential small NW swell mix to join in at select spots

MONDAY – **FAIR** – SURF: **2-3 ft** Knee to chest high
Building SW swell; potential small NW swell mix to join in at select spots

TUESDAY – **FAIR** – SURF: **2-3 ft** Knee to chest high
SW swell holds; potential NW swell mix drops

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 **June 25, 2014**

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

QUICK STATS (for the last 30 days)
Number of sewage spills -- 0
Number of beach closures due to a sewage spill -- 0
Number of wet days -- 0
Number of A grades for dry/wet weather -- 64 / xx
Number of (C,D,F) grades for dry/wet weather -- 1 / xx

The Beach Report Card is made possible by: SMA Swain Barber Foundation

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

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

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

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
xx -- no sample taken

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

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

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

MOVIE TIMES

Aero Theatre
1328 Montana Ave.
(310) 260-1528

June 28
The Young Girls of Rochefort / The Umbrellas of Cherbourg
7:30 pm

June 29
Bay of Angels / Donkey Skin
7:30 pm

AMC Loews Broadway 4
1441 Third Street Promenade
(310) 458-3924

Maleficent (PG) 1hr 37min
11:00am, 2:30pm, 4:35pm, 8:00pm, 10:20pm

Edge of Tomorrow (PG-13) 1hr 53min
11:15am, 4:45pm, 10:40pm

Edge of Tomorrow 3D (PG-13) 1hr 53min
2:00pm, 7:45pm

Chef (R) 1hr 55min
10:45am, 1:30pm, 4:10pm, 7:00pm, 10:00pm

Fault in Our Stars (PG-13)
11:30am, 1:40pm, 5:00pm, 7:20pm, 10:30pm

AMC 7 Santa Monica
1310 Third St.
(310) 451-9440

Transformers: Age of Extinction (NR)
11:15am, 3:00pm, 7:00pm

How to Train Your Dragon 2 (PG) 1hr 05min
11:00am, 4:45pm

How to Train Your Dragon 2 3D (PG) 1hr 05min
1:50pm, 7:30pm, 9:50pm

Think Like A Man Too (PG-13)
10:30am, 1:15pm, 4:15pm, 7:15pm, 11:30pm

22 Jump Street (R) 112 minutes
11:10am, 2:15pm, 5:15pm, 7:45pm, 11:20pm

Jersey Boys (R)
10:20am, 1:30pm, 4:30pm, 8:15pm, 10:40pm

Transformers: Age of Extinction 3D (NR)
10:15am, 12:15pm, 2:00pm, 4:00pm, 5:50pm, 8:00pm, 9:40pm, 10:20pm, 11:00pm

For more information, e-mail **editor@smdp.com**

KICK UP YOUR HEELS TONIGHT, PISCES

ARIES (March 21-April 19)
★★★★ You might want to understand more of what triggers excitement and unpredictability in your life. If you enjoy this element of the unexpected in your life, then do not worry about it. Your stability comes forth in these situations. Tonight: Happy at home.

TAURUS (April 20-May 20)
★★★★ If someone repeatedly seeks the same response, understand that he or she is testing you. You'll gain unexpected insights, though you could be quite frustrated by this situation. A new beginning becomes possible later on. Tonight: Catch up on a loved one's happenings.

GEMINI (May 21-June 20)
★★★★ You might consider an alternative approach to a situation, especially as you see what is happening on a different level. A child or new friend could become quite rebellious. Try to maintain a more centered, quiet approach with this person. Tonight: Ever playful.

CANCER (June 21-July 22)
★★★★ You could feel tired and pushed to the max. Just the same, you seem to be more stable than you normally are. You have the ability to be direct in how you handle situations and people. A family member could be on the warpath. Tonight: Say "yes" to a pleasing offer.

LEO (July 23-Aug. 22)
★★ Know when you need to move in a new direction; however, keep your thoughts to yourself for now. You might want to accomplish a lot on your own. If an irate friend or loved one shows up, stay cool. Nothing will be gained by getting angry. Tonight: Choose personal and quiet.

VIRGO (Aug. 23-Sept. 22)
★★★★★ You could be more confused than you realize. You suddenly might be able to turn a situation around, no matter how unsure you are about your choices. Tonight: Where your friends are.

LIBRA (Sept. 23-Oct. 22)
★★★ Tension builds to a new level, where you easily could feel like a firecracker. Be conservative with your funds, no matter how great an idea might seem. Remain optimistic about a decision you have yet to make. Just give yourself time. Tonight: All eyes turn to you.

SCORPIO (Oct. 23-Nov. 21)
★★★★ Take news with a grain of salt. You might feel very upbeat right now, and that will encourage a positive response. Check out the details and facts of a situation before you give the OK. Tonight: Opt to be entertained.

SAGITTARIUS (Nov. 22-Dec. 21)
★★★★ You might want to see a situation evolve to where you can relate on a one-on-one level with a friend. You could be low on energy, yet your intuition will tell you to act anyway. You might be amazed at how good you feel once you make a move. Tonight: All smiles.

CAPRICORN (Dec. 22-Jan. 19)
★★★★ Defer to others, and try to get a better sense of direction. The unexpected might occur with a partner, whether you like it or not. A disagreement could evolve out of the blue with someone who is essential to your community involvement. Tonight: Go with a loved one's suggestion.

AQUARIUS (Jan. 20-Feb. 18)
★★★★ You might want to listen to feedback from someone who is far more serious than you are. You could disagree, but this person will enlighten you about other styles and ways of handling a situation. Tonight: Invite friends over.

PISCES (Feb. 19-March 20)
★★★★ You could discover that someone has been holding back and not sharing some of his or her negative feelings. You might be the recipient of the sum total. Be diplomatic, and back away, for now. Have a discussion once the waters are calm. Tonight: Kick up your heels. Be a kid again.

Weekend Edition, June 28-29, 2014

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

This year you will be more dynamic than you've been in the past. Your personal life will take priority. Some of you will be in a position to buy a new home after July. You are likely to see a pay raise head your way this year. If you are single, others find you to be extremely attractive. You have to sort out who you would enjoy relating to and who offers you what you need. If you are attached, the two of you enjoy your life together more and more if you remember to be more sensitive to each other. Re-enact one of your first dates together in order to add more romance to the mix. A fellow CANCER is as temperamental as you are!

INTERESTED IN YOUR DAILY FORECAST?
Check out the HOROSCOPES above!
smdp.com Santa Monica Daily Press office (310) 458-7737

Speed Bump
By Dave Coverly



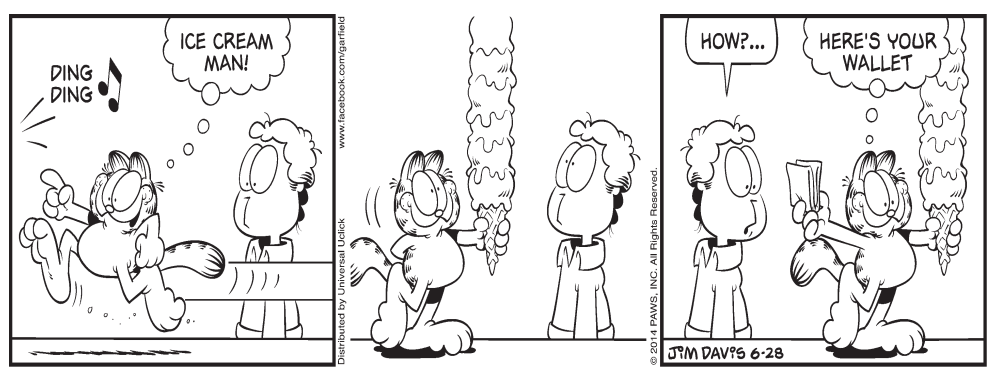
Strange Brew
By John Deering



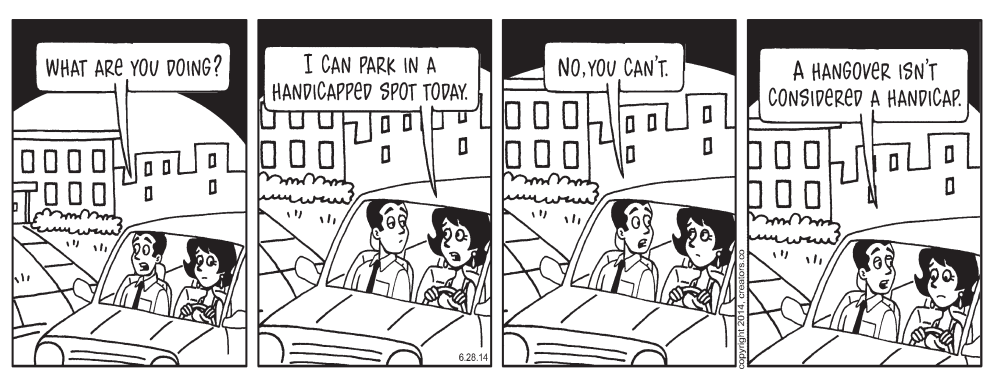
Dogs of C-Kennel
By Mick and Mason Mastroianni



Garfield
By Jim Davis



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



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 ★★★★

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

King Features Syndicate

GETTING STARTED

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

SOLUTIONS TO YESTERDAY'S PUZZLE

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

DAILY POLICE LOG

The Santa Monica Police Department responded to 357 calls for service on June 26.

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

Defrauding an innkeeper on 11th Street at 12:31 a.m.
Battery on 4th Street at 1:12 a.m.
Fighting on 2nd Street at 1:57 a.m.
Defrauding an innkeeper on Ocean Ave. at 4:03 a.m.
Defrauding an innkeeper on The Santa Monica Pier at 4:12 a.m.
Vandalism on Santa Monica Blvd. at 6:06 a.m.
Family disturbance on 3rd St. at 7:14 a.m.
Burglary at 9:50 a.m. on Schader Dr. at 9:50 a.m.
Disturbance at a business on 4th Street at 10:05 a.m.
Traffic accident with Injuries on Yale Street at 10:21 a.m.
Elder abuse on 20th Street at 10:38 a.m.
Petty theft on Colorado Ave. at 10:39 a.m.
Fraud on 3rd Street at 10:48 a.m.
Disturbance at a business on Montana Ave. at 11:08 a.m.
Auto burglary on Pacific Coast Highway at 11:27 a.m.
Grand theft auto on 12th Street at 11:30 a.m.
Battery on Pico Blvd. at 11:43 a.m.
Disturbance on Santa Monica Blvd. at 12:37 p.m.
Auto burglary on Pacific Coast Highway at 1:18 p.m.
Malicious mischief on 17th Street at 1:31 p.m.
Suicide on 2nd Street at 2:06 p.m.
Suspected child abuse on 9th Street at 2:58 p.m.
Petty theft on Lincoln Blvd. at 3:19 p.m.
Auto burglary on Pacific Coast Highway at 3:34 p.m.
Attempted robbery on Pico Blvd. at 3:49 p.m.
Hit and run on Cloverfield Blvd. at 3:59 p.m.
Strong-arm robbery on Ocean Ave. at 4:48 p.m.
Identity theft on 17th Street at 4:53 p.m.
Battery on Santa Monica Blvd. at 5 p.m.
Petty theft on 9th Street at 5:05 p.m.
Hit and run on Yale Street at 2:28 p.m.
Petty theft on Colorado Ave. at 5:54 p.m.
Identity theft on San Vicente Blvd. at 8:17 p.m.
Suspected child abuse on Delaware Ave. at 8:45 p.m.
Disturbance at a business on Lincoln Blvd. at 8:54 p.m.
Petty theft on the beach at 9:37 p.m.
Hit and run on 4th Street at 9:40 p.m.



MYSTERY PHOTO

Daniel Archuleta *daniela@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*. Send your mystery photos to *editor@smdp.com* to be used in future issues.

CROSSWORD

By THOMAS JOSEPH

ACROSS

1 Shop holders
7 Doll's cry
11 Inform against
12 Qom's country
13 Vigor
14 Ailing
15 Sings like Ella
16 Fit for a king
17 Big rig
18 Holiday event
19 Before long
21 Skin art, for short
22 Violent whirlpool
25 Lively dance
26 Lucy's husband
27 Indignant cry
29 Playwright Henley
33 Labor leader Chavez
34 Frighten
35 Sea of Asia
36 Paltry
37 Wizard
38 "Life of Pi" director
39 Heaps
40 Spirited horses

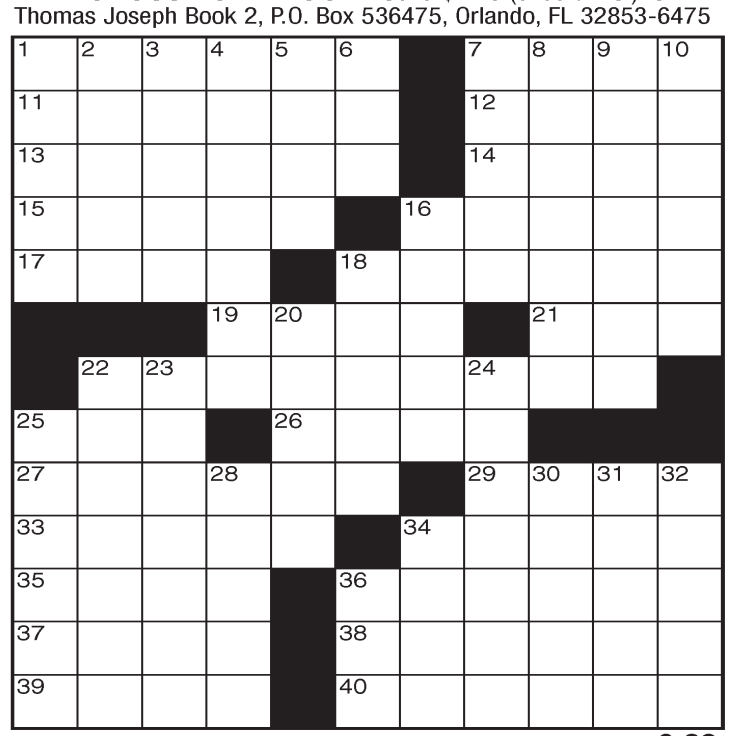
DOWN

1 Salad green
2 Javelin
3 Group of top players
4 Tenon's partner
5 Wrinkly-faced dogs
6 Messy room
7 Stingy one
8 Tokyo thanks
9 Paving material
10 Short sock
16 Harangues
18 Tough puzzle
20 Senior
22 Geologist's concern
23 Way back when
24 Chest protector
25 Crisp tuber
28 Pro parker
30 National symbol
31 Cornered
32 Toast start
34 Dispatched
36 Graduate degs.

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

Yesterday's answer

NEW CROSSWORD BOOK! Send $4.75 (check/m.o.) to Thomas Joseph Book 2, P.O. Box 536475, Orlando, FL 32853-6475



6-28



NEWS OF THE WEIRD

BY CHUCK SHEPARD

■ If tiny Iceland has a worldly cultural showcase, it is the Icelandic Phallological Museum, founded in Reykjavik in 1997 and housing 300 penises and penile parts from 93 different animals. So far, however, it lacks an exhibition-worthy human penis. That omission is about to be remedied, as Mr. Jonah Falcon, a New York City D-list celebrity with an organ that measures 13 1/2 inches, has accepted an invitation to donate (presumably not in the flesh until he dies). Falcon notably refuses to appear in pornography, but said he regards this mission, for what Huffington Post called the Louvre of penises, as a higher calling.

■ Former NYPD officer Gilberto Valle, 30, was convicted in 2013 of conspiring to kidnap and torture -- and then cook and eat the corpses of -- an unspecified number of women he had listed on a website called DarkFetishNet.com, even though he insists that he was merely a harmless fantasy storyteller. Now, as he awaits sentencing at a New York City prison, officials have allowed him to train as a chef, preparing breakfast and lunch for inmates and guards. Although his wife divorced him and took their one child, other family members and friends support him, according to a May report in New York Daily News (including fellow prisoners, who joke with Valle about the irony). Said his mother, "The only thing he's guilty of is being stupid enough to be on that website."

TODAY IN HISTORY

1989 - On the 600th anniversary of the Battle of Kosovo, Slobodan Miloseviç delivers the Gazimestan speech at the site of the historic battle.

1992 - The Constitution of Estonia is signed into law.

WORD UP!

environs
\ en-VAHY-ruhnz, -VAHY-ernz, EN-ver-uhnz, -vahy-ernz \ , noun;
1. the surrounding parts or districts, as of a city; outskirts; suburbs.

Santa Monica Daily Press

Classifieds

$8.50 per day. Up to 15 words, 40 cents each additional word.
Call us today start and promoting your business opportunities to our daily readership of over 40,000.

YOUR AD COULD RUN TOMORROW!*
Some restrictions may apply.
Prepay your ad today!
(310) 458-7737
*Please call our Classified Sales Manager to reserve your ad space. Specific ad placement not guaranteed on classified ads. Ad must meet deadline requirements. See complete conditions below.

CLASSIFICATIONS
Announcements
Creative
Employment
For Sale
Furniture
Pets
Boats
Jewelry
Wanted
Travel
Vacation Rentals
Apartments/Condos
Rent
Houses for Rent
Roommates
Commercial Lease
Real Estate
Real Estate Loans
Storage Space
Vehicles for Sale
Massage
Services
Computer Services
Attorney Services
Business Opportunities
Yard Sales
Health and Beauty
Fitness
Wealth and Success
Lost and Found
Personals
Psychic
Obituaries
Tutoring

All classified liner ads are placed on our website for FREE! Check out www.smdp.com for more info.



Announcements

Announcements

I don't have any contacts but I want a movie producer to read my friend's book. I believe you'll see why the book will make a great movie at low cost. A diamond. Call Robert (310) 394-1533.

Employment

Help Wanted

Church Secy Needed Part time, M-F @ 5 hrs a day. Looking for a self-motivated, friendly person to work in Pacific Palisades. Excellent written and verbal skills a plus. Computer proficiency with Word publisher and Excel, general organizational/ office skills and telephone etiquette a necessity. High school diploma and work experience needed. Hrly wage starting at $15. Send resume to: palichurchsecy@gmail.com.

Health

Health

NO ONE SHOULD LIVE IN PAIN. Effective therapy depends on the connection between you and your therapist. FREE FIRST SESSION with licensed marriage and family therapist. No cost. No obligation. Lee Miller MFT, 310-494-7489

RUSH Legal Notices

RUSH Legal Notices

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014133786 NEW FILING This statement was filed with the County Clerk of LOS ANGELES on 05/30/2014 The following person(s) is (are) doing business as South Bay Auto Sales, Malam Auto. 7833 Sepulveda Blvd #C, Van Nuys, CA 91405, Los Angeles, County, 4733 W. Broadway #3, Hawthorne, CA 90250. The full name of registrant(s) is/are: Ebrahim A Malam 4733 W. Broadway #3 Hawthorne, CA 90250. 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/:Ebrahim A Malam. Ebrahim A Malam. This statement was filed with the County Clerk of LOS ANGELES County on 05/30/2014. 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 06/14/2014, 06/21/2014, 06/28/2014, 07/05/2014.

Services

Personal Services

BLISSFUL RELAXATION! Experience Tranquility & Freedom from Stress through Nurturing & Caring touch in a total healing environment. Lynda, LMT: 310-749-0621

RUN YOUR DBAs IN THE DAILY PRESS FOR ONLY $55 Call us today!
PUBLISH YOUR ALREADY FILED DBA AND FILE A PROOF OF PUBLICATION
(310) 458-7737
www.smdp.com/dba
Santa Monica Daily Press

$8.50 A DAY LINER ADS!
For the first 15 words.
CALL TODAY (310) 458-7737

Thank you for buying local.
It makes a difference!
Buy Local SANTA MONICA
buylocalsantamonica.com ™

CALL TODAY FOR SPECIAL MONTHLY RATES!
There is no more convincing medium than a DAILY local newspaper.
PREPAY YOUR AD TODAY!
(310) 458-7737

CLASSIFIED ADVERTISING CONDITIONS: REGULAR RATE: $8.50 a day. Ads over 15 words add 40¢ per word per day. Ad must run a minimum of twelve consecutive days. PREMIUMS: First two words caps no charge. Bold words, italics, centered lines, etc. cost extra. Please call for rates. TYPOS: Check your ad the first day of publication. Sorry, we do not issue credit after an ad has run more than once. DEADLINES: 2:30 p.m. prior the day of publication except for Monday's paper when the deadline is Friday at 2:00 p.m. PAYMENT: All private party ads must be pre-paid. We accept checks, credit cards, and of course cash. CORRESPONDENCE: To place your ad call our offices 9 a.m. to 5 p.m., Monday through Friday, (310) 458-7737; send a check or money order with ad copy to The Santa Monica Daily Press, P.O. Box 1380, Santa Monica, CA 90406. OTHER RATES: For information about the professional services directory or classified display ads, please call our office at (310) 458-7737.

Santa Monica Daily Press HOURS MONDAY - FRIDAY 9:00am - 5:00pm LOCATION 1640 5th Street, Suite 218, Santa Monica, CA 90401

Get the Results You Want... and She Craves!

VIXALIS - MALE ENCHANCEMENT PROGRAM - NO PRESCRIPTIONS! NO WORK! NO DOCTORS VISITS!

The path to more confidence and a more satisfying sex life is finally here!

- GAIN 3 – 4 INCHES of undeniable length and 2" of girth – serious thickness!
- POWERFUL THROBBING ERECTIONS in just minutes of taking the pill!
- HARDER, MORE POWERFUL ERECTIONS!
- LONG-LASTING ERECTIONS with no let-down!
- YOU WILL BE THE SEXUAL POWERHOUSE you – and she – have always wanted you to be!
- INCREASED SEX DRIVE!
- IMMEDIATE AND FULL ERECTION RECOVERY!
- GREATER CONFIDENCE! NO MORE DOUBTING YOURSELF!
- THE SECRET TO GET A WOMAN SEXUALLY ADDICTED TO YOU!



Penis enlargement and penis arousal! Bigger thicker penis! Stronger erections!

Vixalis Results I Can Expect

The VIXALIS MALE ENHANCEMENT PROGRAM promises visible results within the first few days of usage, but as you continue to use the program as directed, you will notice even more amazing growth, virility and performance!

From the first week:
During this period using, the most significant change will be an increase in the thickness of your penis. You will also experience longer and better quality erections. You will feel the effects of Vixalis with just a few minutes of taking the capsule. That's right! Most other male enhancement pills don't work for hours and expect you to guess when you are going to have sex! With Vyalis you will get erections when you want them and you don't have to take a capsuleevery day. The effects can last up to 7 days without any negative side effects.

After the third week:
You will observe a remarkable increase in the length of your penis. Even at rest, your penis will be longer and thicker than ever before. When you look in the mirror you won't believe your eyes. And you will ask yourself "Is that really still my penis?" You will also notice increased rigidity and firmness in the strength of your erection! You've taken Vixalis regularly as directed and the effects are lasting and in "full" effect!

After the sixth week:
You will obtain an erection at the slightest touch. These erections will be firmer and more durable than you ever believed possible. Not only will you be able to perform for longer durations, but now you control a penis that my have increased in length by 3 ½ inches! And think of how much more confident you will be knowing you will be the master in the bedroom!

Never again will you suffer from feelings of inadequacy – you now have a penis that all men will be envious of and all women want to experience!



Herbalist Expert, DR Peter Hebert.

Responses from our Health Specialists

Q: Sure, I'd like to be bigger, but I really don't have any trouble with performance, will VIXALIS do anything for me?

A: Aside from adding 3 ½ inches of length and 1 ½ inches of girth Vixalis will improve your performance, whether you think you need it or not! Over time, Testosterone and Dopamine levels in men drop. As a result, sex drive and stamina began to fade. It's a gradual decline so you may notice any change until there's a serious problem. With Vixalis you'll experience an explosion of sexual desire. We liken the libido enhancement you'll enjoy to this comparison: Imagine trading in your 30 year old VW Bug and driving away in a new Corvette. Add 3 ½ inches in length and 1 ½ inches of girth! You will be bigger!

Q: Other male enhancement products have health restrictions and negative side effects. What should I watch for when I'm taking Vixalis?

A: The Vixalis Male Enhancement Program iscompletely all-natural, bio-identical mixtures with absolutely **NO NEGATIVE SIDE EFFECTS!** Clinically tested, not just in terms of performance enhancement, but with concern for the user's health, Vixalis is completely safe and requires no doctor's prescription! No embarrassing doctor's visits and 100% safe!

Q: You claim that Vixalis will help with my confidence with women, how is Vixalis able to do this?

A: The truth is this – studies have proven that men who have larger penis and greater success in terms of performing in the bedroom, experience greater levels of confidence in themselves. This means that by using the Vixalis Male Enhancement Program and by gaining the growth and libido invigoration this system offers, you will also become more secure in your ability to please your sex partner in the bedroom. Knowing this, you will be more confident or you current or new relationships, displaying a more assertive, self-assured persona which is exactly what most women say they look for in a mate. You will be a powerful, masculine lover!

Our 90 Day Risk-Free
100% Satisfaction Guarantee!

The Vixalis Male Enhancement Program is the ONLY Male Enhancement product available that can guarantee increased growth-both in width and length-and renewed passion turning your simple bed into a stage for your newfound sexual mastery! If you feel, for any reason that Vixalis did not work for you we will reimburse the cost of your order in full! It can't get any simpler than that-if you don't like it, you don't pay!

Order Today and Be On Your Way to the Most Satisfying Sex Life You Can Have!



An Important Message from Psychologist Lisa Well

In a recent survey concerning penis size, 77% of women surveyed reported greater pleasure and sexual satisfaction from a larger penis, but there are other reasons women search for well-endowed men. In a women's subconscious, the size of a man's penis is representative of his masculinity-meaning, on a more primitive, base level-his ability to provide, protect and to be more fertile partner.



Real Stories from Real Customers - **Success rate of 96.7%**

"The boost to my sex drive was amazing, but it was the extra 3 inches I was now packing that really got me and my wife going!" – Danny Torino, New York, NY

"I started using Vixalis immediately and was shocked at how quickly I noticed a change in my size and sex drive." - Alan Keyes, Houston, TX

"Within just 2 weeks, his sex drive returned and it was like we were teenagers all over again!" – Diane Carlson, Phoenix, AZ

ORDER VIXALIS Today and GET AN INSTANT $10.00 SAVING!

Call 1-855-495-1330 8 a.m. TO 6 p.m. 5 days a week Or order online at **www.vixalis.com**

By mail, **return your order** and payment to: Pharma Clinix, #1031, 477 state route 11, Champlain NY 12919

SELECT YOUR TREATMENT NOW! 30 CAPSULES PER BOTTLE! (TAXES, SHIPPING AND 10$ SAVING ALL INCLUDED)

- ❍ **ONE BOTTLE** – 30 DAY TREATMENT ONLY **$59.99**
- ❍ **TWO BOTTLES** – 60 DAY TREATMENT ONLY **$99.99**
- ❍ **FOUR BOTTLES** – 120 DAY TREATMENT ONLY **$149.99**
- ❍ **SIX BOTTLES** – 6 MONTH TREATMENT ONLY **$199.99**
- ❍ **TWELVE BOTTLES** – ONE YEAR TREATMENT (The most potent offer) **ONLY $379.89**

Payment option (no money order): ❍ Check enclosed ❍ Visa ❍ MasterCard

Card # _____ Exp.date _____ CVV # _____ (3-Digit code on back of card)

Name: _____

Address: _____ State: _____ City: _____ Zip: _____

Phone: _____ E-mail: _____ Signature: _____

SMDP260614

THE #1 MALE ENHANCEMENT SYSTEM AND IT'S Risk-Free and Your 100% Satisfaction is GUARANTEED!

2117 6th Street

Ocean Views From Entire Property

Vintage, Spanish Home

+

Two Rental Units

$2,399,000

Open Sunday, June 29th

2pm - 5pm

- 2 Bedrooms
- 1.5 Bathrooms
- Hardwood Floors
- Private, Landscaped Yard
- 2 Rental Units over Garage
- Both Units w/ Hardwood Floors
- Both Units w/ Vintage Details
- Combined Monthly Rental $4,100








Your Free

MLS™ Mobile App!

Text K1608

to 87778

I am a Proud Sponsor Of:

FRANKLIN Elementary School

Roosevelt Elementary School

LINCOLN MIDDLE SCHOOL SANTA MONICA, CA

Santa Monica High School
A TRADITION OF EXCELLENCE SINCE 1891

Santa Monica GIRLS FASTPITCH

Santa Monica LITTLE LEAGUE established 1950

GREAT FUTURES START HERE.
BOYS & GIRLS CLUBS OF SANTA MONICA

WOUNDED WARRIOR PROJECT

Important New E-Petition!

weigh in on the proposed

Massive Project Downtown, Santa Monica

Be sure to register at:

Residocracy.org

.. and let your voice be heard

We The People
RESIDOCRACY.ORG
A Community Network of Residents

Kate Bransfield

Estates Director
Previews Properties Specialist
Society of Excellence

BRE# 01218699

COLDWELL BANKER PREVIEWS INTERNATIONAL



310.395.1133

Kate@SantaMonicaListings.com
www.SantaMonicaListings.com

Kate@NorthOfMontana.com
www.NorthOfMontana.com