



SCOTT BELLOMO
310.922.1665
scottbellomorealtor@gmail.com
www.FindSantaMonicaRealEstate.com
Considering selling? Call me today for a free consultation.

BoConcept®
Urban Danish Design since 1952

Book your In Home Design Consultation today!



Santa Monica Daily Press

IN THE STARS
SEE PAGE 9

We have you covered

THE ... ISSUE

Planning Commission to consider Fred Segal plot

BY DAVID MARK SIMPSON
Daily Press Staff Writer

The applicant, DK Broadway LLC, hopes to knock down the building that was for years filled with boutique retail stores and add a 330,344-square-foot mixed-use development project consisting of about 39,600 square feet of ground floor commercial area, 262 residential units, and 577 parking spaces within a four-level subterranean parking garage.

The site is just a few blocks from the incoming Expo Light Rail station, slated to open in late 2015 or early 2016.

In May, some businesses located inside Fred Segal's 500 Broadway building were asked to move out as development plans moved closer to reality. Fred Segal's building across the street, at 420 Broadway, won't be impacted by the construction.

The development would be 84 feet tall, a magic number in the Downtown, where City Hall is studying a height cap at that exact number. The cap is part of a key planning document, one of several in the draft phase.

In the meantime, an interim planning document requires developers to work

SEE DEVELOPMENT PAGE 6

A day of walking to help patients live a lifetime

BY MATTHEW HALL
Editor-in-Chief

SMC Santa Monica's annual Relay for Life will bring hundreds of locals to Santa Monica College (SMC) on July 26 for a 24-hour fundraiser to support cancer research and patient services.

The event supports the American Cancer Society and during the relay, teams walk a path for a full 24-hours. While one individual walks, their teammates camp out near the track and engage in fundraising, community building, education and entertainment related activities.

The Santa Monica event will begin at 10 a.m. on July 26 with an Opening Ceremony to celebrate the lives of those who have battled cancer. The first lap, known as the Survivors' Lap, will begin at 10:30 a.m. with the cancer survivors walking to the cheers of supporters. At 9 p.m. there will be a Luminaria Ceremony to remember people lost to cancer and support those who are currently diagnosed. There is a "Fight Back" event at 9 a.m. on July 27 to represent commitment to fighting the disease full time and there will be a closing ceremony at 10 a.m.

There are about 5,000 relays around the country and according to the American Cancer Society, more than 4 million people in over 20 countries participate in the event annually. It is the organization's largest fundraiser but it also acts as an opportunity to educate residents about cancer and the services provided by the American Cancer Society.

Jessica Partida is a specialist working on Relay For Life for the American Cancer Society and she said the organization is the largest source of private financing into can-

SEE RELAY PAGE 7



ROUGH SEAS

Daniel Archuleta daniela@smdp.com
A couple plays in the surf on Santa Monica Beach on Monday. The surf has been particularly rough in recent days and life guards urge caution.

Renters could pay less, landlords more

BY DAVID MARK SIMPSON
Daily Press Staff Writer

CITY HALL City Council will consider green-lighting a ballot measure that would allow the Rent Control Board to increase costs for landlords and decrease fees for renters.

If approved by council and then by voters in November, registration fees for rent-controlled apartments could shoot up to \$288 per unit annually, from \$175 last year. Despite the fee increase, renters would actually have to pay less.

The \$288 rate would be a cap; the board could decide on the exact number every year so long as it is below \$288.

Last year, the Rent Control Board raised rates and, for the first time, required landlords to pay a portion of the fee - \$19. In the past, they were allowed to pass all of the cost onto residents.

On top the rate cap increase, the proposed measure would require landlords to pick up at least half of the fee leaving renters with the other half.

For landlords it could mean a more than 700 percent increase but for renters, who paid \$156 last year, it would be a guaranteed reprieve of at least \$12 (last year's \$156 fee minus half of the \$288 cap).

The Rent Control Board and its staff interpret, enforce, and implement rent control law. This work is funded through the fee.

Last year's increase of the fee was the board's first in six years and, according to city officials, highly controversial.

Landlords threatened to sue if they weren't allowed to pass on the entire fee to tenants, claiming the fee couldn't be raised

SEE FEE PAGE 6



you're invited
www.montananeighbors.com

CHECK OUT OUR
New Weekend Brunch!


1433 Wilshire Boulevard, at 15th Street
310-394-1131 | OPEN 24 HOURS



MrWestside
Selling the Westside since 1999


J.D. Songstad, Realtor
310-571-3441

www.MrWestside.com
JD@MrWestside.com
Lic# 01269119

WHAT CAN YOU DO WITH \$50,000

The Kiwanis Club of Santa Monica

awards over \$120,000 annually to our community in the form of grants, scholarships and sponsorships. This year we want to invest an additional \$50,000 towards a single project.

The ideal project will have the following:

- CAPITAL PROJECT
- LOCATED IN SANTA MONICA
- MUST PRIMARILY SERVE YOUTH
- PROVIDE IDENTIFICATION/EXPOSURE FOR KIWANIS
- PROJECT TO BE COMPLETED BY END OF YEAR 2015
- MATCHING GRANTS WOULD BE A PLUS

Recipient must be an IRS recognized charitable entity.

Submit your project ideas by August 15th to:
50KPROJECT@KIWANISCLUBSM.ORG

The Kiwanis Club of Santa Monica has been the leader in providing community service and financial support for youth serving opportunities since 1922.

WWW.KIWANISCLUBSM.ORG



Golda Savage



Make the Right Move! If not now, when?

14 years helping
Sellers and Buyers
do just that.

310.770.4490

golda@bulldogrealtors.com

BULLDOG REALTORS

1209 Abbot Kinney Boulevard, Venice

Calendar

2

TUESDAY, JULY 8, 2014

Santa Monica Daily Press

Visit us online at www.smdp.com

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

Tuesday, July 8, 2014

Write it right

Fairview Library
2101 Ocean Park Blvd., 12 p.m.
Inspiration, guidance, direction
and support for writers.

Going solo

Annenberg Community Beach House
415 Pacific Coast Hwy, 6:30 - 8 p.m.
Jetty Swart (AKA Jet Black Pearl) sings and plays an idiosyncratic blend of traditional French songs and more modern work, using loops and beatboxing, stream of consciousness poetry and tongue in cheek covers of pop icons. Visit annenbergbeachhouse.com/beachculture for more information.

Author Josh Ruxin at Milken Institute

1250 Fourth Street
4:30 p.m.-6:00 p.m.

Come hear a fascinating first-hand account of how one family has made a lasting, positive difference in Rwanda. Join author Josh Ruxin at a Milken Institute Forum on July 8, 2014 at 4:30 p.m. Ruxin's book, "A Thousand Hills to Heaven: Love, Hope, and a Restaurant in Rwanda" recounts his success in bringing sustained change to Rwanda through Heaven, a gourmet restaurant overlooking Kigali. Ruxin is Assistant Professor at Columbia University Medical Center of Public Health, and the discussion will be moderated by Kathy Eldon, Founder and Chairman of the Creative Visions Foundation. "A Thousand Hills to Heaven" will be for sale after the Forum, and Ruxin will be available to sign copies. This event is open to the general public and free, though registration is required. Visit <http://www.milkeninstitute.org/events/events taf?function=detail&ID=594&cat=Forums>.

Wednesday, July 9, 2014

Market fresh

Arizona Ave. between
Second and Third streets
8:30 a.m. — 1 p.m.

Enjoy one of Santa Monica's farmers' markets, widely considered to be among the best on the West Coast and featuring field-fresh produce, hundreds of kinds of vegetables, brilliant cut flowers, breads, cheeses, delicious foods, live music and more. Call (310) 458-8712 for more information.

July 9-18

Two new works by Four Clowns

Annenberg Community Beach House
415 Pacific Coast Hwy, 4:30 - 6:30 p.m.

Four Clowns will present performances of Noah, a comic adaptation of Noah's Ark on July 9, 11, 17 4:30-5:30 p.m. They will also perform Jonah, a comic adaptation of Jonah & the Whale on July 10, 16, 18, 4:30-5:30 p.m.

Four Clowns is the Beach House Summer Theater Ensemble in Residence, and has been creating two brand-new works of physical theater onsite since late May. Four Clowns has created original adaptations of the stories of "Jonah & the Whale" and "Noah's Ark" for the Beach House site, with free public performances in rotating repertory. Four Clowns is a Los Angeles based nationally touring clown troupe. Dedicated to entertaining as well as experimenting with the relationship between actors and audience, they create new works that utilize physical theater to shine a light on humanity. Visit www.annenbergbeachhouse.com/beachculture for more information.

Summertime Drink Seminar

MUJI

2936 Main St. 6 - 7 p.m.

Looking for a great way to enjoy the summer with a group of friends? For an evening social full of fun + drinks, make your way to MUJI Santa Monica where in honor of the opening and in celebration of the Summer season, it will be hosting MUJI's Back Stoop: A Summertime Drinks Seminar. Learn a few hosting tricks for your next summer fete at the event which is a mini-seminar on mixing summertime drinks as well as a presentation of new glassware available for the first time in the U.S. and only available at two of MUJI's southern California stores. Admission is \$5.

Planning Comission Meeting

City Hall

1685 Main St, 7 p.m.

Visit

<http://www.smgov.net/Departments/PCD/Boards-Commissions/Planning-Commission> for more information.

Thursday, July 10, 2014

Family gaming

Main Library, Children's Activity Room

601 Santa Monica Blvd., 3:30 - 5 p.m.

Enjoy quality family time at the library. Play and "Kinect" with video and board games. Ages 4 & up.

Michael McGuire Presents: The Chlorine Revolution

Montana Ave Branch Library

1704 Montana Ave, 7 - 9 p.m.

Author Michael McGuire presents the historical story behind the disinfection of public drinking water, from its first citywide application in 1908, and its impact on generations to come. A book sale and signing follows.

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

COMMUNITY BRIEFS

LAX
Officials ask airport travelers
to prepare for July road closures

Public transit is one of the best options for avoiding the “Century Crunch,” a 57-hour street closure on Century Boulevard to demolish the Century Boulevard Bridge leading into LAX during the weekend of July 25-28 as part of construction of the Crenshaw/LAX Transit Project.

Numerous transit lines, including FlyAway bus, Metro Green Line with free LAX Shuttle G to and from airline terminals, Metro Bus, Santa Monica Big Blue Bus, Culver City Bus, Beach Cities Transit, and Torrance Transit will all provide access to the airport during the weekend bridge demolition operation.

Century Boulevard, one of the main access roads to the airport will be closed to traffic at the Aviation Boulevard intersection beginning 9 p.m. Friday, July 25, through 6 a.m. Monday, July 28. Access to LAX from Sepulveda Boulevard will remain open as usual. The old railroad bridge needs to be demolished to allow for the future construction of a new Century/Aviation light rail station.

“We avoided ‘Carmageddon’ on the 405 because we planned ahead and Angelenos chose to use transit and avoid unnecessary trips, and we can do the same during the ‘Century Crunch.’ If you are traveling to LAX during this time, it’s the perfect time to discover the car-free options that are available, and you just might decide to use them in the future.” said Los Angeles Mayor and Metro Board Chair Eric Garcetti.

The FlyAway service offers four bus lines that serve all terminals at Los Angeles International Airport. Boarding locations include the Metro Expo/La Brea Station, Union Station in Downtown Los Angeles, the Van Nuys FlyAway bus terminal in the San Fernando Valley, and Westwood/UCLA Flyaway. A new FlyAway service also will begin to operate from Santa Monica Civic Center on July 15. For more information on FlyAway® bus schedules, locations and fares, visit www.lawa.aero/flyaway.

To get to LAX by public transportation on the weekend of July 25-27 and beyond, officials said the Metro Green Line is the best option. Ride to the Aviation/LAX Station, go downstairs and catch the free “G-Aviation” LAX shuttle bus from Bays 6 and 7. The “G” shuttle is operated by the airport and it serves all passenger terminals. Metro Line 120 (Imperial Highway) also serves the Aviation/LAX Station.

Metro Bus lines serving the airport include Lines 102, 111, 117, and 232. These lines all terminate at the LAX City Bus Center on 96th Street just east of Sepulveda Boulevard. After getting off your bus, walk a short distance to the west end of the LAX City Bus Center and cross over to the LAX Parking Lot C depot where you catch the free “C” LAX shuttle bus to the LAX airline terminals. Line 102 serves Martin Luther King Jr. Boulevard, Stocker Street, and La Tijera Boulevard. Line 111 serves Florence Avenue and Arbor Vitae Street. Line 117 serves Century Boulevard, and Line 232 serves Pacific Coast Highway and Sepulveda Boulevard south of LAX.

Municipal bus providers with service to LAX include Beach Cities Transit Line 109, Santa Monica Big Blue Bus Line 3, Culver City Line 6, and Torrance Transit Line 8. All four lines serve the LAX City Bus Center. Beach Cities, Big Blue Bus, and Culver City also serve the Metro Aviation/LAX Green Line Station.

The bus lines that will be affected by the Century Boulevard closure are Metro Bus 117 and Line 40 owl service, Santa Monica Big Blue Bus Line 3, Culver City Bus Line 3 and Beach City Transit Line 109. On the weekend of July 25-27, bus service on these lines will follow recommended detours through the area.

To plan your trip on public transportation, visit metro.net and use the trip planner. For more information on the Crenshaw/LAX Transit Project, the Century bridge demolition, related street closures and recommended detours go to metro.net/Crenshaw.

- MH



SNAPPING AWAY

Fabian Lewkowicz FabianLewkowicz.com

Members of Santa Monica PAL and the Santa Monica Family YMCA take photos of the Santa Monica Police Department's Officer George Mendez and his K9 Partner Pavo at Airport Park during the Santa Monica Bay Area Human Relations Council's 6th annual Kids With Cameras Summer Photo Workshop on Thursday.

Faces of Silicon Beach: Adam Koral

BY ERIK HUBERMAN
Special to the Daily Press

Erik Huberman: So to start just tell us about what got you to be an entrepreneur? What was your inspiration to go and do your own thing?

• Adam Koral: Alright well the inspiration to become an entrepreneur basically because I really didn't know I knew what I was good at. My skill set was having people enjoy themselves, making sure that people had a place to go, that they knew they could always rely on me taking care of them. Whether it was my house, or promoting a certain place, I wanted to do it on my own. I didn't want to have to answer to anyone else or rely on anyone else. I figured with my skillset I could do it better than anyone else. At a certain point you just get sick of working for other people and you say its time to take that leap. You know, I've got enough training, I know understand the business, and I know what I want for myself, for my future, and for my friends and family that have supported me up until now.

E: Cool. So tell us about Shorebar. How it fits into the scene? Give us some info on it.

• A: So Shorebar we opened in May 2012. It was

basically our way, my partners and I, of giving our friends on this side of town a place that they could call home. A bar that was up to all of our standard, that played good music, that had a great scene, that wasn't like every other bar in Santa Monica that's either a sports bar or a dive bar. We wanted a place that people could really go to that could elevate you know, what they do at night. To be able to take business partners, prospective business clients, a date, you know their family, a birthday, you know all those things in one...we wanted to open one place that could really support all of it and Shorebar was the perfect location. It was hidden far away from everything, kind of close to the beach, at the same time its next door to one of the best restaurants in the city, Giorgio Baldi. But really, we wanted to have a place that we could give to our non-west Hollywood, Hollywood type of friends that didn't feel like driving away from their comfort zone.

E: Got it. Cool. So Santa Monica you obviously chose because of the Westside. What do you think of the scene out here now with Silicon Beach and how it's kind of changed over the past few years?

SEE FACES PAGE 7

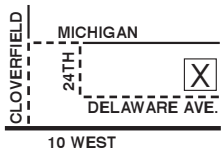


RECYCLE NOW!

CRV Aluminum Cans
\$1.75 per pound
with this coupon expires 8-31-14

CRV Aluminum Plastic Glass Bi-Metal Newspaper
 Cardboard White/Color/Computer Paper Copper & Brass

Santa Monica Recycling Center
2411 Delaware Avenue in Santa Monica
(310) 453-9677



BACK or UNFILED
TAXES?

ALL FORMS • ALL TYPES • ALL STATES

(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

Make taxes fair

Editor:

I find it disheartening to read that the city is trying to circumvent the spirit of the law and pass the new housing transfer tax based on only a simple majority when the law intended any new property tax to be passed by a super majority. There is a reason for this and that is to protect home owners who can't afford new taxes passed by those who don't even own property. This is especially an issue in Santa Monica where the majority of residents are renters.

If the city really wants to raise new revenue, then how about a renter's tax? This is the group that directly benefits from below market rents which are found in this city as a result of rent control and low income housing.

Given the wasteful spending on such things as bus stops, I do not believe the city needs or deserves our trust with additional funds.

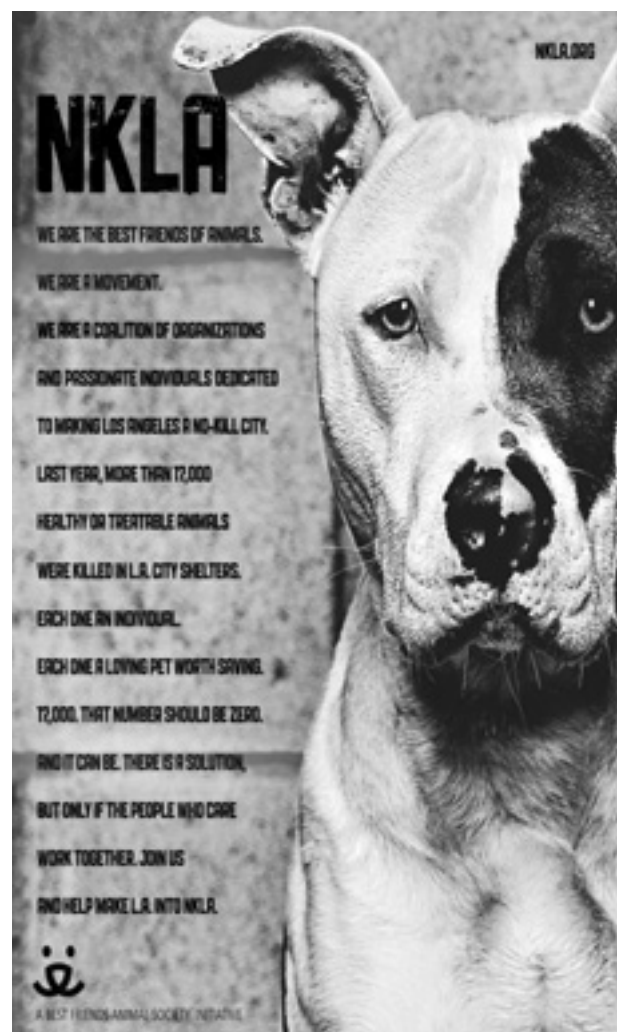
Putting aside what I feel is if not an illegal proposal, at the very least a dishonest one, I do not want to see our population increase in Santa Monica. We hear about water shortages, traffic and potential future budget problems. Why do we want to add units and exacerbate these problems? Our city's population size is large enough already.

The real issue is affordability and not just affordable housing. By proposing to raise the transfer tax on home owners (and unfortunately the \$1 million cap affects almost all homeowners and if not today, it will in several years) who have already been hit this year by increased sale taxes as a result of the Affordable Care Act, you will be reducing the amount that many of us count on to pay for our retirement when we sell our homes.

It is not only unfair, but unsustainable to try and tax a minority subset of the population – home owners. If this is truly important then make it a sales tax or a residence tax, but do not further tax those who have chosen to work hard and make a long term investment in our community. While renters can pick up and move if they don't like a new tax, it is expensive for home owners to do so and this proposal just makes it even more unaffordable to do so.

Frank Greenberg

Santa Monica



What's the Point?

David Pizarra

Send comments to editor@smdp.com

Foodie fantasies for real

BEFORE I WAS A FATHER'S RIGHTS

attorney, I worked my way through law school doing small business turnarounds. Mostly the clients were restaurants that were in trouble and we would come into a situation with food costs out of control, bad marketing, and a demoralized owner. Our success rate was respectable given the generally bad outlook for restaurants. We had some great successes and a few dispiriting failures.

I learned a tremendous amount in those years about the restaurant industry. It's not nearly as glamorous as one would like to believe. The idea some people have that it's like throwing a party every day is completely false. It's more like running a three legged race marathon each day, in high heels, with blisters, backwards, in the rain, blindfolded.

After a few years of trying to save restaurants, we transitioned into helping new restaurateurs with opening their new dream business. That experience taught me loads about what it takes to get a business off the ground, especially one as hectic as a restaurant where you're trying to test recipes in a new kitchen, train staff, build a following, deal with the city inspectors, establish accounts with vendors and occasionally sleep.

Which is why today when I see a new restaurant open up I'm always in awe of those hopeful entrepreneurs who have started out on this adventure. In the last two years I've watched one client and one friend open up a new food business in Santa Monica.

My clients opened up Z Garden on Pico and then they opened up another location on Wilshire. Their healthy Mediterranean style grub is excellent in both locations when I ate there. I found the food to be both flavorful and plentiful. They do a roasted chicken that is covered in exotic spices to enhance the juicy meat. My meal came with a large salad, hummus and pita. I indulged my sweet tooth and found their dessert selection to be delightful. I love baklava, and they have an especially wonderful rendition of it. They've been open for about two years now and I'm happy to report it looks like they'll be around for a while now.

The other food destination that just opened is my buddy Johnny Rocco's Cheesecake. He is still getting his feet under him in a retail location but he's been making his gourmet cheesecakes for over 13 years now. It started out as a pumpkin spice for the holidays that went viral, in the days before viral meant anything. Now he's up to a whole rainbow of amazing cakes from Green Tea with Honey to a Heath Bar Crunch that is coma inducing in its glori-ousness.

Rocco's Cheesecake is located across from Santa Monica College on Pico next to the Hungry Pocket Falafel House. This temple to cheesecake is still being polished, but there are black lace curtains on the windows, "candles" on the walls, and paintings of the various amazing flavors available in the display cases.

Johnny has a total dedication to creating a dessert destination and with his cakes available by the slice and only three blocks away from my office, I fear I may have to install a treadmill at my desk. I stopped in Sunday for a cup of the amazing coffee that is slow roasted especially for Rocco's Cheesecake that is so delicious you don't need to add cream or sugar, and for a slice of the Lemon Chiffon with a light graham cracker crust that fell apart in an indication of its freshness and quality.

The selection of Black Label cakes that Rocco's has is nothing less than mouthwatering just on the descriptions alone: Butterscotch Maple with Candied Bacon, Fried Lemon Poundcake, Saffron with Caramelized Apricots, Black Licorice with a Lavender Mint sauce, White Chocolate Rose Petal.

Those in the know about cheesecake have a holy grail and that is a Crostata di Ricotta. It's an Italian style cheesecake made with ricotta cheese. It's slightly sweetened and made with a lattice crust on top and candied fruit and nuts; it is so versatile that it can be either dessert or breakfast with a cup of coffee.

This Thursday July 10, Johnny is hosting an open tasting for the first 29 people (okay it really is 30, but I want my spot reserved) to try his Crostata di Ricotta. The party starts at 7 p.m. and if you want to come down there's plenty of parking. Please RSVP to Rocco's at (310) 396-1701 for the Thursday tasting

I'd suggest stopping by the Z Garden on Pico for a light shawarma plate and then coming down to Rocco's Cheesecake and help launch what I hope will be a new Santa Monica Dessert Destination.

For both of these businesses there's been a tremendous effort put forth to provide the community with something new, different and enjoyable. As a counterpoint to the onslaught of corporate restaurants, let's support the little guys and keep it in the neighborhood.

DAVID PISARRA is a Los Angeles Divorce and Child Custody Lawyer specializing in Father's and Men's Rights with the Santa Monica firm of Pizarra & Grist. He welcomes your questions and comments. He can be reached at dpizarra@pizarra.com or 310/664-9969. You can follow him on Twitter @davidpizarra

Jennifer Medina
Notary Public

Email: jenny@smdp.com
(310) 458-7737 ext. 305
Commission Number: 2055073
Santa Monica Daily Press

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.comMorgan Genser
editor@smdp.com

CONTRIBUTING WRITERS

Bill Bauer, David Pizarra,
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
Santa Monica Daily Press



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 L.A.
Members of CNPA, AFCC, CVC,
Associated Press, IFPA, Santa Monica
Chamber of Commerce.

PUBLISHED BY NEWLON ROUGE, LLC
© 2014 Newlon Rouge, LLC, all rights reserved.



Margarita Rozenbaum

Send comments to editor@smdp.com

Allow us to reintroduce ourselves

HELLO, SANTA MONICA! WE ARE THE YWCA. It's a pleasure to meet you.

Seems funny to have to introduce ourselves. After all, we've been at the corner of Pico and 14th Street since 1971 — in Santa Monica since 1926. But many residents probably don't know that. And if we're going to be honest, many probably don't care.

What was once an organization at the forefront of some of America's most progressive socio-political movements somehow finds itself with an outdated, even archaic, image today. In the midst of passionate protests for civil and labor rights during the first part of the 20th Century, the YWCA could not be more relevant to the community's needs. In 2014, it seems we couldn't be less so.

What happened? Why is caring about women's issues so passé?

We're not sure, Santa Monica. Maybe we're too immersed in our own culture to see the answer. Help us understand what we're missing. What we do know, is that it's 2014, almost 100 years after this organization's founding, and women still only earn 81 percent of what their male counterparts make. Statistically, women have been earning more degrees than men in recent years, yet men continue to outnumber women as managers in the workforce. In 220 years, only four women have served as justices on the Supreme Court. Please don't get us wrong: We see and celebrate progress too. For example, the number of Fortune 500 women CEOs has reached a record high this year. It's just hard to ignore that this "record high" only makes up 4.8% of the CEOs on the list.

Look, we don't want to bitterly spit out numbers at you. A quick Google search will give you all the figures you need to confirm that disparity in status and power between men and women still exists. As a society, we have not yet successfully helped women overcome our historical disadvantages, so there is undeniably still a need for an agency with a passion for empowering women.

But no matter how much we shake our fists and spew data, the fact remains: We're just not seen as cool anymore. Sometimes, we wonder if we're seen at all. We think we're a hotspot for sociopolitical discussion and change: You think we're a gym. Okay, to be fair, we do have a gym on our property (with some of the most competitive membership prices in town!). But that's just one facet of who we are.

We serve young families in our community through our progressive early childhood development program. Toddlers don't have to be potty-trained to come to us—that's

not very common for a program of this kind. The community that develops among these families is remarkably powerful and long-lasting. Young parents find refuge and strength in this place.

Our preschool is a cooperative that gives parents an opportunity to be directly involved in their child's development outside of the home. It's what a preschool should be: Child-directed and play-based. There's a space dubbed "The Pillow Room," where children can let all their energy out in the safety of a room covered in-you guessed it-giant pillows. We also have two state-of-the-art outdoor classrooms. We wish we had a preschool like this when we were kids.

Middle and high school girls come to us for specialized after-school workshops and community experiences. We bring guest speakers to these at-risk teens to provide a holistic supplementary education that includes planning for college, self-defense, peer education, and a new TV talk show that airs weekly on Santa Monica's CityTV and in 10 other communities (that's a potential viewership of 14 million!).

And we can go on and on about our fantastic Housing and Education program: We give young women who have aged out of the foster care system a home and the resources that allow them to finish college, graduate with a savings account, and become self-sufficient members of society. A newly received government grant is allowing us to expand this program and welcome even more young women into our home.

Adults have a home at the YWCA too: Women of all ages and life stages come to us for classes and workshops-from creative writing, to life drawing, to cancer support. For young professionals, we have a Junior Board that builds female leaders in the community and embraces creating a legacy of generosity and change.

So here we are. It's time to step out of our old brown building and be your YWCA, Santa Monica. We are not an outdated, irrelevant relic of the past. And we're not a bunch of angry radicals out to scream our unsolicited opinions at you. We are real women-mothers, daughters, grandmothers, young professionals, old professionals-And we're here to talk.

So, Santa Monica, it's very nice to finally meet you. And the pleasure is all ours.

The YWCA Santa Monica/Westside is a nonprofit organization that empowers women and girls. Annually, we serve more than 2,500 women, girls and children from 10 communities on the Westside of Los Angeles.

FINDING A NEW DENTIST IS TOUGH!!! (BUT WE MAKE IT EASY!!!)

YOUR CHOICE

TRY OUR NO OBLIGATION

\$1 EXAM
INCLUDES
FULL XRAYS

TRY OUR NO OBLIGATION

\$79 EXAM
AND **CLEANING**
For New Patients
INCLUDES FULL XRAYS

OR

If you don't like what we have to say
we will give you a copy of your
x-rays at no charge

DENTAL CARE WITHOUT JUDGEMENT!

WE OFFER UNIQUE SERVICES

*Nitrous Oxide provided as a courtesy

*No interest payment plans

*Emergencies can be seen today

*Our dentists and staff members are easy to talk to

AND OF COURSE WE DO

-Invisalign -Periodontist on Staff -Oral Surgeon on Staff
-Cosmetics and Implants -Zoom bleaching -and more

SANTA MONICA FAMILY DENTISTRY

DR. ALAN RUBENSTEIN

1260 15th ST. SUITE #703

(310) 736-2589

WWW.ALANRUBENSTEINDDS.COM



BROADWAY WINE & SPIRITS



CRAFT BEER CENTRAL!

HUGE SELECTION OF ALL FLAVORS, BREWS.
WEEKLY SPECIALS, COME CHECK IT OUT!



(310) 394-8257

1011 BROADWAY | SANTA MONICA, CA 90401

The Q-Line

Stop or not?

The Big Blue Bus has installed new stops that don't seem to be working out for some people.

So, this week's Q-Line question asks:

Do you like the modern new stops and if you don't why?

Contact qline@smdp.com before **Friday at 5 p.m.** and we'll print your answers in the weekend edition of the Daily Press. You can also call **310-573-8354**.



Kate Bransfield

Estates Director

Coldwell Banker - Montana Ave

310.395.1133

What is Your Home Worth?
Contact Me to Find Out.

for local, current real estate info...

SantaMonicaListings.com

MILLIONS OF SATISFIED AIRPORT TRAVELERS SINCE 1977

\$29 Flat Rate
from **SM** to **LAX**

- Hybrid Sedans, Mini-Vans
- Door To Door Service 24/7
- Professional, Courteous Drivers
- Corporate Accounts
- Reservations Welcome For Individuals & Groups

SAFETY YOU CAN RELY ON
Fully Insured for your protection
LIC. #173654



424-777-TAXI | 1-800-LA1-TAXI | www.LATAXI.com

Fast at Your Door Within 15 Minutes | 24 HRS. DEPENDABLE

HAPPY HOUR
 MON.-FRI. 4-7
 \$2.50 BUD DRAFT
 \$3.50 COCKTAILS
 \$3 SLIDERS
 \$5 BURGER or WINGS



LUNCH &
 DINNER
 DAILY
 LIVE
 MUSIC &
 DANCING

LIVE MUSIC - DANCING Thur/Fri/Sat
 (310) 393-7437 - 256 SANTA MONICA PIER - rustyssurf ranch.com

BROADWAY

WINE & SPIRITS


 SEND MONEY ANYWHERE IN MINUTES - MONEY ORDERS INCLUDED
MoneyGram
 money transfer
(310) 394-8257
 1011 BROADWAY | SANTA MONICA, CA 90401

KANAN

CONSTRUCTION

Building Dreams Since 1989

• CUSTOM HOMES • REMODELS
LOCAL REFERENCES

DANIEL J. KANAN
General Contractor

Pacific Palisades Chamber member since 1991

(310) 451-3540 • (800) 585-4326

BONDED-INSURED www.DanKananConstruction.com LIC. NO. 554451

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

COMMUNITY BRIEFS

Main Library

Richard Gabriel presents 'Acquittal'

Santa Monica Public Library welcomes author Richard Gabriel for a discussion on his new book "Acquittal: An Insider Reveals the Stories and Strategies Behind Today's Most Infamous Verdicts" on Wednesday, July 9, at 7 p.m. in the Main Library's Martin Luther King, Jr. Auditorium, 601 Santa Monica Blvd.

Trial consultant Richard Gabriel explores the headline grabbing trials of O.J. Simpson, Casey Anthony, Enron, Whitewater, Heidi Fleiss and Phil Spector. A specialist in jury research and selection, Gabriel discusses his book and illuminates the inner-workings of the justice system. Audience Q & A is followed by a book sale and signing courtesy of Book Soup.

Richard Gabriel is a trial consultant of 28 years who has worked on more than a thousand criminal and civil cases across the United States. He is the co-author of Jury Selection: Strategy and Science. President of the American Society of Trial Consultants Foundation, Gabriel has appeared regularly on CBS, ABC, NBC, CNN, HLN, Fox, MSNBC and NPR to discuss most of the high profile trials in the last 15 years.

This event is free and open to the public. Seating is limited and on a first arrival basis. The Santa Monica Public Library is wheelchair accessible. For special disabled services, call Library Administration at (310) 458-8606 at least one week prior to event. For more information on Santa Monica Public Library programs, visit smpl.org or contact the Santa Monica Public Library at (310) 458-8600.

-EDITED BY MATTHEW HALL

DEVELOPMENT

FROM PAGE 1

through the development agreement process for "projects located in the Downtown Core land use designation with proposed buildings exceeding 32 feet in height."

Preliminary community benefits could include widened sidewalks, a publicly accessible plaza, contributions to open space and historic preservation, and a local hiring provision.

The applicant is currently exploring off-site affordable housing opportunities with Community Corporation of Santa Monica (CCSM), the city's largest affordable housing provider.

"CCSM has advised the applicant their preference of an off-site option whereby CCSM would own and manage the affordable units," city officials said in a report.

When the project went before the Architectural Review Board in February, a representative from the developer said that they'd like a grocery store, like a Whole Foods or Trader Joe's, to go in on the ground floor, along with a fitness club, restaurant, coffee shop, and some retail. A wine bar could be added in the alley, he said.

After the commission reviews the project, it will go before the council for a float-up review. It will then return to the commission for an official hearing. The commission will make recommendations to council, which will review the project officially in a final hearing.

dave@smdp.com

FEE

FROM PAGE 1

without voter approval. City officials say that fees may need to be raised again, possibly as soon as next fiscal year, hence they proposed the charter amendment to the Rent Control Board.

A full pass-through of the fee may have made sense in 1979, when rent control laws were adopted, but it doesn't now, Rent Control Board members said.

"Vacancy decontrol and market forces have resulted in a steep increase in median rents," city officials said. "With the current registration fee and pass through, landlords are out of pocket only a tenth of one percent of the rent (1.5 percent if they forego the pass through). Thus, landlords can likely bear an increase in registration fees and are almost certainly better situated to bear that increase than their increasingly rent-burdened tenants."

Council will have its say on Tuesday. If they agree, voters will have theirs in November.

dave@smdp.com



NKLA

MAKING L.A. A NO-KILL CITY

JOIN US AT NKLA.ORG

 A BEST FRIENDS ANIMAL SOCIETY INITIATIVE

FACES

FROM PAGE 3

• A: You know we were lucky enough to catch on as the scene was really picking up speed. But living here my whole life, we knew that Santa Monica and Venice and the whole Silicon Beach triadum is only growing, and it hasn't really started to blossom. So many new bars, restaurants, retail outlets are coming out here. It's a really big hotspot right now. I mean there's obviously a lot of money that comes with the territory of silicon beach but its also like-minded individuals that are coming out on a limb to start their own business, they might fail. We opened shorebar with the chance that no one came, you know that it might fail as easily as any startup or any tech company would too. And we treat people, all of customers who are heavily involved in that industry just as much as we treat ourselves. We want everyone to kind of feel like this is their home because we are a startup too. We treat our business like a startup.

E: Makes sense. So what advice would you have to an entrepreneur? Like one key point that you would, someone who is going to start their own thing or looking to?

• A: What I would give advice to someone starting their own business, looking to become an entrepreneur, is really just never stop. Never ever think that you've made it because once that you think you are happy is when someone else will do better than you. Someone else is never going to stop grinding, is always going to try and outdo, so never quit. Always do more, always keep going. You're never successful enough. Other than that, personal side that's what I would say. On the other side you always want to make sure your customer is happy and that they want to come back for whatever product you are putting out there whether its an application, a good, or a service, you want that customer, you want to use them again.

E: Makes sense. So how is your company changing the world?

• A: I believe that shorebar among some others is changing the world slowly. We are introducing what's more of a laid back culture to what was has previously been known as very uptight and snobby in the cocktail community so you either have your clubs that are very hard to get into, too cool for school and then you also have your craft



KORAL

cocktail bars that take five minutes to take a drink and the bartender won't give you a drink if you want a vodka Red Bull. We are kind of taking both of those worlds and putting it in an area in where its redefining itself as well. As Santa Monica and the Westside is being redefined by all these entrepreneurs and all these new businesses, we are kind of redefining the food and beverage world to fit it.

T: And is there something you would like to share announce with the people of Santa Monica?

• A: Well first I would like to share my thanks for all the support over the past two years. I mean, Shorebar wouldn't exist if it wasn't for the local community. We thrive on that and we do our best to be there for it. As far as new things for Shorebar that I can share with you is we are looking to really build our weeknights. We have a lot of really cool music coming in on Thursday. We do, we try to have that new disco deep house, which is great ... it's caught on. Its probably the biggest new wave of music coming up in pop culture. We have a couple things we are doing, a Sunday day party type of thing in the summer, after memorial day, so you can look out for that. So pretty much Tuesday - Sunday we are open and rocking and ready for people to come in and drink and listen to some good music.

editor@smdp.com

RELAY

FROM PAGE 1

cer research. She said the group has invested more than \$3 billion since its founding in 1946. The group has been involved in funding many significant advances in cancer treatment and they also provide support to cancer patients.

Services include transportation to and from treatment, peer support for newly diagnosed breast cancer patients, education and supplies for cancer patients who have aesthetic related complications, lodging for families staying with a patient and an online education resource. Patients can call 800-227-2345 to receive advice and guidance about cancer and services that are free to patients.

Partida said individuals who may not have a personal connection to a cancer patient benefit from the event's public outreach campaign and once educated, are then in a better position to support someone if they do receive a cancer diagnosis.

"If it should fall on someone or happen to someone you know, you have this information you can pass along to your friend or coworker," she said. "You know there is someone to turn to in a dark time."

She said individual communities ask to host Relays and the events are organized by a dedicated group of community volunteers.

"What people need to understand about Relay for Life is that it's volunteer led and staff supported," said Partida. "It's put on by members of the Santa Monica Community that live and work in the area."

Alicia Younger is one of the volunteers working on this year's event. She said the Survivors' lap is one of the most powerful moments for anyone involved. During the lap, walkers wear matching purple shirts and medals presented to them by Relay volunteers. She said the event is inspirational to everyone involved.

"My favorite part hands-down is the survivor lap right at the beginning of the event," she said. "I think it's about the camaraderie, seeing all the people out at once supporting the same cause. It's really a touching, heartfelt event. It's upbeat and celebratory but all that money is going towards a really great cause."

There are currently 19 teams signed up to walk in Santa Monica. Each team sets its own fundraising goals and undertakes its own fundraising projects. Some teams are

working on soliciting money in advance of the relay while others will conduct fundraising projects on site during the event. Partida said all the money raised goes towards helping cancer patients either by supporting research into prevention and cures or by supporting patient services.

Julia Miele is team caption for the Rotary Rockets and said the club has been involved with the event for more than a decade. While it's her first time as team captain, she said she is familiar with the event through her past work with ACS and through personal experience.

"My mother died of cancer and my father has been diagnosed," she said. "It's affected me personally for many, many years. "It's a fantastic opportunity to support the society, they provide a lot of patient advocacy and support services that help patients navigate through the system."

Said the Luminaria ceremony is her favorite part of the relay.

"If you go and you've not personally experienced (cancer), you're going to know people who have or whose loved ones have and you'll see the impact that the ceremony has on people," she said.

Miele said holding the event in Santa Monica shows the commitment of local residents to the cause.

"It really does bring home the fact that cancer is huge in our community," she said. "It's a very community focused event, it's not a humongous L.A. thing, this is very personal. The events take on the personality of the community so those that have never experienced cancer can get a good idea of what cancer has done to the community,"

The 2014 Relay for Life will be held at Santa Monica College's Corsair Field, located at the southwest corner of the SMC campus, on 16th Street between Pearl Street and Pico Boulevard.

"SMC is extremely honored to be able to host and support the Santa Monica Relay For Life for the 12th year," said Tony Prestby, SMC's liaison for the event. "Our college and the community have lost several heroes to this devastating disease, and we are proud to be doing our part in the fight against cancer."

For more information, including instructions for starting a team or donating to Relay for Life, visit <http://www.relayforlife.org>, <http://www.relayforlife.org/santamonica> or contact santamonicarelayforlife@gmail.com.

matt@smdp.com

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.

Auto + Renters = Savings

And those savings could add up to \$763*
So put your Auto and Renters together with State Farm® and let the saving begin.
GET TO A BETTER STATE.®
CALL ME TODAY.

Dave Rosenberg, Agent
Insurance Lic#: 0618319
1205 Wilshire Blvd
Santa Monica, CA 90403
Bus: 310-458-3400

EMAIL: dave@dr4insurance.com

*Average annual per household savings based on a national 2010 survey of new policyholders who reported savings by switching to State Farm.
State Farm, Bloomington, IL.
1203037

DO YOU HAVE COMMUNITY NEWS?
Submit news releases to editor@smdp.com or by fax at (310) 576-9913

Santa Monica Daily Press
office (310) 458-7737

Email QLINE@SMDP.COM. WE'LL PRINT THE ANSWERS.
Sound off every week on our Q-Line™. See page 5 for more info.

Santa Monica Daily Press
office (310) 458-7737

SURF REPORT



MIX & MATCH
TEES
3\$30
FOR



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: 73.9°

TUESDAY – FAIR TO GOOD – SURF: 3-5 ft waist to head high occ. 6ft
Easing/primary South swell; Minimal NW windswell; Beachbreaks are a bit walled,
best shape at summer points/reefs; Lightest wind/cleanest in AM

WEDNESDAY – FAIR – SURF: 3-4 ft waist to shoulder high occ. 5ft
Easing/primary South swell; Minimal NW windswell; Beachbreaks are a bit walled, best
shape at summer points/reefs; Lightest wind/cleanest in AM

THURSDAY – FAIR – SURF: 2-3 ft thigh to chest high
Old South swell continues to slowly ease; Minimal NW windswell; Lightest wind/cleanest in AM

FRIDAY – POOR TO FAIR – SURF: 1-2 ft knee to thigh high occ. 3ft
Old South swell leftovers; Minimal NW windswell; Lightest wind/cleanest in AM

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 July 2, 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 -- 41 / 10
Number of (C,D,F) grades for dry/wet weather -- 3 / 10

The Beach Report Card is made possible by:



Santa Monica
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 Canillo Beach, at Arroyo Sepul Creek mouth.	A+	ns
Nicholas Beach at San Nicholas Canyon Creek mouth.	A+	ns
El Pescador State Beach, between Lachasa and Las Alas creeks.		
Escalante Canyon at El Matador State Beach.	A+	ns
Broad Beach at Torrance Creek mouth.	A+	ns
Zuma Beach at Zuma Creek mouth.	A+	ns
Walnut Creek, projection of Wildlife Rd. (privately).	A+	ns
Paradise Cove Pier at Ramirez Canyon Creek mouth.	A+	ns
Escalante Creek, just east of Escalante State Beach.	A+	ns
Ledger Canyon Creek mouth.	A+	ns
Solstice Canyon at San Blencien County Beach.	A+	ns
Pierce State Beach at creek mouth.	A+	ns
Malibu Canyon storm drain at Pierce Beach, at 24572 Malibu Rd.	C	ns
Serfider Beach at Malibu Colony fence.	A+	ns
Serfider Beach (beach location) - daily.	A	ns
Malibu Pier - 50 yards east.	A+	ns
Carbon Beach at Sweetwater Canyon.	A+	ns
Las Flores State Beach at Las Flores Creek (point north).	A+	ns
Big Rock Beach at 18948 POH stairs.	A+	ns
Pine Creek at Las Flores County Beach.	A+	ns
Tuna Canyon.	A+	ns
Topanga State Beach at creek mouth.	B	ns
Castroville Storm Drain at Castle Rock Beach.	ns	ns
Santa Ynez Storm Drain at Castle Rock Beach.	A+	ns
Will Rogers State Beach at 17258 POH (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 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

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.

Stocks slip, pulling Dow back near 17,000

KEN SWEET
AP Markets Writer

NEW YORK After pushing stocks to records last week, investors turned cautious on Monday ahead of a batch of corporate earnings reports.

The Dow Jones industrial average ended almost 50 points lower after closing above 17,000 for the first time last week. Investors moved money into stocks traditionally thought of as safer than the broader market: utilities, telecommunication companies and consumer staples such as soft drinks and detergent.

Stocks that depend the most on a growing economy were among the biggest decliners, including small companies, consumer discretionary names, materials and industrial stocks.

"All eyes have turned to earnings," said Joe Tanious, global market strategist with J.P. Morgan Funds.

There's a lot riding on this quarter's earnings season. Investors largely believe the weather had an unusually large impact on the U.S. economy in the first three months of year, and that economic activity rebounded in the second three months of this year. Many companies blamed the weather for their disappointing first quarter results.

Secondly, stocks are trading at all-time highs and investors will need Corporate America to deliver on profits in order to justify these record-high prices.

"As we've emphasized in recent weeks, stocks are not cheap, but we believe they can climb modestly higher in the second half (of the year) amid continued economic improvement," said Russ Koesterich, global chief investment strategist at BlackRock, in a note to investors.

The Dow Jones industrial average lost 44.05 points, or 0.3 percent, to 17,024.21. The Standard & Poor's 500 index lost 7.79 points, or 0.4 percent, to 1,977.65 and the Nasdaq composite fell 34.40 points, or 0.8 percent, to 4,451.53.

The Dow reached a record and a new 1,000-point milestone last Thursday by closing above 17,000 for the first time. That followed a strong U.S. jobs report. U.S. markets were closed Friday for the Independence Day holiday.

The Russell 2000 index, which is made up primarily of small-company stocks, fell more than the rest of the market. The index lost 1.7 percent, versus the 0.4 percent decline in the S&P 500, which is made up of

large companies.

Another sign that investors were hesitant to place big bets ahead of corporate earnings reports could be seen in Monday's low trading volume. Roughly 2.6 billion shares traded hands on the New York Stock Exchange, well below the 3.2 billion shares that moves on an average trading day.

Aluminum mining giant Alcoa reports its latest results on Tuesday and Wells Fargo, the No. 1 U.S. mortgage lender, reports on Friday. Investors are expecting second quarter profits to be up 4.9 percent from a year ago, according to FactSet.

"I think we're going to exceed expectations," Tanious said. "Companies were able to post 6 percent earnings growth in the first quarter, even with the U.S. economy contracting. Now that we've seen a rebound in economic activity, I think we're looking at a pretty good earnings season."

Major airlines stocks fell after the Transportation Security Administration announced new security measures that would impact international flights into the United States. The TSA said that all electronic devices would need to have power in order to travel, including tablet computers and cell phones, which could impact the number of passengers able to travel.

United Continental fell \$1.26, or 3 percent, to \$38.62, Delta fell \$1.70, or 4.5 percent, to \$36.90 and American Airlines fell \$1.52, or 4 percent, to \$40.10. Domestic U.S. airlines fell as well, but the declines were tamer. JetBlue fell 27 cents, or 2.5 percent, to \$10.62 and Southwest fell 54 cents, or 2 percent, to \$27.17.

Investors also tried to reduce their exposure to risk by buying U.S. government bonds. The yield on the U.S. 10-year note fell to 2.62 percent from 2.64 percent late Thursday.

In other company news:
— Archer Daniels Midland rose 73 cents, or 2 percent, to \$46.50 after the company announced it was buying Swiss food flavorings company Wild Flavors for \$3 billion in cash. Wild Flavors makes flavors and oils that are used in processed foods.

— BioDelivery Sciences International was up 9 percent after the drug developer said its treatment for severe pain fared better than a placebo in another late-stage study. The company said the trial triggered another \$10 million payment from Endo International Plc, which has a licensing agreement with BioDelivery. BioDelivery's stock rose \$1.07 to \$13.06.

KANAN

CONSTRUCTION

Building Dreams Since 1989

CUSTOM HOMES • REMODELS
LOCAL REFERENCES

DANIEL J. KANAN

General Contractor

Pacific Palisades Chamber member since 1991

(310) 451-3540 • (800) 585-4326

BONDED-INSURED www.DanKananConstruction.com LIC. NO. 554451

MOVIE TIMES

<p>Aero Theatre 1328 Montana Ave. (310) 260-1528</p> <p>Call theater for information.</p>	<p>22 Jump Street (R) 112 minutes 11:00am, 1:35pm, 4:10pm, 7:50pm, 10:30pm</p> <p>Tammy (R) 11:20am, 1:55pm, 4:45pm, 7:30pm, 10:25pm</p> <p>Deliver Us From Evil (NR) 11:05am, 1:50pm, 4:50pm, 7:40pm, 10:15pm</p> <p>Transformers: Age of Extinction 3D (PG-13) 12:30pm, 2:50pm, 4:20pm, 8:15pm, 10:30pm</p>	<p>Transformers: Age of Extinction (PG-13) 11:00am, 6:45pm</p> <p>How to Train Your Dragon 2 (PG) 1hr 05min 11:10am, 2:00pm, 4:30pm, 7:15pm, 9:45pm</p> <p>22 Jump Street (R) 112 minutes 11:00am, 1:35pm, 4:10pm, 7:50pm, 10:30pm</p> <p>Tammy (R) 11:20am, 1:55pm, 4:45pm, 7:30pm, 10:25pm</p> <p>Deliver Us From Evil (NR) 11:05am, 1:50pm, 4:50pm, 7:40pm, 10:15pm</p> <p>Transformers: Age of Extinction 3D (PG-13) 12:30pm, 2:50pm, 4:20pm, 8:15pm, 10:30pm</p>
<p>AMC Loews Broadway 4 1441 Third Street Promenade (310) 458-3924</p> <p>Transformers: Age of Extinction (PG-13) 11:00am, 6:45pm</p> <p>How to Train Your Dragon 2 (PG) 1hr 05min 11:10am, 2:00pm, 4:30pm, 7:15pm, 9:45pm</p>	<p>AMC 7 Santa Monica 1310 Third St. (310) 451-9440</p>	

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

EXERCISE TONIGHT, CANCER

- ARIES (March 21-April 19)**
★★★ Pressure builds, adding to your naturally volatile nature. You will unleash a lot of information, for better or worse. Ultimately, opportunities will come forward that might be quite special. Consider your options carefully. You can say a lot with few words. Tonight: Opt for a movie.
- TAURUS (April 20-May 20)**
★★★ You could be overly busy and not sure of yourself. Others make one demand or request after another. Trust that a suggestion comes from a good place, even if you might not like hearing it. Tonight: Be responsive to a loved one.
- GEMINI (May 21-June 20)**
★★★ Your focus is helping you clear out as much as you can, be it work, errands or any other type of responsibility. Be careful, though, when spending, as you could go way overboard. Tonight: Nap, then decide.
- CANCER (June 21-July 22)**
★★★★ You could face challenges and solve them today. You might want to apply this skill where it counts. You have a natural sense of how to handle difficult people and decisions. Use that skill. Touch base with a loved one late today. Tonight: Squeeze in some exercise.
- LEO (July 23-Aug. 22)**
★★★ You might not be up for much, but as responsible as you are, you will maintain your obligations. A child or loved one could surprise you with his or her reactions. Know that you need to understand what is happening with this person. Tonight: Be as naughty as you like.
- VIRGO (Aug. 23-Sept. 22)**
★★★★ You might want to get on the phone and schedule an important meeting or get-together. You could hear much more than you want, but you are able to process the whole matter anyway. Trust a friend who has a suggestion. A partner weighs in. Tonight: Make it early.
- LIBRA (Sept. 23-Oct. 22)**
★★★★ Check out a financial matter. You might like what you hear and nearly feel it is too good to be true. Whether you think so or not, you can wait and not commit yet. Know which way to go with a loved one. Understand your liabilities. Tonight: Follow a hunch.
- SCORPIO (Oct. 23-Nov. 21)**
★★★★ You know that if you stay tuned in to your ability to detach, you will see a situation far differently. Someone might try to trigger you in order to get what he or she wants. Don't allow this person's manipulation to work, unless you want the same end result. Tonight: All smiles.
- SAGITTARIUS (Nov. 22-Dec. 21)**
★★★ As off as you might feel in the a.m., is as good as you will feel later today. Pace yourself accordingly, knowing when you need to pick up the pace. A partner has happily filled in where he or she could. Tonight: Do your thing.
- CAPRICORN (Dec. 22-Jan. 19)**
★★★★ Use the daylight hours to the max, when you feel on top of your life and the world. Enlist a couple of friends in a pet cause or interest. The power of numbers speaks. Zero in on what you want to do as opposed to what you think you should. Tonight: Play it low-key.
- AQUARIUS (Jan. 20-Feb. 18)**
★★★★ You might want to reconsider a personal matter that involves someone you look up to. You need to determine if you are coming from a biased point of view as well. Others kick back and watch your reactions. Tonight: Join friends spontaneously.
- PISCES (Feb. 19-March 20)**
★★★★ You seem to be able to come to terms with a lot that others cannot. Think in terms of gains and growth. Know what you are aiming for. Your ingenuity will serve as your vehicle to that goal. Trust your hunches, but also trust your intuition. Tonight: Out.

Tuesday, July 8, 2014

This year you open up to a new level of understanding, learning to follow your hunches more frequently. You also will be able to understand others better because of your ability to empathize with them. If you are single, many people find you to be interesting and alluring. Be aware of the different types of relationships possible when choosing your next sweetie. If you are attached, the two of you often find that the romance between you rebuilds. You sometimes act like newlyweds. Take up a mutually interesting hobby together, like reflexology. You will become even closer. Life will present you with many responsibilities this year. Don't worry. You will meet them. SAGITTARIUS seems to create more work for you!

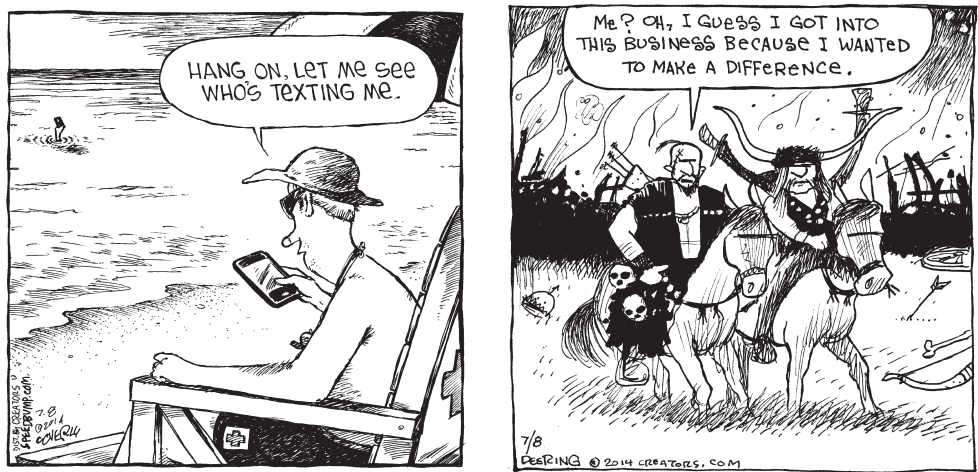
JACQUELINE BIGAR'S STARS
The stars show the kind of day you'll have:

★★★★★Dynamic	★★ So-So
★★★★ Positive	★ Difficult
★★★ Average	

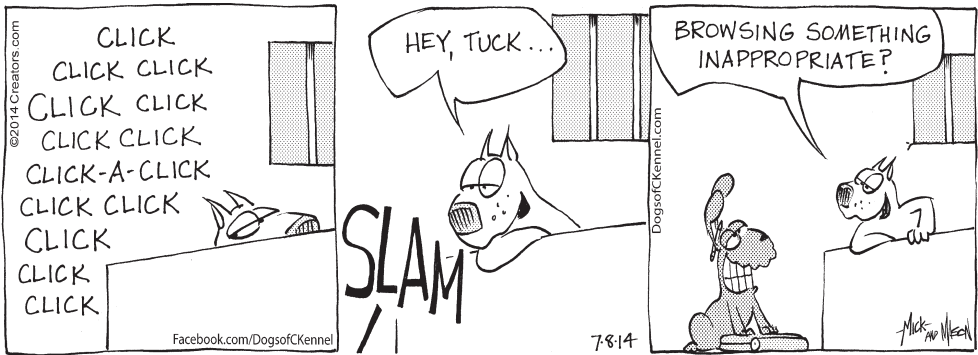
INTERESTED IN YOUR DAILY FORECAST?
Check out the **HOROSCOPES** above!

smdp.com Santa Monica Daily Press office **(310) 458-7737**

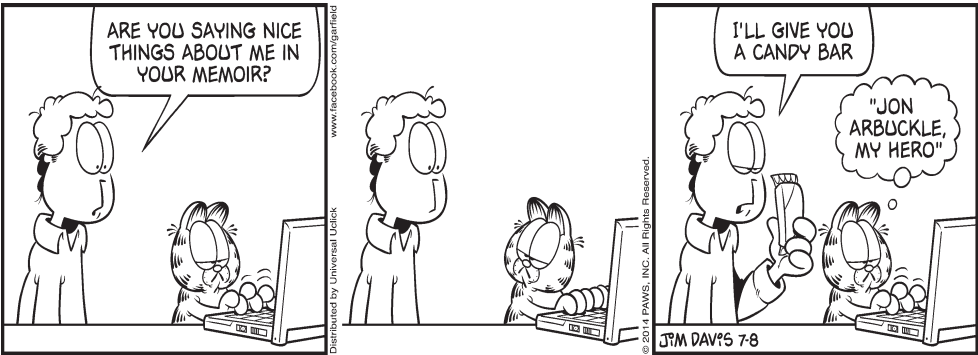
Speed Bump By Dave Coverly Strange Brew By John Deering



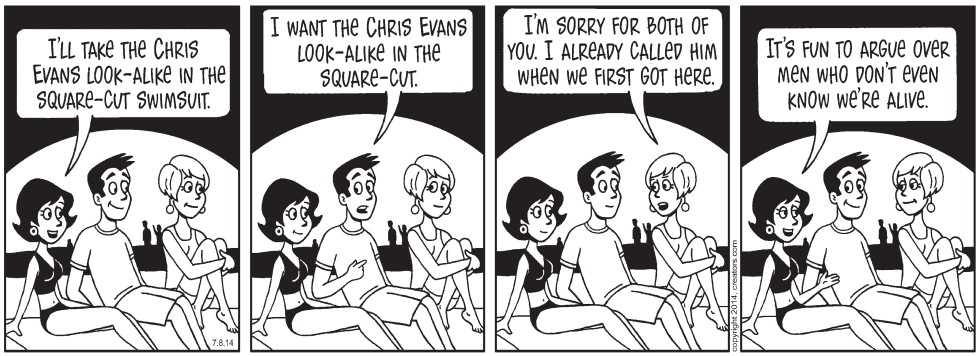
Dogs of C-Kennel By Mick and Mason Mastroianni



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 ★★

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

King Features Syndicate

GETTING STARTED

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

SOLUTIONS TO YESTERDAY'S PUZZLE

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

DAILY POLICE LOG

The Santa Monica Police Department responded to 424 calls for service on July 6.

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

- Traffic hazard on the 1600 block of PCH at 12:17 a.m.
- Public intoxication on the 1800 block of 10th Street at 12:16 a.m.
- Loud music on the 2100 block of Ocean Avenue at 12:53 a.m.
- Family disturbance on the 1400 block of PCH at 1:19 a.m.
- Person down on the 1200 block of 25th Street at 1:30 a.m.
- Fight on the 2900 block of Main Street at 1:54 a.m.
- Drunk driving on Third Street at 5:11 a.m.
- Indecent exposure on the 1400 block of Ocean Avenue at 6:32 a.m.
- Citizen flag on the 1600 block of Lincoln Boulevard at 7:06 a.m.
- Public intoxication on the 1400 block of Seventh Street at 7:59 a.m.
- Construction noise on the 700 block of 16th Street at 8:06 a.m.
- Missing person on the 7500 block of Beck Avenue at 9:13 a.m.
- Failure to pay parking fee on the 2600 block of Barnard Way at 10:13 a.m.
- Panhandling on the 1300 block of Fourth Street at 10:41 a.m.
- Found person on Montana Avenue at 10:59 a.m.
- Suspicious person on the 2600 block of Main Street at 11:41 a.m.
- Hit and run on the 1100 block of Lincoln Boulevard at 12:55 p.m.
- Trespassing on the 1400 block of 25th Street at 2:46 p.m.
- Malicious mischief on the 1400 block of Fourth Street at 3:24 p.m.
- Petty theft on the 2700 block of Neilson Way at 3:57 p.m.
- Fight on the 1300 block of PCH at 4:11 p.m.
- Vehicle on sidewalk on the 900 block of Centinela Avenue at 4:22 p.m.
- 911 hang up on the 1300 block of 17th Street at 4:26 p.m.
- Medical emergency on the Santa Monica Pier at 5:36 p.m.
- Animal related incident on the 400 block of 23rd Street at 7:08 p.m.
- Burglary on the 1200 block of 14th Street at 7:14 p.m.
- Pedestrian stop on the 1800 block of Lincoln Boulevard at 7:16 p.m.
- Status check on the 2400 block of Wilshire Boulevard at 7:59 p.m.
- Panic alarm on the 500 block of 11th Street at 8:30 p.m.
- Party complaint on the 900 block of 16th Street at 8:51 p.m.
- Runaway on the 800 block of 11th Street at 10:41 p.m.



MYSTERY PHOTO

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.

Daniel Archuleta daniela@smdp.com

CROSSWORD

By THOMAS JOSEPH

ACROSS

- 1 Old counter
- 7 “Exodus” author
- 11 Greet the general
- 12 Game with mallets
- 13 She voices Anna in “Frozen”
- 15 Sioux home
- 16 Penniless
- 18 Years gone by
- 21 Oil container
- 22 Priest’s title
- 24 Coq au —
- 25 Baseball’s Ripken
- 26 Mine rock
- 27 Clinic worker
- 29 Role for Connery or Craig
- 30 Paper pack
- 31 News-paper section
- 32 Mirror sight
- 34 She voices Elsa in “Frozen”
- 40 Ventilation conduit
- 41 Salad green
- 42 Lyric poems

DOWN

- 1 Inquire
- 2 Tavern
- 3 Will Smith biopic
- 4 Usual practice
- 5 Complete
- 6 Ooze
- 7 Cheery
- 8 Surgeon eggs
- 9 Under the weather
- 10 Costa del —
- 14 Neighbor of Tibet
- 16 Earlier
- 17 Pound part

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

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

7-8

DAILY LOTTERY



Draw Date: 7/5
24 34 36 57 58
Power#: 11
Jackpot: \$122M



Draw Date: 7/4
16 33 39 58 69
Mega#: 2
Jackpot: \$25M



Draw Date: 7/5
3 11 12 26 27
Mega#: 10
Jackpot: \$19M



Draw Date: 7/5
6 11 13 34 38



Draw Date: 7/7
MIDDAY: 9 4 8
EVENING: 4 8 6



Draw Date: 7/7
1st: 05 California Classic
2nd: 01 Gold Rush
3rd: 10 Solid Gold
RACE TIME: 1:47.28

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

NEWS OF THE WEIRD

BY CHUCK SHEPARD

■ Bioengineers who work with Dictyostelium slime molds held the "Dicty World Race" in Boston in May for a \$5,000 prize and intellectual adulation in August at the Annual International Dictyostelium Conference in Potsdam, Germany. The molds oozed down the 800-micrometer (0.0315 inches) track, lured to the finish line by ordinary bacteria that the molds normally enjoy. A team from the Netherlands beat out 19 others for the coveted prize. (Among the other "games" scientists play, mentioned in the same Nature.com story is the "Prisoners' Smellemma," in which players mix obscure samples in a test tube and smell the result to guess what their opponent used.) ■ Artist Diemut Strebe offered his 3-D-printed re-creation of the famous ear of Vincent van Gogh for display in June and July in a museum in Karlsruhe, Germany -- having built it partially with genes from a great-great-grand-nephew of van Gogh -- and in the same shape, based on computer imaging technology. (Van Gogh reputedly cut off the ear himself, in 1888, during a psychotic episode.) Visitors can also speak into the ear and listen to sounds it receives.

TODAY IN HISTORY

2004- The first Venus Transit in modern history takes place, the previous one being in 1882.

2007- Newcastle, New South Wales, Australia, is hit by the State's worst storms and flooding in 30 years resulting in the death of nine people and the grounding of a trade ship, the MV Pasha Bulker.

2013- The Wedding of Princess Madeleine of Sweden and Christopher O'Neill takes place in Stockholm, Sweden.

WORD UP!

previse
\ pri-VAHZ \ , verb;
1. to foresee.
2. to forewarn.

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	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
Announcements Creative Employment For Sale					

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

POSITIVE
MIND



POSITIVE
VIBES



POSITIVE
LIFE



POSITIVE
EXISTENCE

THINK POSITIVE FOR ALL YOUR PRINTING NEEDS
mike@peprinting.com | 310.314.3537 | coral@peprinting.com
www.peprinting.com

Employment

Help Wanted

Chief Marketing Officer MA & 1 yr exp; or BA & 5 yr exp reqd. Send resume to HD Sterling Builders, 11271 Ventura Blvd. #114, Studio City, CA 91604

Research Associate, Biochemical BS reqd. Send resume to Brentwood Biomedical Research Institute, 11301 Wilshire Blvd, Bldg 114, Rm 218, Los Angeles, CA 90073. ATTN: Leila Ghayouri

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

Services

Personal Services

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

YOUR AD
COULD RUN HERE!
CALL US TODAY AT
(310) 458-7737

MLA.B.001

NKLA

WE ARE THE BEST FRIENDS OF ANIMALS. WE ARE A MOVEMENT. WE ARE A COALITION OF ORGANIZATIONS AND PASSIONATE INDIVIDUALS DEDICATED TO MAKING LOS ANGELES A NO-KILL CITY. LAST YEAR, MORE THAN 17,000 HEALTHY OR TREATABLE ANIMALS WERE KILLED IN L.A. CITY SHELTERS. EACH ONE AN INDIVIDUAL. EACH ONE A LOVING PET WORTH SAVING. 17,000. THAT NUMBER SHOULD BE ZERO. AND IT CAN BE. THERE IS A SOLUTION, BUT ONLY IF THE PEOPLE WHO CARE WORK TOGETHER. JOIN US AND HELP MAKE L.A. INTO NKLA.



A BEST FRIENDS/ANIMAL SOCIETY INITIATIVE



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. TYPES: 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.

2117 6th Street
Ocean Views From Entire Property

Vintage, Spanish Home

+

Two Rental Units

\$2,399,000

- 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:



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 Be People
RESIDOCRACY.ORG
 A Community Network of Residents

Kate Bransfield

Estates Director
 Previews Properties Specialist
 Society of Excellence

BRE# 01218699



310.395.1133

Kate@SantaMonicaListings.com

www.SantaMonicaListings.com

Kate@NorthOfMontana.com

www.NorthOfMontana.com