



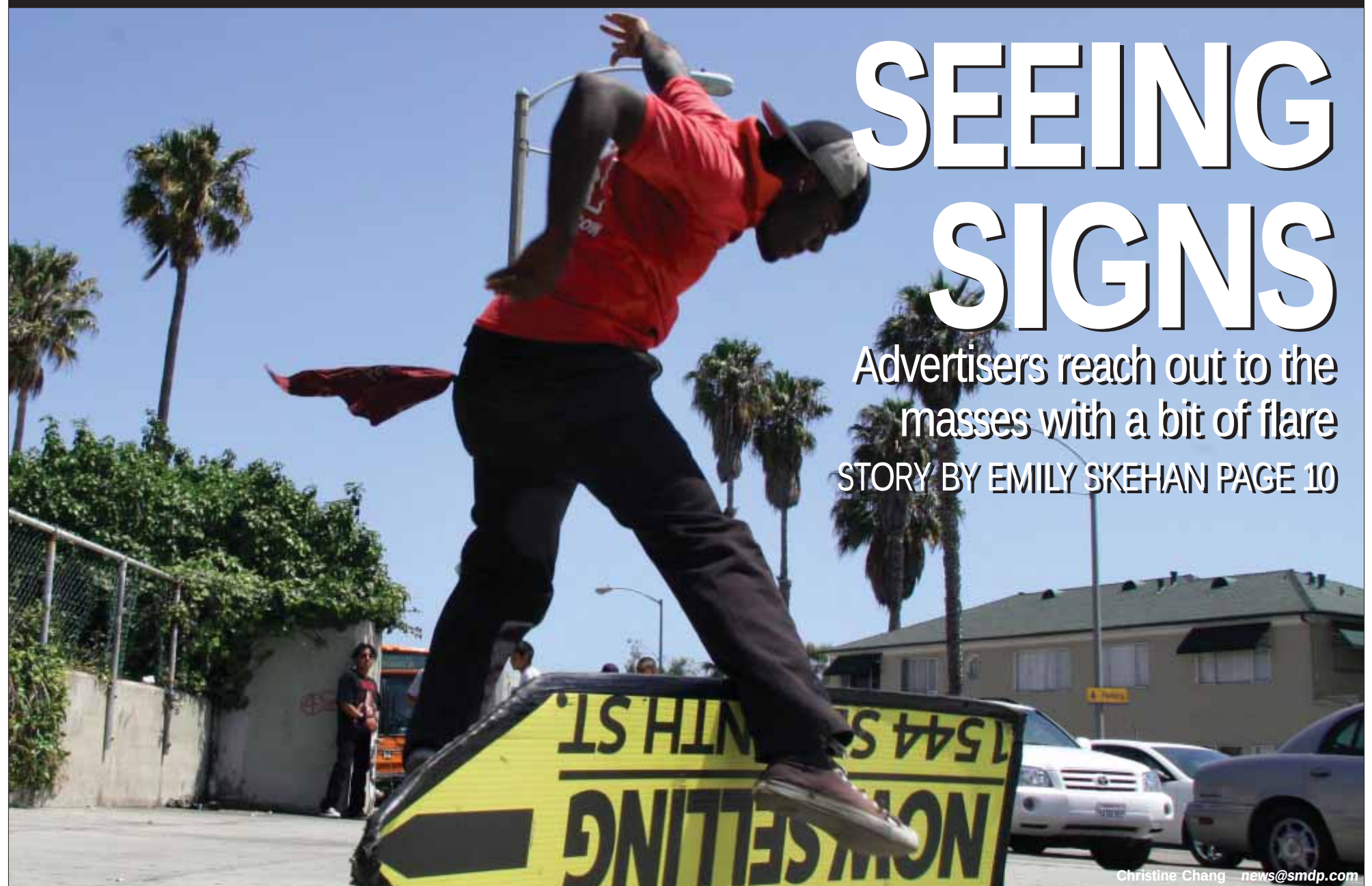
Santa Monica Daily Press

HOLY TORI
SEE PAGE 13

Since 2001: A news odyssey

THE SLOW ROASTED ISSUE

MARKETING



SEEING SIGNS

Advertisers reach out to the masses with a bit of flare
STORY BY EMILY SKEHAN PAGE 10

Christine Chang news@smdp.com

Going green just got easier

BY KEVIN HERRERA
Daily Press Staff Writer

CITYWIDE Fighting for the environment has never been as hip as it is today, and as a result, there's no shortage of businesses looking to take advantage of the eco-chic by pretending to be green.

Federal officials have tried to regulate advertising and marketing. But how can a consumer really know if the products they're buying, or the

services they're receiving, are truly environmentally friendly?

Enter "Greenopia" — the self-proclaimed "urban dweller's guide to green living."

Similar to the Zagat Survey of restaurants, Greenopia was developed by Santa Monica-based Green Media Group, LLC, as a tool for consumers to make informed decisions about where they want to spend their money. It helps weed out the phonies and find those companies

that are truly trying to protect the environment for future generations.

The pocket-sized guide, which is available online (www.greenopia.com), at local retailers and Whole Foods for \$12.95, is also intended to make it easier for the average person to change the way they live without forcing them to spend hours doing research.

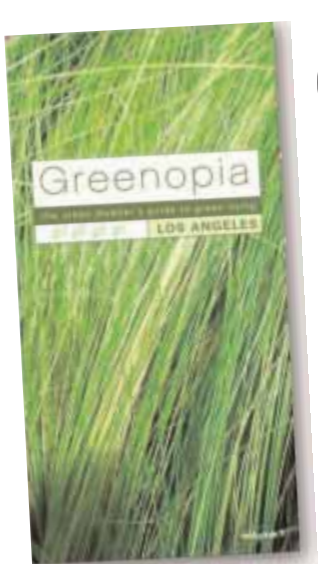
"We're really excited about showing people that there is far more that they could be spend-

ing their money on rather than just buying organic food," said Ferris Kavar, one of the editors of the Los Angeles Greenopia guide.

There is also a guide for San Francisco, and if it catches on, Green Media hopes to expand to other cities across the country.

"I think people tend to feel like they are doing everything they can when they shop at Whole Foods or

SEE GREEN PAGE 11





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WHAT'S UP WESTSIDE

OUT AND ABOUT IN SANTA MONICA AND SURROUNDS

'Dancing with My Demons'

1211 Fourth St., 8 p.m. — 9:30 p.m.

Ruthy Otero brings her comedic show about a disco-dancing Latina's psyche to the Santa Monica Playhouse for one night only. Tickets are \$15.
Call (310) 394-9779, ext. 1 or visit www.SantaMonicaPlayhouse.com.

Bereavement Group meeting

1332 Sixth St., 6 p.m. — 7:30 p.m.

The Santa Monica YMCA is hosting a six-week long bereavement group series. Admission is free, but advance registration is required at the Member Service Desk. For more information, call (310) 393-2721, ext. 135.

Investment fraud seminar

1704 Montana Ave., 2 p.m. — 3:30 p.m.

Learn to recognize, avoid and report investment and telemarketing fraud. This program is sponsored by SAIF and WISE and is free and open to the public. For more information, call (310) 829-7081 or visit www.smpl.org/depts/branches/Montana/adult.htm.

Kiwanis Club weekly meeting

1332 Sixth St., noon — 1:30 p.m.

The Santa Monica Kiwanis Club holds a weekly luncheon with guest speakers at the YMCA.

'Pure'

1700 Ocean Park Blvd., 11 a.m. — 6 p.m.

Daniel Francisco's current exhibit, "Pure," is on display at Kulturas Books. For more information, call (310) 450-8707.

Thursday, July 12, 2007

Cookie thief puppet show

2601 Main St., 2:30 p.m. — 3:15 p.m.

The Ocean Park Library offers a summer activity program for children ages 4 and up.

'Born to be Wild'

13211 Mulholland Dr., Beverly Hills, 7 p.m. — 11 p.m.

IDA-Africa presents "Born To Be Wild Thursday," which will include hors d'oeuvres, cocktails, silent and live auctions, a raffle and more. Dr. Sheri Speede and others are raising funds for the Sanaga-Yong Chimpanzee Rescue Center in Cameroon. Ticket price is \$75 in advance; \$85 at the door. For more information, visit www.ida-africa.org.

Santa Monica Laughter Club

717 Broadway, 11 a.m. — noon

Shakti's Elements offers a class on laughter yoga, which combines breathing, dance, and movement with laughter exercises to improve health and vitality, decrease pain and everyday stress and promote a positive mental attitude. Led by Kim Selbert, Certified Laughter Yoga Leader. Suggested donation of \$3 to \$10.

Yappy Hour @ Tails of Santa Monica

2912 Main St., 6 p.m. — 8 p.m.

A social gathering for dogs and their people. There will be light refreshments, dog snacks and play time. For more information, call (310) 392-4300.

The 12 Steps for Everybody

16730 Bollinger Dr., Pacific Palisades, 7 p.m. — 8 p.m.

The 12 Steps for Everybody's writing meeting is for all 12-Step programs or anyone with a habitual problem or illness. Call (310) 454-5138 or e-mail info@12stepsforeverybody.org for more information.

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



E3 is center of gaming universe

BY MATT SLAGLE

Associated Press Writer

DOWNTOWN The video game industry's annual showcase is saying goodbye to scantily clad booth babes, extravagant multimillion dollar exhibits, blaring lights and pounding music. Celebrity appearances from the likes of Paris Hilton or Snoop Dogg are a thing of the past, too.

This year's version of the Electronic Entertainment Expo, renamed the E3 Media & Business Summit, will be a toned-down affair as organizers hope to have a far less flashy discussion on new and upcoming video games.

The event, which starts Wednesday, looks to be more like a country club getaway, an invitation-only gathering complete with luxury beach-side hotels, sushi restaurants and meetings in private conference rooms.

To put it more diplomatically, "It's about the quality of connection for leaders of the industry," says Michael Gallagher, a former telecommunications policy adviser under the Bush administration who now heads the Entertainment Software Association, the trade group that puts together the show.

After last year's expo, organizers decided it had become too big for its own good. With more than 60,000 people cramming into the Los Angeles Convention Center, there was a feeling that the needs of no one - be it the media, retailers or video game publishers - were being addressed particularly well.

"It had gotten out of control and needed to die," said Mike Wilson, chief executive of Austin, Texas-based game publisher Gamecock. "It was hot, techno was blasting everywhere, there was no place to sit and the microwave cheeseburgers were \$8. It just wasn't pleasant."

Wilson's company wasn't invited to the new E3 that's being held in a handful of hotels along the beach in Santa Monica. He isn't the only one.

Only about 30 of the largest video game software and hardware companies are attending, down from the hundreds that packed the event in previous years. Also missing will be the army of small-time bloggers, zealous game fans and others who somehow managed to infiltrate the show.



Christine Chang news@smdp.com

MAN IN CHARGE: Mahalo CEO Jason Calacanis hopes Web users respond to his company's decidedly personal search engine. The former senior vice president of AOL hopes to make a mark in a search engine world that is currently dominated by Yahoo! and Google.

Getting all Web personal

Mahalo hopes many surfers are thankful for all the extra work

BY MELODY HANATANI

Daily Press Staff Writer

MID-CITY Whether it's searching for Derek Jeter's batting average or updates on the girl whose feet were severed on an amusement park ride in Kentucky, one local start-up is hoping to provide Internet users with only the best and most relevant information.

Founded by the former senior vice president of AOL, Mahalo is trying to make its mark in a search engine world dominated by

Yahoo! and Google — marketing its product as Web searching with a personal touch.

"Anybody who has used Google has run into the problem of spam on Google or Yahoo! or any of the machine search engines," said CEO Jason Calacanis, sitting in the new Mahalo headquarters at Ninth Street and Colorado Avenue.

On Monday, a spokesman for Google stated that "it's becoming harder to spam Google with things like off-topic porn, malware" and that the company is working to remove Web spam to improve their users' Web searching experience. Representatives for Yahoo! did not respond to a request seeking comment.

Calacanis calls Mahalo — which means "thank you" in Hawaiian — the curator of the bevy of information made available by Google and Yahoo!, filtering through the

millions of results from popular queries and providing users with the best 20 to 30 sites.

Whereas Google and Yahoo! search engines are powered by machines, all of the information on Mahalo is hand-picked by a human.

"Machines will do half the work and then humans can do half the work," he said.

Calacanis had just sold Weblogs Inc. to AOL when he began laying the foundation for Mahalo from his Brentwood home, working with 20 researchers daily since January to build the product until the company found a permanent home in an office park on Colorado Avenue. Santa Monica also hosts regional offices for Google and Yahoo!, both of which are based in Northern California.

SEE WEB PAGE 6

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LETTERS TO THE EDITOR

Loss of theater a shock to system

Editor:

I am shocked and disappointed that the owners of the NuWilshire are considering selling the property for use as a retail store (“Time to roll credits,” July 5). Santa Monica has been blessed by having two theaters (Laemmle and NuWilshire) that show high-class films. The loss of one of them will be a cultural loss to our community and to the many visitors who come here to enjoy our fine city.

I hope that this loss does not come about, and would appreciate any ideas for how to make a case for retaining the theater for our community.

Paula Schneiderman

Santa Monica

DP is diverse, well-rounded

Editor:

Thoroughly enjoyed the article by Jack Neworth, “Scooter skates while Ann hates” (July 6, opinion).

Congratulations on producing well-rounded and diverse news stories.

David Furukawa

Poway, CA

Don't get caught napping, America

Editor:

When George Bush walked into the Oval Office in 2001, he had war on his mind and Americans and media weren't paying attention. Will Americans be caught napping again in 2007 as the president plays out his new hand?

Bush recently issued a “presidential directive” that allows him to assume control of the federal government following a “catastrophic emergency.” The directive doesn't specifically identify the types of “emergencies” that would qualify as catastrophic.

In fact, the directive is so broad that it could include anything the public is led to believe might have a major impact on the country.

The directive follows on the heels of a bill which gave the president the power to declare martial law. This could never happen in America? Have you forgotten so quickly the takeover of the U.S. government orchestrated by Bush and the Republicans?

Ron Lowe

Santa Monica

Coverage outs fluoride fiasco

Editor:

Your new Environment section, with the big headline: “Excessive use of fluoride could be a real danger” (July 2), was indeed, in my view, a graphic rare treat and needed icon-bruiser.

I hope many of your other grateful readers find time to look into that article's cited good resources.

That article, along with Kevin Herrera's earlier D.P. report: “Not all smiles for fluoride treatment” (Jan 19), are an excellent pair which, I hope, are copied/circulated widely by other readers, too. Some of the many fluoride-challenging letters (the Daily Press) published added even more off-radar good data and links.

The local communities, in my view, could be better served if more in city/county government could spend just one quiet hour pondering these mostly non-payrolled whistles-blows.

Therein could be the opportunity for illumination from such iconoclasts as Dr. Robert Carton, ex-EPA senior scientist (1992), whose mantra, now well known, became: “Fluoridation is the greatest case of scientific fraud of this century, if not of all time.”

Gene Burke

Founder, Santa Monicans for Safe Drinking Water Coalition



That Rutherford Guy

john H. Whitehead

Send comments to editor@smdp.com

Masterpiece needn't be politically correct

BE YE WARNED: THE AMERICAN FILM Institute recently named its top 100 movies of all time. And while the list is not all that bad, AFI's top-10 movies present a problem.

All fine movies — “Citizen Kane,” “The Godfather,” “Casablanca,” “Raging Bull,” “Singing in the Rain,” “Gone with the Wind,” “Lawrence of Arabia,” “Schindler's List,” “Vertigo” and “The Wizard of Oz” — AFI's top-10 list tends to read more like a political-ly correct movie guide.

Considering that only one film in the top-10 list was made after 1980, one might understandably (and mistakenly) conclude that few great films have been made in the last three decades. However, in evaluating films, there should be more concentration on their artistic value and influential nature.

Great films rise to a level of art. And good art forces us to think about the important questions of life. Great films are also entertaining. You not only want to see them again and again, they require repeated viewings.

Based on these criteria, among others, following is my list of the top-10 films of all time.

“Citizen Kane” (1941) — Universally acknowledged as a turning point in film history, Orson Welles' masterpiece is the story of a complex genius who is haunted by boredom and the inability to believe in anything. This film raised important questions about the nature of American politics and its relationship to the crisis brewing in Europe with the rise of Nazism.

“The Third Man” (1949) — Carol Reed's classic film portrays the corruption of the new man in the post-World War II world of profiteers and greed. Great direction, cinematography, screenplay and soundtrack. The film endures because it addresses the same problem we face today — living in a world where it's difficult to tell the good guys from the bad ones.

“The Searchers” (1956) — This John Ford western tells the tragic story of a man's five-year search for his kidnapped niece. Visually stunning against the backdrop of Monument Valley, Arizona.

“The Seventh Seal” (1956) — Set in the Middle Ages when the plague is raging, this superb film by Swedish director Ingmar Bergman centers on a knight engaged in a literal chess game with Death. Taking its title from the Book of Revelation, the film grapples with fundamental questions that have tortured thinkers for centuries.

“Vertigo” (1958) — This great Alfred Hitchcock film opens with a police detective clinging to a collapsing gutter. He hangs on, but the vertiginous vision of death that he faced irreparably alters his perspective on life. Innovatively filmed with surrealistic sets, Hitchcock fashioned a genuine tragedy.

“The Wild Bunch” (1969) — This classic western raised an immediate fury with audiences and critics alike. Some 90,000 rounds of ammo were expended in the final showdown, where a gang of aging outlaws seeks to rescue one of their comrades from a group of Mexican cutthroats. This film brought violence to the level of art.

“A Clockwork Orange” (1971) — This Stanley Kubrick masterpiece is set in the future where chaos reigns, there are no rules and the state is run by psychologists and thugs. The main character is a gang leader who engages in “ultra-violence.” He is eventually caught by the police and is forced to undergo psychological treatment to destroy his destructive tendencies. This film examines humanity at its core.

“Blade Runner” (1982) — Now a cult classic, this Ridley Scott film portrays a grim, dark future where a policeman stalks replicants (artificial humans) who are creating havoc. One cannot understand this film without comprehending the deeply felt moral, philosophical, ecological and sociological concerns that are interwoven throughout the story.

“Blue Velvet” (1987) — In this influential David Lynch movie, a college student discovers a severed ear in an empty lot and is thrust into the dark world of murder, depravity and sexual deviation. The film's sub-thesis is that there is a shadow world operating beneath the so-called normal world that we all take for granted as “real” existence.

“A Pure Formality” (1994) — This film revolves around a French novelist filled with anguish, torment and driven to drink who finds himself accused of murder. Assuring his captive that being brought in for questioning is “purely a formality,” a nameless investigator politely interrogates the novelist, only to find that the legendary author cannot consistently recall any of the previous day's events.

Watch and enjoy.

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Guest Commentary

Dan Gilbert

Send comments to editor@smdp.com

Pelosi is the mother of all family dividers

NANCY PELOSI VOWED SHE WOULD place a "premium on family values" as Speaker of the House. While the Democrats' "100 hours" consisted primarily of more than 600 oversight hearings, Speaker Pelosi and her Democratic cohorts in Congress have done nothing for the American family. In fact, their agenda is set to tear the family down.

Pulitzer Prize-winner and philosopher Will Durant once said "The family is the nucleus of society." For over 2,000 years, the family has been the basis of stability in society. Countless studies and common sense have shown that what we become as adults is directly related to our experiences in the home. Why then would Pelosi and her Democratic colleagues attempt to systematically dismantle the single most important element to our existence as a nation?

The traditional family is a threat to the Democratic Party. While the family unit has always been viewed as the primary source of support, protection, nurturing, discipline and charity, what better institution to replace the traditional family than the federal government? By redirecting emphasis to an "It Takes A Village" mentality; power, influence and votes are awarded to those running the village. Belittling and even punishing the traditional family allows the government, and the village idiots in charge, to elevate themselves to self-gratifying and elitist positions depended upon by the masses. In control of the "village," liberals are able to secure their positions in power by indoctrinating future voters via control of school curriculum and allying themselves with Hollywood and the mainstream media, which undoubtedly share the same goal: highlighting the unimportance of parents and the family.

Every day, leftist government officials chip away at the importance of the American Family. The Maryland Board of Education recently ruled that the rights of the state trump the rights of parents in regard to teaching our children about homosexuality. Nancy Pelosi and her comrades in Congress voted against parental notification for underage children seeking abortions across state lines. Democrats have consistently sought to usurp the authority of parents for their own agenda, while disregarding the disastrous impact immoral behavior has on our youth.

This is exactly what Pelosi and her Democrat colleagues in Congress are attempting to do by:

- Voting against ending the marriage penalty

- Voting against making the increase in the child tax credit permanent

- Voting against repealing the death tax

- Voting against the Defense of Marriage Act

Unfortunately, those who do not yet have the power to vote, our children will suffer the most from these self-serving policies.

As the average American now works until July 12 just to pay their tax bill, more American families are dual-income families. 76 percent of mothers of children over the age of 5 are working and 40 percent of employed Americans work weekends, late hours or both. Parents, left with less time with their children, are allowing their kids to be raised by the media. When an average child reaches the age of 17, he will have squandered 63,835 hours on television, movies, videos, video games, the Internet and music, according to the Motion Picture Association of America, compared with spending only 11,000 hours in school and 2,000 hours with parents.

Those not fortunate enough to be raised in a two-parent home face even greater risks. One-third of all babies are born out of wedlock in the U.S. Several studies conclude that a child born out of wedlock is at much greater risk for suicide, substance abuse, poverty, premarital sex and STDs. Despite the alarming rate of children being born out of wedlock and into poverty, Congress recently allowed Title V funding for abstinence programs to expire.

Not only is the traditional family looked upon with disdain, children are deemed expendable. Ms. Pelosi, who stresses how she has worked tirelessly "on behalf of America's children," and her colleagues have:

- Voted against a ban on partial birth abortion

- Voted against making it a crime to harm an unborn baby during another crime

- Voted against forbidding human cloning for reproduction and medical research.

- Supported experimentation on tiny lives through embryonic stem cell research

As the leader of the Democratic Party in the House, Nancy Pelosi, who milked her image as a mother and grandmother for political gain, has some explaining to do.

DANIEL GILBERT is seeking the Republican nomination for President of the United States.



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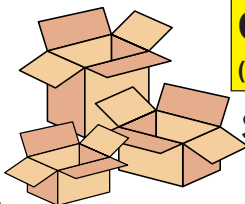
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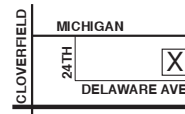
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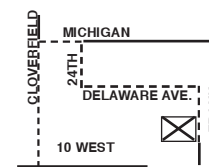
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Hunger or strike?

Unions representing supermarket workers have vowed to strike – again – if their demands are not met soon. The last time they decided to strike many shoppers honored their picket lines and shopped at non-union stores as a show of solidarity.

So this week's Q-Line question asks:

Would you support another strike or do you think market workers should rethink their work stoppage plans?

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



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People power fuels search engine

FROM WEB PAGE 3

Since January, the now 40-member staff has created more than 6,000 pages — each representing anywhere from a dozen to two dozen searches. The goal is to employ 100 researchers by the end of the year and create 10,000 pages. Once Mahalo reaches 25,000 pages, which Calacanis estimates will occur sometime in 2008, the company will officially launch.

The project is still in the “alpha” phase — the initial stage when the company is trying to receive feedback from the public. Once it hits the 10,000-page mark, the site will transition into “beta,” the product being about 80 to 90 percent complete. The site will be launched when the product is ready to go and users will be able to search for nearly every popular topic imaginable.

A ‘BILLION’ REASONS

Anything or anyone that is popular at the moment, whether it be the movie “Transformers” or singer Rihanna, should eventually make it to the list of Mahalo search pages. For topics without a page on Mahalo, such as “rent control,” the site directs users to its “friends at Google.”

Each hand-crafted page contains the top seven relevant sites, issues related to the topic and quick facts. A page on cats includes links to The Cat Fanciers’ Association, links to cat food reviews and a blurb that the Persian cat has been the most popular breed in America since 1871.

The quickly growing staff at Mahalo spend hours surfing the Web, searching for the best of the best the Internet has to offer. In assessing whether a site is legitimate or not, researchers check to see if it has a good reputation, if its facts are correct, if the information has no spelling errors. Calacanis compares the Web searchers at Mahalo to restaurant reviewers, those with a distinct palate and can distinguish good from bad.

“Imagine having 100 people who were just the most amazing reviewers of restaurants, but instead of reviewing restaurants,



Christine Chang news@smdp.com

CENTER OF IT ALL: Mahalo CEO Jason Calacanis has decided that actual human researchers give his young company an edge over competitors.

they were doing Web sites,” he said.

The start-up has secured the financial backing of investors including Sequoia Capital, News Corp., CBS Corporation, Burda Media and Elon Musk.

“Every percentage point of the search market is worth a billion (dollars),” Calacanis said. “If we get 1 percent of people using Mahalo, we would be worth a billion.”

For Mahalo, that means about 25 million

people using the site every month, Calacanis said. The site currently attracts tens of thousands of users a day.

But because many users depend on Google and Yahoo! for searches, the success of small start-ups like Mahalo will really depend on its marketing power, said Gina Jerry, the chair of the Computer Science and Information Systems Department at Santa Monica College.

Google and Yahoo! already post the most relevant searches at the top of the page and

don’t randomly sort the results, Jerry added.

“If you’re happy where you are, why are you going to move?” Jerry asked.

Mahalo is not in competition with Google, Calacanis said. Rather, the two companies have a collaborative relationship.

“We’re sort of curating the best of that stuff,” Calacanis said.

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Santa Monica Daily Press

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BUSINESS BRIEFS

SANTA MONICA
Sony's possible sale leaked

According to a Circuit City circular ad, leaked by an alleged employee, a one-week sale on the PS3 will begin July 15. The sale would come right after the E3 conference is Santa Monica. Sony is denying that the price will be cut for the new gaming system. If the price cut, does happen, gamers will be able to get the PS3 for \$100 less than the current price, lowering it to \$500.

DAILY PRESS

NEW YORK
Video games 'boring,' according to EA CEO

Electronic Arts, EA, Chief Executive John Riccitiello told the Wall Street Journal that most video games are "boring" or too complicated. Riccitiello thinks that game makers need to do more to appeal to the casual player. "For the most part, the industry has been rinse-and-repeat," he was quoted saying. "There's been lots of products that looked like last year's product, that looked a lot like the year before."

DP

SANTA MONICA
Stock activity booming

Local search engine local.com has seen its stock more than triple in the last five days on soaring volume after word last week that the company had won patents for Web search technology and might have a valuable patent horde that could be the target of an acquirer. "Much of the activity in the stock is being fueled by guesswork surrounding the potential value of the new patents and also by speculation of the value of local.com as a takeover candidate," says Analyst John Hickman, of the Santa Monica-based research and trading house MDB Capital Group.

DP

LOS ANGELES
Honda's over the top attitude

Southern California Honda Dealers have launched a campaign, created by Secret Weapon Marketing of Santa Monica. The campaign has local blue-shirted crew members helping out around the community, from pumping gas and handing out popcorn at movie theaters to donating a kidney.

DP

LOS ANGELES
NYC-esque Westside condos to be built

A New-York based developer paid \$140 million to purchase a 24-story Westside luxury condominium tower under development on Wilshire Boulevard, between Beverly Hills and Westwood Village, it was announced Monday. Plans for The Carlyle on Wilshire call for 78 units, ranging in size from 2,500 to 3,500 square feet, and 20 maid units, in a "Park Avenue-inspired" crescent-shaped tower, according to Miki Naftali, president and chief executive of The Elad Group. "The superb location, which affords sweeping views of the Wilshire Corridor, the Santa Monica Hills and the Pacific Ocean, reflects our continuing strategy of selecting the best sites in highly competitive markets for the highest end luxury development as we expand in this country and abroad," Naftali said.

DP

LOS ANGELES
Retirement woes for women

Because women's life expectancy is on average longer than that of their male counterparts, women aged 75-84 are 37 percent more likely to be living alone than men of the same age. Thus, widowhood adds to the financial hardships of retired women, as it brings a decrease in both income support and social security. Despite these difficulties, a longer retirement does not have to mean a lower quality of lifestyle. A reverse mortgage might be a wise investment especially for retired women. The reverse mortgage enables homeowners 62 and older to borrow against their home with no repayment for as long as they live in their home. It does not affect social security or Medicare benefits, and credit and income are not used in qualifying.

Reverse mortgages are a non-recourse loan which means that the lender can only look to the sale of the home for repayment when the homeowner dies or moves, and not to other assets or the income or assets from family members. For more information, call the Women's Institute For A Secure Retirement at (202) 393-5452 or visit www.wiserwomen.org

DP

SOMERSET, N.J.
Public relations firm goes public

InVentiv Health, Inc. (Nasdaq: VTIV - News) announced today that it has signed a definitive agreement to acquire Chandler Chicco Agency (CCA), the world's largest privately-held healthcare public relations firm. CCA will operate within the inVentiv Communications division, which provides a full suite of integrated healthcare marketing and communications solutions. Under the terms of the agreement, inVentiv will acquire CCA for \$65 million in cash and stock, plus earn-out payments for exceeding specified financial targets. The transaction, which is subject to receipt of Hart-Scott-Rodino approval and other customary closing conditions, is expected to close in the third quarter. The acquisition is expected to be immediately accredited to inVentiv's earnings. Chandler Chicco Agency is a full-service, global healthcare public relations firm. The company's client roster includes many of the world's top pharmaceutical companies including Allergan, GlaxoSmithKline, and Novartis.

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Ocean Park	= \$ 1,543,833	\$ 900,182
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NOTICE INVITING PROPOSALS

Old-Fashioned Soda Fountain in the Carousel Building on the Santa Monica Pier

The City of Santa Monica seeks proposals from interested and qualified entities for a license to design, construct and operate an "Old-Fashioned" Soda Fountain located in the northeast corner of the Santa Monica Pier Carousel building.

This Request for Proposals (RFP) contains the key questions and informational requirements for respondents to address. To download the RFP, please go to http://www.smgov.net/business/space_avail.htm, or call Donna Rickman at (310) 458-8906 to request this package.

A Proposer's site walk will be held at **10:00 a.m. on July 19, 2007** at the Santa Monica Pier Carousel, 200 Santa Monica Pier. Proposers are strongly urged to attend this informational meeting.

Submittals are due by **no later than 2:00 p.m. on Thursday, August 30, 2007.**



Simon Says

Simon Salloom

Send comments to editor@smdp.com

Escrow pitfalls could make deal a hassle

THIS ARTICLE CONTAINS A LIST OF THINGS that can make an escrow a lot more stressful than it needs to be. These seemingly simple situations can make things miserable for both buyers and sellers. It is very easy to avoid these problems once you know what to look out for.

CLOSING DATE

While everyone works hard to get an escrow to close on the specified closing date, this does not always happen. Important plans dependent on the buyer's ownership or seller's sale of the property should not be made until after the actual closing has occurred and the buyer's name has been recorded at the Registry of Deeds.

SELLER'S PROCEEDS

Sellers should not make important time sensitive plans for the proceeds from a sale until after the closing has occurred. Sellers generally receive funds up to five business days after a closing.

FINANCING

When a buyer chooses a mortgage professional they should take great care in making sure that this person is professionally sound and will perform as they say they will. If, for example, the loan does not fund in time for the escrow to close as scheduled, the buyer will often be liable for the Seller's Principal, Interest, Taxes and Insurance (PITI) for the number of days the escrow closes late. It is important that a buyer is forthright with the loan professional regarding their financial situation. The more prepared your loan person is the easier it will be for them to present you with a financial product that suits your needs. When an escrow goes bad or doesn't close on time it is most often a result of a mishap on the financing side.

If your mortgage professional is not working out of Los Angeles or Santa Monica, then you need to make sure that they are aware of the quirks of this market. The best mortgage professionals tend to be the ones referred to you by your REALTOR. Your agent will have the most leverage over your mortgage professional. They also have a lot to lose if your deal doesn't go through properly. In California, Real Estate Agents cannot receive monetary gifts from mortgage people. If your agent is someone you really trust then they have everything to gain from you getting the best rates and service with your financing.

DELIVERIES

A buyer should not make plans for movers or deliveries to the property they are buying until it has closed escrow. If the buyer feels compelled to make arrangements prior to the actual closing then they do so at their own risk. Sellers are strongly advised not to let buyers move any of their possessions into the property until after closing. The brokers who are party to an escrow cannot be held responsible for the success of any deliveries to the property.

CONTRACTORS

A buyer can sometimes schedule bids for work to be done prior to closing. However, it is strongly recommended that a buyer does not schedule contractors until after escrow has closed. The brokers who are party to this agreement can not be held liable for the timing of any construction work, scheduling or bids. If you need bids from contractors please let your real estate agent know. That person most likely has workmen that are familiar with the construction laws in the cities of Los Angeles and Santa Monica.

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YOUR NEEDS. WHEN AN
ESCROW GOES BAD OR
DOESN'T CLOSE ON TIME
IT IS MOST OFTEN A
RESULT OF A MISHAP ON
THE FINANCING SIDE.**

FIXTURES

Seller's should be warned that all fixtures are included in the sales price unless excluded in writing. A fixture is any object that is bolted down or fastened to the property. This includes chandeliers and window coverings. Please refer to the CAR paperwork that accompanies this transaction to learn more about what constitutes a fixture and how these are dealt with. If you would like to exclude any fixtures from this agreement please let your broker know immediately.

PETS

Make sure the property that you are buying allows any pets that you currently have or plan on getting in the future. Most condominiums in Santa Monica and Los Angeles have poundage limits of 20, 30 and 40 pounds. The number of pets is also often times restricted. Smaller buildings and small townhouse complexes tend to have less restrictions on pets. The larger and more luxurious the building the more rules one tends to encounter.

SIMON SALLOOM is a REALTOR at Coldwell Banker. You can comment on this article at www.santamonicasimon.com

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SWEET SIGHT

Fabian Lewkowicz fabianl@smdp.com

Pastry Chefs Marta Coronel (left) and Amy Berman, owner of the Vanilla Bake Shop at Fifth Street and Wilshire Boulevard, add vanilla bean butter cream to trays of 'Meyer Lemon Raspberry Cupcake Babies' on Tuesday — the bakery's grand opening in Santa Monica.



Market Matters

Brian Hepp

Send comments to editor@smdp.com

Summertime savings can be a reality for your teen

NOW THAT THE SCHOOL YEAR HAS ended, your teen may be looking forward to a summer of scooping sundaes at the local ice cream stand, policing the pool as a life guard, or teaching the kids at camp the art of skipping stones. Whatever their source of summer-time income, it is important that they understand the value of their work, the privilege of a paycheck, and most importantly the significance of saving and how it can contribute to a successful future.

After a couple weeks on the job, a teenage worker will most likely get their first paycheck. When this happens, be sure to sit down with your child to explain the ins and outs of the inevitable tax withholding and other deductions that could eat up nearly 30 percent of their earnings. After they get a grasp on this reality, encourage them to open a checking account and give them the freedom they've been yearning for. Let them spend. Once they realize how many hours it takes them to afford the latest iPod or designer T-shirt, they may think twice when the next payday comes around.

After your child is armed with a bit more spending sense, help them establish a savings plan. Help them remember that time is on their side. While those first jobs are the beginning of independence and maturity, the youth of their years means the compounding of their cash. They should invest some of their earnings in a tax-deferred account such as a Roth Individual Retirement Account (IRA) as soon as possible. This way, their earnings will continue to compound without the burden of Uncle Sam looking down on every dollar.

They can contribute up to \$4,000 per

year for 2007 and withdraw the money tax-free when they turn age 59. Although the money is taxed before they put it into the account, it will accumulate tax free for many years to come. While some may think it's too early to begin funding retirement accounts for your teens, when you look at the numbers you'll see it's the best time to start. For example, if your child begins contributing to an IRA this year and contributes \$2,000 for the next 10 years, assuming an 8 percent rate of return, they'll have approximately \$31,290. But if they contribute \$2,000 a year to their IRA for 20 years, assuming the same 8 percent rate of return, they'll have approximately \$98,845.*

Your teen may also want to consider investing in the stock market. Even if they set aside as little as \$50 per month, they could invest in a few companies they admire and track each organization's daily performance in the newspaper or online. With a vested interest in the stock market, your teen will learn a lot about the fundamentals of investing and the potential benefits it may have for their future.

It is never too early to begin practicing solid savings habits. As soon as your child receives that first paycheck, teach them that setting aside even a small amount each week may make a big difference on the road ahead.

*This example is for illustrative purposes only and does not reflect the performance of any specific investment.

BRIAN HEPP is a financial consultant and can be reached at (310) 453-0077 or at brian.hepp@agedwards.com.

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Spin city

Latest advertising trend points shoppers to goods

BY EMILY SKEHAN

Special to the Daily Press

DOWNTOWN Michael Thomas' scuffed brown Converse slide along the sidewalk on the corner of Ocean Avenue and Colorado Avenue as he flings himself onto his back hand, legs parallel to the cement. Tourists heading to the pier stop to watch, smiling and pointing. Children hang out of car windows with their mouths agape. The driver of a black Hummer honks and waves.

Not bad for a commercial pitchman.

Thomas spins a large yellow arrow over his head while dancing back onto his feet, stopping to point at passersby and flash a cheesy grin.

It's just another Sunday at the office for the professional sign twirler, who spends five to six hours a day at street corners all across Los Angeles, performing acrobatic stunts with a cardboard sign to advertise a myriad of businesses.

By flipping, dancing, posing and twirling, sign spinners — or “human directionals” as they are known in advertising circles — are beginning to attract a lot of attention, both in Santa Monica and beyond.

“You see sign spinners everywhere nowadays,” said Mike Kenny, chief operations officer of Aarrow Advertising, a company he started five years ago along with partner Max Durovic. “The public just loves it. That's the reason it's gotten so big.”

The pair started Aarrow in their hometown of San Diego, where the then-high schoolers worked as sign holders themselves.

“We used to stand there and be those guys on the corner — just standing there with a sign,” Kenny said. “After 10 minutes, that's the



Fabian Lewkowicz fabianl@smdp.com

URNS OUT, THEY MAKE BANK: Sign spinners from Aarrow Advertising do their thing on the Venice Boardwalk over Memorial Day weekend. Spinners typically start at \$10 per hour, but can eventually command as much as \$60 per hour based on tricks learned and the ability to mentor other spinsters.

most boring job in the world.”

The pair began making up tricks to do with their signs as a means of passing the time, and soon realized the marketing potential in performance-based sign-spinning. Aarrow has since grown into a company of more than 400 human directionals across the country. The company has eight offices across the nation, including one in Los Angeles.

“We turned what used to be a boring and looked-down upon job into an extreme sport of the advertising world,” Kenny said.

Other companies that specialize in human directionals include San Diego-based MJAD Directionals and Lake Forest's Eventz Extraordinaire. Almost all of the

businesses that lease sign spinners claim to have created the sport/marketing method.

“I really think sign spinning is effective,” said Mark Verge of Westside Rentals, a Santa Monica company that employs the notorious “Rentals Man” — an eccentric free agent who dances wildly outside the company's headquarters at Wilshire Boulevard and 10th Street. “People enjoy it and talk about it. It definitely gives us identification as a business.”

TRICKED OUT

The industry has become increasingly competitive.

“It's like when skaters are out on the street doing tricks and people going by are all, ‘Oh man, look at

that!’ It's the same thing with sign spinning,” said Thomas, who began spinning signs in high school and took the job on full time following graduation. “I see it as a sport — there are better players and there are rookies.”

Companies like Aarrow scout promising sign spinners working for other agencies, offering them raises to switch over to their team. Pay generally starts at \$10 an hour, but increases with every trick the spinners master. At Aarrow, spinners can make up to \$20 an hour, but top spinners with other companies command up to \$60 an hour.

At Aarrow, advanced employees start training newbies at weekly training sessions meant to increase the team's skills and keep them in

shape. Spinners undergo tryouts much like those for sports teams, competing in physical drills — running, push-ups and sign-spinning tricks are all part of the routine, in order to prove that they have what it takes.

“It's like a team you can learn from,” said Thomas, who trains most of the Santa Monica spinners and gets a commission based on the hours they clock. “If you see someone out there doing a trick you don't know, you can go up to them and ask them to teach it to you.”

“It's competitive, but we work together, too”

There are more than 350 tricks in Aarrow's “tricktionary,” a copyrighted encyclopedia that describes exactly how to perform sign stunts. Tricks include “The blender,” where the spinner twirls the sign behind his back, and “The Bruce Lee,” where the sign is rotated like a set of nunchucks.

“It's our intellectual property,” said Kenny. “We have it down to a science.”

The average Aarrow employee is around 20 years old, according to Kenny, who added that one of the main aims of his company is to provide good jobs for young people.

“Our employees are from all walks of life,” said Kenny. “Kids who were delinquents in high school and need a new start, and also people who are still spinning after graduating from a great college like Georgetown”

The company sends out spinners for a wide array of businesses, from clothing stores to property rental companies to car dealerships. Rapper Snoop Dogg even flew Aarrow spinners to Atlanta for the release of his new album.

Santa Monica's warm weather and busy intersections make the

SEE SIGN PAGE 12



Christine Chang news@smdp.com

HERE'S THE PITCH: The writer tries her hand at spinning signs Sunday under the direction of professional spinner Michael Thomas in downtown Santa Monica. Duct tape on the signs edges help prevent accidental eye gouging.

GETTING PERSONAL

The life of an elite sign spinner

By Emily Skehan

Special to the Daily Press

DOWNTOWN I arrive on the busy corner across from the Santa Monica Pier entrance on Colorado Street shortly after 2 o'clock on a Sunday afternoon, ready to get my spin on.

Since I came home from college for the summer last month, I've been noticing these “human directionals” at seemingly every busy intersection. Using acrobatic movements to manipulate their signs in graceful arcs, these sign spinners draw attention to nearby clothing stores, open houses, movie openings, tax services and anything else with passion for promotion. Santa Monica's corners are rife with the animated teenagers who flip, twist and twirl large plastic arrows like high school color guard pros. They make it look easy, and I've heard they can make some bank — up to \$60 an hour!

I wanted in on the action.

At the downtown intersection, I meet Michael Thomas, a recent high school graduate suited up in a red Aarrow advertising polo shirt. I ask him to show me some tricks and he pulls out “the helicopter,” leaning back like a break dancer and spinning his six-foot, five-pound yellow arrow above his head with one hand like a feather-light propeller. He stands up and flips the sign around his back, then twists it neatly back in front of him. Throughout the show, he keeps a grin plastered across his face.

Passersby clap and smile at the marketing maestro. Each car passenger cranes their neck to get a glimpse.

OK, I'm ready for this sort of attention.

Thomas hands me the arrow and I accept with confidence ... only to drop it right away. The thing is damn heavy.

“OK,” he says, “I'm gonna teach you the

SEE PERSONAL PAGE 12

This old house is causing new problems

BY MELODY HANATANI

Daily Press Staff Writer

OCEAN PARK One homeowner's dream to build and stuff a modern-style building behind a turn-of-the 20th century bungalow has drawn the ire of residents of the city's largest historic district.

More than 145 people, some of whom live in the Third Street Historic District, have signed a letter addressed to the Landmarks Commission, urging it to shoot down a proposal to construct a two-story addition to an existing building located behind the 102-year-old bungalow.

Bounded by Ocean Park Boulevard and Hill Street and including the west side of Second Street and the east side of Third Street, the Third Street Historic District was formally adopted in 1990, establishing procedures and criteria regulating the type of alterations and construction that can occur within its parameters. Construction projects within the district require approval from the Landmarks Commission.

Unique to the district is its high concentration of turn-of-the 20th century bungalows.

At the center of the controversy brewing in the district is a project slated to take place at 2617 1/2 Third Street, owned by Mark Woollen since around 2001.

Residents of the historic district contend that the design that Woollen is proposing is out of scale, incompatible and not in tune with the character of the homes in the district. They claim the size and mass of the project will detract from the main bungalow, which is one of the seminal structures making up the historic district.

"It's an inappropriate design for the district," said Bea Nemlaha, who lives across the street from the site.

Nemlaha added that the proposed addition would be visible from the street.

The property has been somewhat of a sore spot for residents in this district for some time. Late last year, several residents expressed their discontent with Woollen's proposal to move the main house a few feet closer to the street to better utilize the rear yard.

In January, project architect Michael Folonis said the homeowner was trying to restore and enhance the bungalow to create close to 1,000 square feet of livable space. The front house is currently inhabitable with no kitchen or heat, causing Woollen to live in a one-bedroom unit in the back of the house, Folonis said at the time.

WHAT'S THE PLAN?

The proposed project includes a 1,272 square-foot addition to an existing two-story structure located behind the bungalow. The existing two-story structure, which was constructed in 1946, is considered to be a "non-contributing" feature to the historic nature of the district.

Representing the homeowner, Folonis presented the proj-



Fabian Lewkowicz fabianl@smdp.com

HOUSE IN QUESTION: This 102-year-old bungalow on Third Street has local residents up in arms over proposed development.

ect before the Landmarks Commission in June, the majority of commissioners expressing overall satisfaction with the design concept but directing the architect to reevaluate certain aspects such as the height and color to better blend the structure into the neighborhood.

Folonis returned with revised plans on Monday, saying that he addressed all the commissioner's concerns, reducing the second floor of the proposed addition by about 74 square-feet, moving a roof deck from the south portion of the building to the north, and staining the natural wood siding to a dark gray.

The revised plans still generated an hour's worth of public comments, many of which were in opposition to the project.

"This district is changing just like my neighborhood is changing," said Adam Finkel, who used to live next to the subject property but now resides on Hart Avenue. "This is a district which affords a level of preservation you don't have anywhere else in the city."

The attorney representing Woollen, Ken Kutcher warned the commission of the message it will be sending to the pub-

lic if it denies the project, adding that the homeowner is planning to spend more than \$500,000 restoring the front house.

"This is not a popularity contest," Kutcher said. "You are dealing with people's lives, money and time."

But in the end, many of the commissioners were displeased with the alterations, afraid that the back house would overpower the front bungalow. After more than two hours of discussion, the commissioners decided to continue the item during a future meeting, giving the architect another shot.

Chairwoman Nina Fresco said a modern-style building can peacefully coexist behind the bungalow, but that it needs to be designed in a way to fit in with the neighborhood, suggesting that it incorporate an architectural feature that would pay homage to the district, such as the eaves.

"It's not a reduction of mass, which is what I was asking," Fresco said. "I thought I was clear, I guess not."

melodyh@smdp.com

Guide gives environmentalists helpful pointers

FROM GREEN PAGE 1

drive a Prius. They think, 'I've got it covered,'" Kavar said. "But the reality is there are a ton of other things we spend a lot of money on every day and we don't even think twice about whether or not they could have possibly gone green."

"That's the name of the game — voting with your dollars."

tainable and recycled materials was much harder and more expensive than it is today.

"It took almost three years to create a home that was as healthy and green as we could build," Browne writes in the guide's introduction.

As her family expanded, Browne began looking at other ways to be green, from changing the types of foods her family ate to the types of cleaning products they used.

my questions and no single source to supply the names of green businesses."

This inspired her to create Greenopia.

The guide, which is printed on recycled paper with soy inks, includes hundreds of businesses, each one reviewed by experts in the field of sustainability. The businesses include everything from dry cleaners and raw food restaurants to recycled clothing boutiques, homeopathic pharmacies and hardwood stores carrying non-toxic paints and natural fiber carpets.

No business could pay to be included in the guide and there is no advertising. Each company is rated on a scale of one to four, with four being the most sustainable. Green leaves placed alongside the listings indicate a businesses' overall commitment to being green.

"We didn't want to be snobby and exclusionary and leave people out just because they weren't 100 percent," Kavar said. "A lot of businesses out there are really trying their best to carry a lot of this kind of stuff, but right now, there just isn't a demand for it so they have to make ends meet."

"We recognize that but want to encourage them for making the effort and, hopefully,

this will motivate more people to go out and buy these (green) products."

So far, being mentioned in the guide has helped many businesses, including Royal Cleaners on 26th Street, a high-end couture cleaner that uses compressed carbon dioxide to clean clothes instead of PERC, a chemical solvent that causes liver and kidney damage to those who are repeatedly exposed to it. PERC, or Perchloroethylene, is widely used in the dry cleaning industry and is considered a toxic air contaminant by the South Coast Air Quality Management District.

Robert Smerling, co-owner of Royal Cleaners and one of the leading advocates working to ban the use of PERC, said his sales have increased thanks to Greenopia's exposure.

"We get a lot of clients from that," Smerling said. "I love it. It's a good, useful tool. My wife uses it now as a guide for pretty much everything she buys."

In addition to using carbon dioxide that is recycled from other sources, Smerling uses recycled plastics and is in the process of replacing all of his metal hangers with bamboo.

kevinh@smdp.com

I THINK PEOPLE TEND TO FEEL LIKE THEY ARE DOING EVERYTHING THEY CAN WHEN THEY SHOP AT WHOLE FOODS OR DRIVE A PRIUS. THEY THINK, 'I'VE GOT IT COVERED.'"

Ferris Kavar, Editor of Greenopia

The idea for the guide came from founder Gay Browne, who, along with her husband Tony, tried to build the first green home in their neighborhood in the Pacific Palisades. That was in 1994, when building with sus-

"I wanted to be as conscious in these choices as I had been in the choices I made for the building materials in my home," Browne said. "It was not an easy task. There was no place for me to go to find answers to



RIP CURL

SURF CENTER

Santa Monica

1451 Third Street Promenade, Santa Monica CA 310-656-curl

RIPCURL.COM

SURF REPORT



SURF CONDITIONS

WATER TEMP: 69°

SWELL FORECAST (1-2 FT)

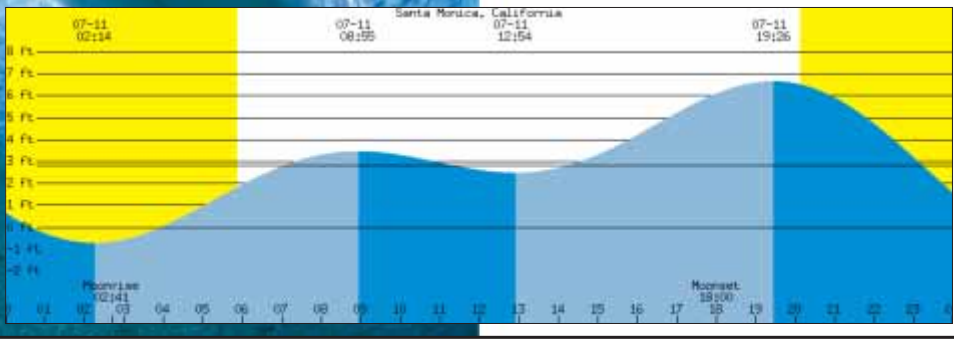
Today looks small with the best size at south facing breaks: knee to waist at best. Note that winds could pick up a bit more than previous days in the afternoon. Tide is not looking bad for AM sessions, but it will be extremely high by the evening.

LONG RANGE SYNOPSIS

SMALL WIND SWELL THIS WEEKEND...

SMALL SOUTHERN HEMI MIDDLE OF NEXT WEEK...

TIDE FORECAST FOR TODAY IN SANTA MONICA



07-11 02:14 07-11 08:25 07-11 12:54 07-11 19:26

High 7 Ft. Low 1 Ft. High 6 Ft. Low 0 Ft. High 5 Ft. Low -1 Ft. High 4 Ft. Low -2 Ft. High 3 Ft. Low -3 Ft. High 2 Ft. Low -4 Ft. High 1 Ft. Low -5 Ft. High 0 Ft. Low -6 Ft. High -1 Ft. Low -7 Ft. High -2 Ft. Low -8 Ft. High -3 Ft. Low -9 Ft. High -4 Ft. Low -10 Ft. High -5 Ft. Low -11 Ft. High -6 Ft. Low -12 Ft. High -7 Ft. Low -13 Ft. High -8 Ft. Low -14 Ft. High -9 Ft. Low -15 Ft. High -10 Ft. Low -16 Ft. High -11 Ft. Low -17 Ft. High -12 Ft. Low -18 Ft. High -13 Ft. Low -19 Ft. High -14 Ft. Low -20 Ft. High -15 Ft. Low -21 Ft. High -16 Ft. Low -22 Ft. High -17 Ft. Low -23 Ft. High -18 Ft. Low -24 Ft. High -19 Ft. Low -25 Ft. High -20 Ft. Low -26 Ft. High -21 Ft. Low -27 Ft. High -22 Ft. Low -28 Ft. High -23 Ft. Low -29 Ft. High -24 Ft. Low -30 Ft. High -25 Ft. Low -31 Ft. High -26 Ft. Low -32 Ft. High -27 Ft. Low -33 Ft. High -28 Ft. Low -34 Ft. High -29 Ft. Low -35 Ft. High -30 Ft. Low -36 Ft. High -31 Ft. Low -37 Ft. High -32 Ft. Low -38 Ft. High -33 Ft. Low -39 Ft. High -34 Ft. Low -40 Ft. High -35 Ft. Low -41 Ft. High -36 Ft. Low -42 Ft. High -37 Ft. Low -43 Ft. High -38 Ft. Low -44 Ft. High -39 Ft. Low -45 Ft. High -40 Ft. Low -46 Ft. High -41 Ft. Low -47 Ft. High -42 Ft. Low -48 Ft. High -43 Ft. Low -49 Ft. High -44 Ft. Low -50 Ft. High -45 Ft. Low -51 Ft. High -46 Ft. Low -52 Ft. High -47 Ft. Low -53 Ft. High -48 Ft. Low -54 Ft. High -49 Ft. Low -55 Ft. High -50 Ft. Low -56 Ft. High -51 Ft. Low -57 Ft. High -52 Ft. Low -58 Ft. High -53 Ft. Low -59 Ft. High -54 Ft. Low -60 Ft. High -55 Ft. Low -61 Ft. High -56 Ft. Low -62 Ft. High -57 Ft. Low -63 Ft. High -58 Ft. Low -64 Ft. High -59 Ft. Low -65 Ft. High -60 Ft. Low -66 Ft. High -61 Ft. Low -67 Ft. High -62 Ft. Low -68 Ft. High -63 Ft. Low -69 Ft. High -64 Ft. Low -70 Ft. High -65 Ft. Low -71 Ft. High -66 Ft. Low -72 Ft. High -67 Ft. Low -73 Ft. High -68 Ft. Low -74 Ft. High -69 Ft. Low -75 Ft. High -70 Ft. Low -76 Ft. High -71 Ft. Low -77 Ft. High -72 Ft. Low -78 Ft. High -73 Ft. Low -79 Ft. High -74 Ft. Low -80 Ft. High -75 Ft. Low -81 Ft. High -76 Ft. Low -82 Ft. High -77 Ft. Low -83 Ft. High -78 Ft. Low -84 Ft. High -79 Ft. Low -85 Ft. High -80 Ft. Low -86 Ft. High -81 Ft. Low -87 Ft. High -82 Ft. Low -88 Ft. High -83 Ft. Low -89 Ft. High -84 Ft. Low -90 Ft. High -85 Ft. Low -91 Ft. High -86 Ft. Low -92 Ft. High -87 Ft. Low -93 Ft. High -88 Ft. Low -94 Ft. High -89 Ft. Low -95 Ft. High -90 Ft. Low -96 Ft. High -91 Ft. Low -97 Ft. High -92 Ft. Low -98 Ft. High -93 Ft. Low -99 Ft. High -94 Ft. Low -100 Ft.

NORTH LOS ANGELES COUNTY

Grades for this report are based on monitoring data from the previous four weeks up to the ending date of

July 3, 2007

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

QUICK STATS

Number of sewage spills -- 1

Number of beach closures due to a sewage spill -- 3

Number of wet days -- 0

Number of A grades for dry/wet weather -- 41 / ns

Number of (C,D,F) grades for dry/wet weather -- 4 / ns

The Beach Report Card is made possible by a grant from



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

LOCATION	DRY	WET
Leo 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 Los Aliso creeks	A+	ns
Encinal Canyon at El Morado 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. (private)	A	ns
Paradise Cove Pier at Ramirez Canyon Creek mouth	A+	ns
Escamido Creek, just east of Escamido State Beach	A	ns
Lido Canyon Creek mouth	A+	ns
Solstice Canyon at Don Blocker County Beach	A+	ns
Pierzo State Beach at creek mouth	A+	ns
Marie Canyon storm drain at Pierzo Beach, at 24572 Mulliken Rd.	F	ns
Surfside Beach at Mulliken Canyon fence	A	ns
Surfside Beach (beach location)- daily	A	ns
Mulliken Pier - 50 yards east	A	ns
Carbon Beach at Sweetwater Canyon	A+	ns
Las Flores State Beach at Las Flores Creek (joint zone)	A+	ns
Big Rock Beach at 18048 PCH stairs	A+	ns
Pine Creek at Los Tunes County Beach	A+	ns
Tuna Canyon	A+	ns
Topanga State Beach at creek mouth	A	ns
Castroville Storm Drain at Castle Rock Beach	A+	ns
Santa Ynez Storm Drain at Castle Rock Beach	A+	ns
Will Rogers State Beach at 17280 PCH (1/4 mile east of Sunset drain)	A	ns

LEGEND

DRY -- each location is graded on an A - F scale based on bacterial pollution levels present in the surf zone

WET -- grades for days of recorded rainfall and the following 3 days

ns -- no sample taken



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

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Sign spinners make advertising quirky

FROM SIGN PAGE 10

city a prime spot for outdoor advertising.

“LA is a great place for us for two reasons,” said Kenny. “Firstly, it’s the advertising capital of the world; there are a thousand billboards everywhere competing for attention. Secondly, as a sign spinner, it’s a great place for a job.

“Sign spinning is all about performance, and everyone in Los Angeles wants to be a star in some way.”

While Thomas spins all over Los Angeles, he admits his favorite spots are the pier entrance in Santa Monica and on the corner of Sunset and PCH.

“It’s great to be able to be spinning and the beach is right in front of you,” he said.

Still, sign spinning isn’t easy. Manipulating a five-pound plastic arrow for six hours in the Southern California heat is arduous, and though sign spinners start well above minimum wage at \$10 per hour, the job is no walk in the park.

“When I started, I’d come home and be so tired and sore,” said Thomas, “my wrists were always hurting.”

He now comes to work prepared, decked out in Aarrow’s signature red polo shirt and black slacks, carrying a gallon jug of water and an iPod nano.

Thomas says he listens to techno music to get in the groove while spinning.

“Everybody will be laughing at me like, what is that guy listening to? But it makes me all amped,” he said, tuning in to Telepopmusik’s lively “Breathe” before breaking into a frenzy of tricks.

With its constant movement and strenuous acrobatics, sign spinning is a great workout.

“I was kinda chubby” admitted Thomas, who has trimmed down and gained muscle since he started his job a year ago. “You don’t need to go on any fancy diet, just start spinning.”

SPINNING TO A SCREECHING HALT

City residents are taking notice of the new marketing movement.

“People are always calling in with some-

thing to say about Rentals Man,” said Verge. “People think he’s hilarious”

Santa Monica resident Zach Lee laughed when he spoke of the sign spinners he has been spotting on street corners around Los Angeles.

“The ones I’ve seen are pretty talented,” he said, “but I don’t know how good of a marketing tool it is. It seems pretty gimmicky to me.”

Not everyone is a fan. Some cities — including Riverside, La Mesa and El Cajon — have banned the practice, citing the distraction sign spinners pose to drivers.

“I’m sure there have been accidents because people slow down to watch a spinner, or had to stop abruptly because the sign fell into the street” said Jim Griffin, El Cajon’s director of community development.

That city’s 1973 ordinance prohibits animated signs of any type, but was recently applied to human directionals, who are now issued warnings if they are doing anything but standing still with a sign.

“I’ve definitely turned my head while driving to watch them spin,” said Lee.

Kenny contends the sign spinners are trained to stand far from the curb and avoid distracting drivers.

“All of our spinners are very aware of safety,” he said. “They know that if an ambulance drives by they should put their sign behind their back and direct drivers to pull over.”

Despite the criticism, Kenny doesn’t think sign twirling will die out anytime soon.

“Advertising only works in the minds of consumers,” he said, “and lately, there’s been a big rejection of mass media advertising. Look what happened to pop-up ads on the Internet. Now we have spam blockers on our computers, we listen to Sirius radio to get rid of commercials, we have TiVo ... sign spinning has that human touch that’s missing from mass media advertising.

“People see the entertainment in it”

news@smpd.com

Writer tries out sign spinning

FROM PERSONAL PAGE 10

basic spin.”

I glare at the sign, which reads “Buyer Incentives: Now Selling” in thick black letters, followed by an address. The edges are coated in black duct tape, I learn, to stop the arrow from getting too banged up when it’s dropped by clumsy people like me, and to protect spinners from getting their eyeballs skewered by sharp plastic.

The basic spin isn’t too daunting — cross one hand over the other, twist, and the sign miraculously falls back into place. Revolution accomplished, I get a little too full of myself.

“I want to learn something I can show off” I tell him.

He demonstrates the “Bruce Lee” — flipping the sign with ease from one hand to another in a figure-eight motion that I can’t even begin to deconstruct. It looks really, really cool.

Cool, but not easy.

After about six tries, I can barely complete the trick’s first of four steps, which

Facing time? Busta Rhymes rejects plea deal, faces two assault charges in NYC

BUSTA RHYMES, accused of attacking two men, driving drunk and driving with a suspended license, has rejected a plea deal and is facing four separate trials. Manhattan Criminal Court Judge Larry

Stephen denied a motion by the prosecution Tuesday to consolidate two assault charges against Rhymes. The 35-year-old rapper is accused of beating a fan and also of beating and kicking a

former employee last year. "The two assault cases cannot be consolidated," said Rhymes' lawyer, Scott Leemon. "The decision today validated Busta's defenses to the assault cases. We detailed to the

court that we have defense to these cases and the court agreed." Assistant District Attorney Harrison Schweiloch hadn't moved to have the drunken driving and suspended license

cases consolidated, so the judge allowed them to remain separate. Rhymes again turned down Schweiloch's offer of a year in jail to cover all the cases.

ASSOCIATED PRESS

'REVEREND' TORI

TORI SPELLING is now available for weddings. "Yep, that's right. ... Reverend Tori Spelling! I did it last week online and my official certificate is in the mail. I'm so proud," the 34-year-old actress said in a posting Monday on the MySpace.com site she shares with her husband, Dean McDermott. Spelling officiated at a same-sex union last weekend at Chateau La Rue, the bed-and-breakfast that she and McDermott run in Fallbrook, Calif., on their Oxygen network unscripted series, "Tori & Dean: Inn Love," her spokeswoman, Meghan Prophet, said Tuesday. Spelling starred on "Beverly Hills, 90210."

AP



'Diddy' and longtime girlfriend Porter split

Just months after his longtime girlfriend gave birth to twin girls, **SEAN "DIDDY" COMBS** announced Tuesday that the pair have split up. A publicist for the 37-year-old rap mogul confirmed that he and model Kim Porter were no longer together. On Dec. 21, Porter gave birth to daughters D'Lila Star and Jessie James; the couple also have a son together. The move comes a few months after the two publicly proclaimed their love for one another in a cover story for Essence magazine, which detailed their turbulent history: They already had a son, Christian, when Combs began his high-profile romance with Jennifer Lopez. That romance ended

in 2001. In the December article, Porter said Combs simply fell for a "big booty and a smile" and she knew he would be back. Though she took him to court to increase her child support payments in 2002, Combs eventually reunited with her. But while Combs told Essence he was an "ex-player," he admitted that he wasn't ready to marry Porter and even wondered, "Do you really think that God meant for a man to have just one wife?" Though Combs said "this is the most monogamous I've ever been in my life," rumors persisted about other women. Sienna Miller recently took pains to deny that they were a couple.

AP

MOVIEGUIDE

AERO THEATRE
1328 Montana Avenue
(310) 395-4990

DAVY CROCKETT,
KING OF THE WILD FRONTIER
7:30 PM

AMC LOEWS BROADWAY 4
1441 3rd Street
(310) 458-1506

Live Free or Die Hard (PG-13)
12:30, 1:15, 3:20, 4:15, 6:30,
7:15, 9:35, 10:15
A Mighty Heart (PG-13)
1:40, 4:40, 7:40, 10:20
Sicko (PG-13)
1:00, 4:00, 7:00, 9:55

AMC 7 SANTA MONICA
1310 3rd Street
(310) 289-4262

Evan Almighty (PG)
11:30am, 2:05, 4:40, 7:10, 9:30
Knocked Up (R)
11:20am, 2:10, 5:00, 7:50,
10:45
Ocean's Thirteen (PG-13)
11:10am, 1:55, 4:50, 7:45,
10:40
Ratatouille (G)
DLP-Digital Projection
11:00am, 1:50, 4:30, 7:20,
10:10
Ratatouille (G)
12:25, 9:15
Transformers (PG-13)
11:15am, 12:15, 2:30, 3:35,
6:00, 7:00, 9:20, 10:20

LANDMARK NUWILSHIRE
1314 Wilshire Blvd
(310) 281-8223

Evening (PG-13)
1:00, 4:00, 7:10, 9:45
Joshua (R)
12:00, 2:30, 5:00, 7:30, 10:00

LAEMMLE'S MONICA
FOURPLEX
1332 2nd Street
(310) 394-9741

Once (R)
12:20, 2:40, 5:00, 7:20, 9:40
Rescue Dawn (PG-13)
1:00, 2:30, 4:00, 5:30, 7:00,
8:30, 9:55
You Kill Me (R)
12:00, 2:20, 4:50, 7:30, 10:00

MANN'S CRITERION THEATRE
1313 3rd Street
(310) 395-1599

1408 (PG-13)
11:40am, 2:10, 4:40, 7:20,
10:00
Fantastic Four:
Rise of the Silver Surfer (PG)
DLP-Digital Projection
11:40am, 2:10, 4:40, 7:20, 9:50
Harry Potter and
the Order of the Phoenix (PG-13)
11:50am, 12:50, 3:10, 3:40,
4:10, 6:30, 7:00, 7:30, 9:50,
10:20, 10:50
Harry Potter and
the Order of the Phoenix (PG-13)
DLP-Digital Projection
10:40am, 1:50, 5:10, 8:30
License to Wed (PG)
11:30am, 2:00, 4:30, 7:00,
9:30
Nancy Drew (PG)
12:00, 5:10, 10:00
Shrek the Third
DLP-Digital Projection (PG)
2:30, 7:40
Surf's Up (PG)
12:10, 2:40, 5:00, 7:10, 9:20

More information email news@smdp.com

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

Visit with your friends, Aries

Happy Birthday!

You need a strong sense of direction this year, as frequently you daydream away. Evaluating and considering might be part of the process in life, but spending your entire day at this point is not effective. A little self-discipline goes a long way. Many opportunities that greet you this year need immediate action, otherwise they will dissolve. Be less moody and take a risk or two.

Born Today

Actor
Yul Brynner (1920)
Designer Giorgio Armani (1934)
Child star Mark Lester (1958)



Jacqueline Bigar is on the Internet at <http://www.jacquelinebigar.com>
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ARIES (March 21-April 19)

★★★★★ Aim for more of what you want. The unexpected marks your decisions on a personal or domestic issue. Extremes come with this process. Confusion surrounds your goals and a key friendship. Tonight: Visit with friends.

TAURUS (April 20-May 20)

★★★ Events and conversations keep pointing to the same issue. How you deal with your finances could change because of a new-found insight. Creativity comes forth when brainstorming with a boss or someone special. Tonight: Balance your checkbook first.

GEMINI (May 21-June 20)

★★★★★ You are all smiles. Listen to suggestions that head in from left field. The more open you are to way-out ideas, the better. Tonight: Whatever knocks your socks off.

CANCER (June 21-July 22)

★★★ Take your time making decisions. Answers lie within. You'll come up with many more suggestions and solutions. The unexpected occurs when dealing with those in your day-to-day life. See new horizons. Tonight: Get some extra rest.

LEO (July 23-Aug. 22)

★★★★★ The unexpected plays out with life and people. Your naturally gregarious style and happy way emerge when dealing with so many choices. Tonight: Respond to an upset pal, friend or loved one.

VIRGO (Aug. 23-Sept. 22)

★★★ Knowing when to move away from a point of view could add to effective leadership. Juggling the demands in your life could take skill. Tonight: Try to make it early.

LIBRA (Sept. 23-Oct. 22)

★★★★★ Taking an overview is fairly normal for you, as you have been known to waffle or weigh decisions. Instead of being "inside the problem," pull out and look at the issue from different perspectives. Tonight: Let your mind wander to some great music.

SCORPIO (Oct. 23-Nov. 21)

★★★ You have no choice if you are to proceed – you must deal with a certain person or walk away. You might be surprised at how well everything flows. Tonight: Togetherness is the theme.

SAGITTARIUS (Nov. 22-Dec. 21)

★★★★★ You might think you have the answer, but someone could get in your face and challenge you. Remember to gather more facts before finalizing any agreement. You might not always be right! Tonight: Rev up your listening skills.

CAPRICORN (Dec. 22-Jan. 19)

★★★ Though you are a sign that is known for its accomplishment, you still have to do a lot of work to reach the top of the mountain. The problem might lie in that you see so many paths. Ask for advice if need be. Tonight: In the whirlwind of life.

AQUARIUS (Jan. 20-Feb. 18)

★★★★★ Your creativity bubbles forth. An interaction with a friend adds more fuel to the fire. Know that if there is an answer, you will find it. Tonight: In the whirlwind of life.

PISCES (Feb. 19-March 20)

★★★ You might feel pressured and pulled in many different directions. Instead of being a whirling dervish, stop. You will get much more done if you prioritize. You only have two hands and one brain. Honor the facts. Tonight: Crash at home.

Janric Classic 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 Bronze (easiest) to Silver to Gold (hardest).

Difficulty
GOLD

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

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GETTING STARTED

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

SOLUTIONS TO YESTERDAY'S PUZZLE

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

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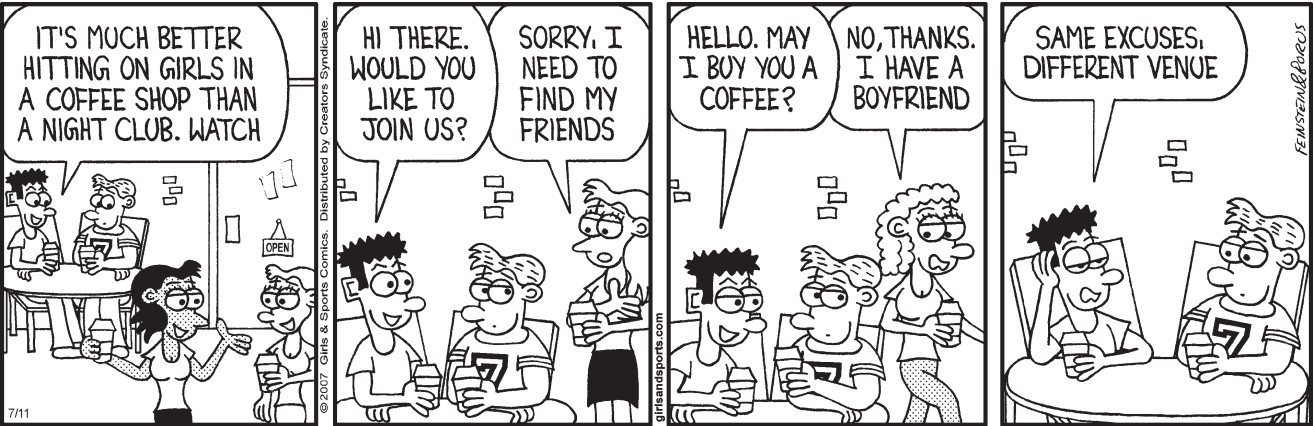
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Girls and Sports

By Justin Borus and Andrew Feinstein



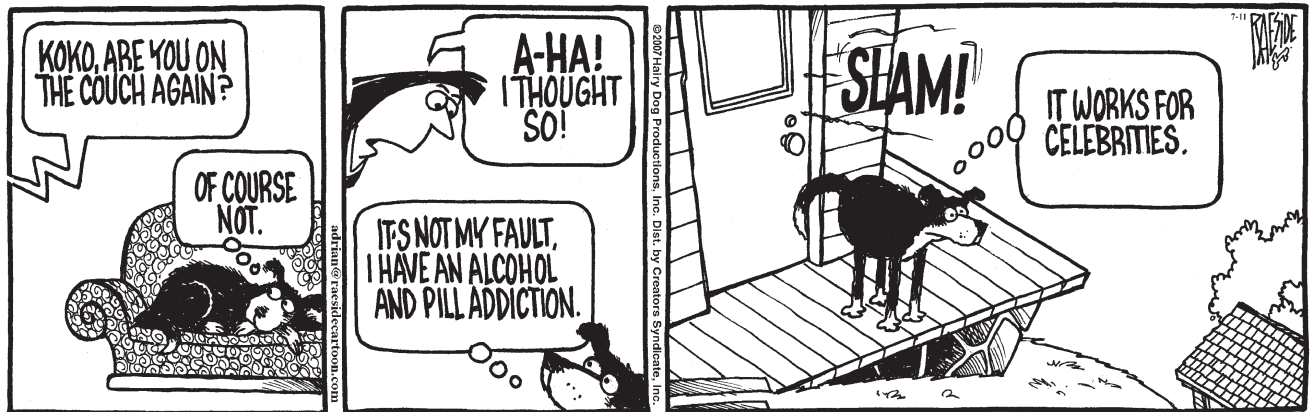
The Meaning of Lila

By John Forgetta & L.A. Rose



The Other Coast

By Adrian Raeside



Garfield

By Jim Davis



Dog eat Doug

By Brian Anderson



The Dinette Set by Julie Larson



Natural Selection By Russ Wallace



Canine first dates. Speed Bump By Dave Coverly



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MYSTERY PHOTO
Fabian Lewkowicz fabianl@smdp.com
The first person who can correctly identify where this image was captured wins a prize from the Santa Monica Daily Press. Send answers to editor@smdp.com.

CROSSWORD

By THOMAS JOSEPH

ACROSS 44 Annul 45 Sub-

1 Elbow 5 Sound of
delight

11 "Heavens!" DOWN

12 Slow 1 Trend
mover determiner

13 Safari 2 River from
sight Pittsburgh

14 Presenta- 3 Tennes-
tion aids see city

15 Bagel 4 Long time

16 Olympic 5 Sword
wife metal

17 Bank 6 Oil buys

19 Seine, for 7 Stellar
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22 "Desert 8 Bastille
Rose" Day

24 Extra 9 Each and
Sentry's every

26 10 Trumpeter
Elgart

27 Himalayas 16 Embrace

28 Car parts

30 Massage
targets

31 Back-
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piece

32 Premium
channels,
e.g.

34 Spot

35 News-
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38 Trinidad's
neighbor

41 Blueprint

42 Coos Bay
setting

43 In
addition

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O	D	E	T	S			T	E	S

Yesterday's answer

- 18 Hand cost 34 Long
19 Tennes- tale
see city 36 Shuttle
20 Lake near owner
Buffalo 37 Granny,
21 Brewed for one
drinks 38 Heavy
22 Roe weight
source 39 Metal
23 City car source
25 Concord 40 Implore
29 Tap 41 Grier
30 Pro vote of
33 Make "Jackie
amends Brown"

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

1	2	3	4		5	6	7	8	9	10
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DAILY LOTTERY

MEGA MILLIONS 3 9 12 39 47
Meganumber: 37
Jackpot: \$12M

Super LOTTO 6 34 35 36 39
Meganumber: 13
Jackpot: \$27M

Fantasy 5 1 4 8 16 32

DAILY 3 MIDDAY: 3 8 0
EVENING: 6 7 5

DAILY DERRY 1st: 09 Winning Spirit
2nd: 06 Whirl Win
3rd: 01 Gold Rush
RACE TIME: 1:46.19

NEWS OF THE WEIRD
BY CHUCK SHEPARD

■ The 38th Time Was Not a Charm:
(1) In June, Indian farmer Shiv Charan Yadav, 73, failed his high school gateway exams (normally given at age 15) for the 38th time, and what's worse, he had vowed the first time not to marry until he passes; he said he would immediately start studying for number 39.
(2) In May, the San Antonio (Texas) Independent School District announced that Elizabeth Rojas had been fired as principal of Smith Elementary school after failing for the 38th time the required state educators' test. (However, she was reassigned to a lesser position at Smith, at almost her old salary.)
■ About 100 people were able to escape the perhaps-fatal effects of a sinkhole that collapsed under their one-story apartment house in eastern Sarawak, Borneo, in April, only because Renjis Empati, 57, had arisen in the middle of the night to go to the communal toilet. He noticed the ground moving and awakened all the residents. Said one woman, "If it were not for him, most of us would be dead by now."

TODAY IN HISTORY

1346 Charles IV of Luxembourg elected emperor of the Holy Roman Empire.
1735 Mathematical calculations suggest it was on this day that Pluto moved from the ninth to the eighth most distant planet from the Sun for the last time before 1979.
1776 Captain James Cook begins third voyage.
1804 Vice President of the United States Aaron Burr kills Secretary of the Treasury Alexander Hamilton in a duel.
1859 A Tale of Two Cities by Charles Dickens is published.
1921 Truce called in the Irish War of Independence; see Irish calendar.
1960 To Kill a Mockingbird by Harper Lee is first published.
1975 Chinese archaeologists discover a large burial site with 6,000 clay statues of warriors from 221 BC.
1987 According to the United Nations, the world population crosses the 5,000,000,000 mark.
1995 Srebrenica Genocide: Serb army from Yugoslavia and Bosnia, capture the Bosniak town of Srebrenica. More than eight thousands inhabitants are murdered. It is generally regarded to be the most horrific event in recent European history.

WORD UP!
pecuniary \pih-KYOO-nee-air-ee\, adjective: 1. Relating to money; monetary. 2. Consisting of money. 3. Requiring payment of money.

Santa Monica Daily Press

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Rent

Houses for Rent

Roomates

Commercial Lease

Real Estate

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DIRECTV SATELLITE Television, FREE Equipment, FREE 4 room Installation, FREE HD or DVR Receiver Upgrade and \$100 cash back. Programming Packages from \$29.99/mo. Call 800-380-8939.

STEEL BUILDINGS: 5 only 3)-25X30, 2)-30X40. Must Move now! Selling for balance! Free Delivery. 1-800-211-9594 ext 33

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ADVERTISING SALES: Sales Rep for Travel, Lifestyle magazine. Must show previous sales success. Contact: Michael@flyingadventures.com

ALARM TECHNICIANS now hiring, great benefits, good pay. Call (310)401-7695

BEAUTY STUDIO Total Beauty Studio Station Rent. Skin Care Room Rent. Commission. Beautiful Interior. Parking Lot. Reasonable Rental Prices. (310)956-2229, (310)452-3430

CASHIER / RETAIL SALES Seeking energetic individuals. F/T including Sat. Some experience, a plus. Bldg Materials location. Will train. Apply in person: Bourget Bros. 1636 11th St. Santa Monica, CA 90404

CO-OPPORTUNITY NOW HIRING! Grocery & Produce Assistants Go to www.coopportunity.com for more info or stop by the store at 1525 Broadway for an application.

HIGH END Santa Monica Tire Shop needs full time:

*Experienced Mechanic (alignment a must)
*Tire Technician

Great Pay and benefits. English a must. (310) 393-0767

Employment

COOK OCEAN HOUSE, an elegant senior living residence in Santa Monica, is looking for an ideal candidate for it's line cook position. Duties include participating in the daily menu production, preparing and coordinates daily breakfast, lunch and dinners from standardized recipes. Working line shifts daily to ensure speedy service. Ensuring kitchen equipment is clean, operable, and properly maintained on a daily basis. This is a full time position with benefits after 3 months, medical, dental, vision. 401(k) plan and meal plan as well. If you have a great attitude and enjoy working on a great team, please come by and fill out an application at 2107 Ocean Ave., SM,CA 90405 or fax a resume to (310) 314-7356.

DINING ROOM SERVER Ocean House, an elegant senior living residence in Santa Monica, is looking for and ideal candidate for it's dining room server position. The job duties include taking food and drink orders from customers, bringing out the orders, resetting the tables, completing cleaning up of the section, and working as a team with the other servers. **Due to the fact that this is a senior residence, there is no tipping allowed by the residents.** Full time benefits after 90 days include health, dental, and life insurance. Meal plan for employees as well. Ideal candidate would enjoy working with seniors and have a great attitude! Please come by and fill out an application at 2107 Ocean Ave., SM,CA 90405 or fax a resume to (310) 314-7356.

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\$5.50 A DAY LINER ADS! CALL TODAY

Employment

NON-PROFIT PROGRAMS for adults with developmental disabilities in Malibu. Full-time position with excellent benefits: Direct Support professional 3pm-10pm; M-F. Also, part-time; Every other weekend live-in position Friday 9pm - Sunday 9pm. Experience preferred. (310)457-2026.

PART-TIMERECEPTIONIST GENERAL office 45wpm MS Word, filing, phones in Marina del Rey. 16 hrs. per week, Fax resume with salary history to (310) 306-4498

PHARMACY CLERK/CASHIER. Full-time, M-F. Busy retail pharmacy near Promenade. Experience a plus. Benefits included. Call Sharon, 310.628.9856.

POST OFFICE NOW HIRING. Avg. \$20/hr. \$57K yr. Benefits, OT, PT/FT. 1-800-584-1775, Ext.7601, USWA

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SECRET SHOPPERS needed to Mystery Shop and Evaluate local stores, theatres and restaurants. No experience necessary, training provided. Flexible hours. 1-800-585-9024, Ext.6665

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BACHELOR IN Palms, 3623 Keystone ave. unit 2, \$775/mo lower unit, no kitchen, fridge, microwave, carpets, blinds, laundry, utilities included, no parking or pets. \$200 off move-in (310)578-7512. jkwpproperties.com

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4 blocks to beach
2BD+2BA shared by 2 seniors—
\$595/month each
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Your home away from home.
Daily meals, laundry, housekeeping, utilities, and cable. 1 Bdrm, 1 Bath + Full Kitchen. Seniors and all ages welcome. Ask about 1 month of free rent.
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MAR VISTA 11942 Courtleigh dr. unit 1; lower unit, stove, fridge, blinds, vinyl, utilities included, on-site laundry, parking, no pets, \$1025/mo (310)737-7933 jkwpproperties.com

PALMS 3540 Overland #9 \$750/mo. Upper, no kitchen, fridge, micro, sink, carpet, on-site laundry, street parking, no pets. \$200 off move-in special. (310)578-7512 jkwpproperties.com

SANTA MONICA 5 blocks W of SMC. Secluded tri-plex. 1bd/1ba, large kitchen, hardwood floors, washer/dryer in unit. Private parking. Communal deck/patio. \$1400. (310)452-3673

VENICE 2+2 2308 Pacific unit B upper stove fridge d/w, washer/dryer hookups, microwave, granite counter tops, tile and carpet, and hardwood flooring, 2 car parking. \$2550/mo. \$500 off move-in (310)578-7512 www.jkwpproperties.com

Houses For Rent

BEL AIR: 11797 Bellagio Rd. 2+2 1/2 \$3600/mo. stove, d/w, fireplace, w/d hookups, drapes, hardwood floors, front and back gardens, garage parking, small dog or cat ok. (310)578-7512 www.jkwpproperties.com

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Santa Monica Daily Press

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CLASSIFIED ADVERTISING CONDITIONS: REGULAR RATE: \$5.50 a day. Ads over 15 words add 20¢ 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: 3:00 p.m. prior the day of publication except for Monday's paper when the deadline is Friday at 2:30 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 or stop in at our office located at 1427 Third Street Promenade, Ste. 202. 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

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20 cents each additional word.

Notices

**BEFORE THE DEBTS RECOVERY APPELLATE TRIBUNAL AT CHENNAI
IN. No. 175 2007**

MediamageWorld.com
Represented by Ed Ray, 1011, Morris Avenue
Bryn Mawr PA 19010-1822, USA
[Presently known as MediamageWorld]

Vs.

...Appellant

...Respondents

1. State Bank of India and 11 others

To

1. M/s. Santa Monica Studios
No. 3025, W.Olympic Blvd.
Santa Monica, CA-90404, USA

...7th Respondent

2. M/s. Vision Arts
No. 3025, Olympic Blvd.
Santa Monica, CA-90404, USA

...8th Respondent

3. Software Folks
No. 24, Runy on Street
Hills Borough
N.J. -08876. USA

...9th Respondent

4. Antonic Studios
3025, W Olympic Blvd.
Santa Monica, CA-90404, USA

...10th Respondent

Please take notice that the above said case came up before the Hon'ble Tribunal on 22.06.2007 when the Tribunal ordered publication of a summons against you and adjourned the case to 25.07.2007. In pursuance of the order it is published that you shall either in person or through your counsel appear before the Tribunal at 10:30 a.m. on 25.07.2007. If you fail to appear before the Tribunal on that day, the matter will be heard and decided in your absence.

M/s KOCHHAR & CO.
Advocates & Legal Consultants
Suite no.503, Sigma Wing,
Fifth Floor, Raheja Towers,
#177, Anna Salai, Chennai-600 002

Counsel for the Appellant

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30 YEAR FIXED	6.25%
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10 YEAR/1 ARM	6.75%
APR 6.710%	
7 YEAR/1 ARM	6.25%
APR 7.155%	
5 YEAR/1 ARM	6.25%**
APR 7.5%	
3 YEAR/1 ARM	6%**
APR 7.525%	
1 YEAR/1 ARM	5.75%
APR 7.6%	
6 MO./6 MO. ARM	5.5%
APR 7.74%	
1 MO./1 MO. ARM	1.5%**
APR 8.5%	

*Rates subject to change

* As of June 20, 2007

** Denotes an interest only loan

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EXQUISITE, INTUITIVE, strong and tender relaxing body work by mature European. Very Professional, Sonja (310) 397-0433.

LOMI LOMI,

Hawai'ian Therapeutic Massage as taught by Auntie Margaret Machado of the Big Island. (310)392-1425

Personals

SINGLE SWEDISH woman seeks single man between 55+. Kind and generous. SM and Beverly Hills area (46) 8605 9193, Margie Oftlind, dalbobranten 13. 12868 Skondal, Sweden. Send photo. margieoftlind@hotmail.com

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Browse and Respond - FREE!

310-883-2299 Straight
310-883-0059 Gay & Bi
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Notices

**NOTICE OF APPLICATION FOR CHANGE
IN OWNERSHIP OF ALCOHOLIC BEVERAGE
LICENSE(S)**

Date of Filing Application: July 9, 2007

To Whom it may concern:

The Name(s) of the Applicant(s) is/are:

1449 2nd Street LLC
The applicants listed above are applying to the Department of Alcoholic Beverage Control to sell alcoholic beverages at: 1449 2nd St. Santa Monica. Ca. 90401-2301
Type of License(s) Applied for: 47 - ON-SALE GENERAL EATING PLACE.
Department of Alcoholic Beverage Control INGLEWOOD.
SANTA MONICA DAILY PRESS 7/11/2007

DBAS

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20071623745 FIRST FILING. The following person(s) is (are) doing business as STUDIO VAGABOND, 1622 WILSHIRE BLVD. SUITE B, SANTA MONICA, CA. 90403. The full name of registrant(s) is/are : CALDER GREENWOOD, 1622 WILSHIRE BLVD. SUITE B, SANTA MONICA, CA. 90403, JENNIFER ROTH, 908 11TH ST. APT. 6, SANTA MONICA, CA. 90403, COLIN HARGRAVES, 908 11TH ST. APT. #6, SANTA MONICA, CA. 90403,

DBAS

DARREN BOLING, 1836 17TH #1, SANTA MONICA, CA. 90404, MARCELLO DACIANO, 1836 17TH ST. #1, SANTA MONICA, CA. 90404. This Business is being conducted by, co-partners. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)7/9/2007. /s/: JENNIFER ROTH, CALDER GREENWOOD, COLIN HARGRAVES, DARREN BOLING, MARCELLA DACIANO

This statement was filed with the County Clerk of LOS ANGELES County on 7/9/2007. 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 7/11/2007, 7/18/2007, 7/25/2007, 8/1/2007

Vehicles for sale



Chevy Suburban
'93 Suburban-1500 4x4. Dual air, 3rd Seat, HD tow, sunroof, alloys, grill guard, 60k miles. Excellent condition. \$6500.00
310-390-4610



'02 Corolla S
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Toyota Santa Monica
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(800) 579-6047



'04 Maxima
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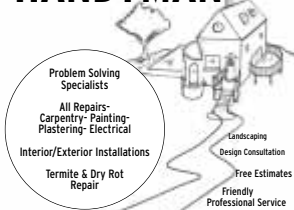
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