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Santa Monica Daily Press
JULY 27-28, 2013
Volume 12 Issue 222



Santa Monica Daily Press

We have you covered

WE'RE GOING TO MISS HER AROUND HERE
SEE PAGE 3

THE GOOD LUCK AND FAREWELL ISSUE

Local car site's ad called sexist

BY ILEANA NAJARRO
Special to the Daily Press

BROADWAY TrueCar, a Santa Monica-based online platform for helping people buy a car, is under fire on social media for a reportedly sexist commercial aimed at women.

The ad in question was originally posted on the company's YouTube channel in March but consumers have since taken to Facebook and Twitter — with comments posted as recently as July 25 — condemning the ad for its portrayal of women as unable to purchase a car without assistance from a man, or TrueCar. Publications such as the Huffington Post, AdWeek and Business Insider have also publicized the recent outburst of criticism, fanning the digital flames.

The company's social media handles apologized that consumers took such negative interpretations of the ad. Scott Painter, founder and CEO of TrueCar, responded to

SEE AD PAGE 11

FBI agent details Bulger arrest in Santa Monica

BY DENISE LAVOIE
AP Legal Affairs Writer

BOSTON Prosecutors rested their case against reputed Boston gangster James "Whitey" Bulger on Friday after calling 63 witnesses who described in sometimes gruesome detail his alleged role in 19 murders, a string of extortions and other crimes.

Bulger, 83, is charged with 32 counts in a racketeering indictment that chronicles his alleged reign as leader of the Winter Hill Gang.

Bulger's lawyers are expected to begin presenting witnesses Monday. Defense lawyer J.W. Carney Jr. would not say whether Bulger will take the stand in his own defense.

Bulger was one of the FBI's most-wanted fugitives after he fled Boston in 1994, and the government ended its case Friday where freedom ended for Bulger: in a Santa Monica, rent-controlled apartment located just blocks from the beach and the world-famous Santa Monica Pier.

The jury heard riveting testimony from an FBI agent who described Bulger's capture there on June 22, 2011.

Special Agent Scott Garriola said he mobilized a group of officers after the Boston FBI told him about a tip they had received that Bulger and longtime girlfriend Catherine Greig might be living in a Santa Monica apartment building.

Garriola said he decided to lure Bulger out of the apartment by having the building manager tell him that someone had broken into his storage locker. A few minutes later, Bulger got off the elevator and walked into

SEE BULGER PAGE 10



TEENAGE RIOT

Brandon Wise *brandonw@smdp.com*

Fans of the punk group No Age show their age by getting wild in a mosh pit at the Santa Monica Pier's Twilight Concert Series Thursday night. It was certainly a different crowd than what has been seen in previous years, raising some concerns about safety. At one point the band asked the crowd to calm down. No such luck.

City officials caught in the 'Sharknado'

BY AMEERA BUTT
Special to the Daily Press

SM PIER City Hall is looking into whether a popular shark-heavy movie owes it money for use of the iconic Santa Monica Pier.

While receiving an update on the world-famous structure during the City Council meeting last week, Councilmember Gleam Davis mentioned how the pier, which she said was the "calling card" for Santa Monica, was destroyed in the recent "Sharknado" movie.

Syfy Channel's "Sharknado," an absurd TV movie where sharks fly in the sky thanks to super tornadoes and then terrorize peo-

SEE MOVIE PAGE 10

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What's Up Westside

OUT AND ABOUT IN SANTA MONICA

Saturday, July 27, 2013

How's your health?
Third Street Promenade
12 p.m. — 5 p.m.
The Santa Monica Chamber of Commerce is holding its annual Well-Being, Health and Fitness Festival, featuring about 70 local vendors with free fitness classes, health screenings and product samples. Fitness trainers will compete for the title of "Toughest Trainer" by performing their own fitness routines. Doctors from the UCLA Health Center at Santa Monica will be at the fair to answer medical questions. For more information, visit www.smchamber.com/healthandfitness.

Pulitzer play
Main Library
601 Santa Monica Blvd., 2 p.m.
The Santa Monica Rep theater company will perform a staged reading of Margaret Edson's Pulitzer Prize-winning play, "Wit," a story of an English professor who reflects on her life after being diagnosed with terminal ovarian cancer. A discussion with the cast and crew will follow the performance. The event is free and open to the public. Call (310) 458-8600 or visit www.smpl.org for more information.

Knitting and tea
Fairview Library
2101 Ocean Park Blvd.,
3:30 p.m. — 5:30 p.m.
The library is hosting a knitting session with tea. The event is open to the public. For more information, call (310) 458-8681.

Artist talk
Atrium Gallery
1639 18th St., 4 p.m.
Iranian native Shagha Ariannia will give a talk about her art exhibit called "Two Americas Away," an exhibit that explores the differences between her home in Iran and her home in the U.S. She will discuss her thoughts on nationalism, immigration and global power relationships. For more details, call (310) 453-3711.

One woman show
Santa Monica Playhouse
1211 Fourth St., 8 p.m.
Singer and songwriter Shelley Fisher will give a solo performance of the musical comedy "The Hebrew Hillbilly," a play with 14 songs all written by Fisher and piano accompaniment by musical director Ken Hirsch. Tickets cost $17.50. For more details, call (310) 394-9779.

Sunday, July 28, 2013

Shopping 'til you drop
Main Street, 11 a.m. — 7 p.m.
Main Street merchants are hosting the Endless Summer Sidewalk Sale all weekend long. Stop by after the Sunday Farmers' Market and then take a walk through the popular shopping district to find the latest fashions and accessories. For more information visit www.mainstreetsm.com/index.php

Chain of events
Robert Berman Gallery
2525 Michigan Ave., Suite B7,
4 p.m. — 6 p.m.
Join a discussion of three time, Pulitzer Prize-winning artist Paul Conrad's work and the controversy over preserving his "Chain Reaction" sculpture in Santa Monica. Hosted by Truthdig's Editor-in-Chief Robert Scheer and Mr. Fish (Dwayne Booth). The talk coincides with the July 27 opening of Mr. Fish's solo exhibition, "Mind Over Body," at the Robert Berman Gallery. To RSVP, e-mail sarah@robertbermangallery.com with the subject line reading "RSVP." For more information about the event, call the gallery at (310) 315-1937.

All eyes on her
Santa Monica Playhouse
1211 Fourth St., 7 p.m.
"New Eyes" tells the life story of Yafit Josephson, a young woman living in Israel who joins the Israeli army as part of her mandatory service to her country. Upon completing her service, she moves to Los Angeles to follow her dream of becoming an actress but finds herself constantly cast as the villain. Just as her native country wrestles with the world's false perceptions, Yafit must decide how far she is willing to go to challenge, change, or accept how others see her, and what she is willing to risk to fulfill her dreams and destiny. Tickets: $30 (includes post-show reception). For tickets go to www.neweyesplay.com/ or call (310) 500-0680.

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

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

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



New website offers affordable dental care

BY AMEERA BUTT
Daily Press Staff Writer

DOWNTOWN Overdue on a tooth cleaning or a cavity filling or a crown?

The Santa Monica-based company Brighter, the brainchild of Jake Winebaum, CEO and founder, launched a new website last month (www.brighter.com) that offers accessible and affordable dental care for uninsured customers.

"[Dental care is] at the core of your health. If you don't take care of your health it can lead to other problems," Winebaum said. "We need this, [it's] a great model for healthcare over time."

In an era of high co-pays and deductibles for dental care, Brighter.com is a free one-stop shop for customers who don't have dental insurance and even those who think their dental coverage is too high.

The website, which focuses on the Los Angeles area, now boasts thousands of customers, more than 500 dentists in Los Angeles, and 13 dentists in Santa Monica who use the website, he said.

Located at Fifth Street and Santa Monica Boulevard, the company employs 25.

Brighter.com doesn't take any personal information or e-mails, but prospective customers put in their zipcode to find a dentist. The company also offers searches on dentures, implants, extractions and root canals and more. Prospective patients are introduced to dentists in online videos, office photos, educational backgrounds and even Yelp reviews and ratings. The customer makes an appointment and it is confirmed by Brighter.com.

The website also covers cosmetic procedures such as whitening, veneers or braces.

There is a 100 percent money back guarantee, Winebaum said.

The website has a more direct approach to billing — customers pay the dentist directly — thereby cutting out the insurance companies who have to process payments, bill patients and file claims. That helps keep costs low, Winebaum said.

Dentists have an incentive to join the website because it's bringing patients who otherwise might not have gotten dental procedures or been able to afford dental care. They aren't paid less through the website, but about the same as being paid by insurance.

"It gives people affordability and the second reason is fewer costs," Winebaum said.

The average savings on the appointments, to date, against the price of walking in off the street is more than 50 percent, he said.



Daniel Archuleta *daniela@smdp.com*

CHECK UP: Dentist Peter Pham checks his examination room's equipment earlier this week at his office on Santa Monica Boulevard.

For example, a comprehensive exam, full series of X-rays, regular cleaning for an adult and cavity filling cost $234 compared to an average price of $458, according to the website.

"The price is comparable, in many cases lower than what you would pay with insurance," Winebaum said. "On preventative care, which is cleaning, X-rays and exam for initial visit, it's 70 percent."

The idea came to Winebaum during a dinner at his in-laws' house three years ago. A $7,500 dental visit by his father-in-law spurred Winebaum to found a website that clearly tells customers the price they will pay for dental procedures before they sit in the dentist chair.

Purchasing dental care would be similar to purchasing a television or car. "You do the research in advance and you know what

SEE **DENTAL** PAGE 11

Parting words

Daily Press staff writer reflects on her time in the city by the sea

BY ASHLEY ARCHIBALD
(Former) Daily Press Staff Writer

FIFTH STREET Former Santa Monica Daily Press staff writer Ashley Archibald here, with some parting thoughts.

As some of you know, Friday marked my last day with the paper as I embark on what I hope will be wild adventures in the world of higher education.

Two and a half years ago, I came down to Santa Monica in my 1998 Toyota Corolla from a small, rural community in Northern California where I'd spent the last year covering the cops, courts, city and fire beats.

I was a former intern coming back to the mothership, and ready (I thought) to take on reporting in a bustling, urban environment.

My first story was something of a departure from my previous experience — a hard-hitting piece on the largest speed dating event in the history of the world, which took place on a 213-foot red leather couch loaned parked on the Third Street Promenade.

I can't even say that was the strangest topic I've covered for the Daily Press (the attempted circumcision ban of 2011 and associated Foreskin Man comic books comes to mind).

Pushing forward, I would come across tensions over development, school fundraising and concerns about the health impacts of Santa Monica Airport. An election season, with all of the associated drama, would come and go.

Two hotels battling over a redevelopment and expansion would begin a cold war that many would say led to the overthrow of the leadership of an entrenched neighborhood group while allegations of money laundering hung like a cloud over the issue.

Malibu residents would take a stand and fight to separate from the local school district, and an internal battle over chocolate milk in schools would require long hours in the Santa Monica-Malibu Unified School District's office on 16th Street.

The breadth of coverage reflects less upon

SEE **FAREWELL** PAGE 10



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LETTERS TO THE EDITOR

Send comments to editor@smdp.com

Need some help here

Editor:

Each workday I download your paper, so while on the bus I can read your latest edition. I go right to the letters section.

On July 23, when I read the bold header title "They don't stop," [in Letters to the Editor] I thought the letter might be about the Santa Monica Police Department. At night while waiting and waiting for the Line 1 bus, we get verbally assaulted by folks who are really drunk, on heavy drugs or folks off their meds.

Now understand, day and night, we act as Santa Monica ambassadors answering questions about directions, buses, a convenience store location, all while waiting for buses that never seem to arrive within a reasonable time. And we do it with a gracious smile.

But acting as an undercover peace officer should not be a requirement for being a bus pass patron. We try to flag down SMPD Crown Vics and SUVs only to be dismissed as we watch the officers put pedal to the metal. Police sitting at a red light might hear us, but they just look at us like "why are you telling us?"

Santa Monica needs community police on foot because officers in vehicles, well, they don't stop.

Cassidy Ford
Santa Monica



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Curious City

Charles Andrews

Send comments to editor@smdp.com

Can our city be saved?

I SPIED RECREATION & PARKS Commission Chair Phil Brock's invitation to "a little breakfast salon with me" for last Thursday morning at one of his favorite local haunts, the 86-year-old Callahan's diner on Wilshire. A salon! How cool! How suave. I can pretend I'm a real writer, a cognoscenti, a pundit, in Paris or New York circa 1927.

The invitation was posted on the Santa Monica Government PP & P page on Facebook, so you would expect it would draw from those interested and at least somewhat active about the state and future of our little beach town. And it did, seven of us.

I think it was the first time Brock did this, but it won't be the last. As a Santa Monica native he's involved in more activities and organizations here than I can count, showing an active, hands-on, lifelong interest in improving the quality of life here and simply making things work, for the most people, with common sense. (Yeah, I'm prejudiced: He got in my corner in my fight to get some wrongs righted about a couple of public basketball courts, and tipped the scales.)

He said one of the things he feels is lacking in our city government is more attention to feedback from citizens, and from those who work here, pointing out that many of our firemen and police officers (and I would add teachers) do not live here because they can't afford to. (I say can't we do something about that disconnect, maybe under the aegis of affordable housing mandates?)

It's been a refrain building to a crescendo here of late, the ignoring of the expressed public sentiment by our elected officials. I hear a lot of frustration, from every corner. It may not be as bad as most people think, but that's the perception. After taking the City Hall-sponsored bus tour last Saturday of public works sites in progress, I'm feeling more respectful and kind towards our hard-working, high-accomplishing city officials, both elected and appointed. More on that later.

GOLDEN EGGS, HARD BOILED

Brock's invitation added, "all are welcome!" but those who showed up were for the most part on the side of slowing the rate, scope and look of construction; making it more responsive to the public consensus; and structured to fit a longer-range plan that maintains the character of our unique beach community. Let's not kill the golden goose for today's big buck, when our future can be a never-ending basketful of golden eggs, if we play it right.

I offered that we, as a community and reflected by the actions of our officials, should be taking a more aggressive stance about our very valuable assets here, that instead of responding to current trends and fearing that developers will go elsewhere with their heavy bags of money, we should understand that we are not Culver City, not West L.A., not even Santa Barbara, and that land and "opportunities" for development in Santa Monica are golden — for what we have always been, are now, and will be in the future, unless we so change the look and soul of this place that it becomes just another high rise, high density hellhole (with a beach). And then, of course, it's too late. Unless it already is. (I'm serious, people! Time's runnin' out!)

You want to come in and drop $20 million for that Downtown lot? Sorry, that's a good price now but we know it will, before too many years, be worth $40 million, so if you don't want it for that price, plus a long list of real perks for the citizens of Santa Monica, fine, move along, there will be someone who does. If not today, next year. What's the rush? Do we think developers are going to lose interest in Santa Monica? Ever?

You want to pay $13.5 million for Norms? I'm sorry, that place is part of our history, been here almost half a century, and the company's business practices are exactly what we want in our town. We take care of our own. There are restrictions on that particular property, and if you meet them we won't stand in the way, but it will take more than just your $13.5 million. Lots more. Here's the list.

MAGIC BUS

I found out at the end of the ride that City Hall's bus tour of public development sites that I mentioned earlier has been going on once a year for 10 years! This was the first I'd heard of it, and when I responded to an e-mail notice there were only four others signed up. Is this a loser? But by the day before the trip they had a full bus (and had to get a bigger bus) and a waiting list.

I thought I would learn a lot, and I did. You read about these projects and you sort of know where they are and maybe have glanced at them as you speed by, but we got to stop at each site and hear expert histories and context. The Metro path; the pier renewal and bridge replacement; the massive Village at the Civic Center on Ocean (yuck! — the deal with the devil); Buffer Park on Exposition (big Yea!); green streets; bike centers; parking structures; and more.

Did you know the California Incline, to be reconstructed starting next summer, is actually a series of five bridges? And that Santa Monica has some of the lowest rated bridges in the state, scoring 25 to 30 on a scale of 100? And that our expert, savvy, hard-working, good-negotiating government people, over many years, have arranged to get this vital work done mostly out of other, much deeper pockets than ours?

Good job, y'all. I didn't know this, and many other things I heard that day gave me a better perspective on how many really big projects are initiated and carried through successfully right here in little old Santa Monica. We're blessed in so many ways. And still, we need to try to make things better, for now and for the future.

CHARLES ANDREWS has lived in Santa Monica for 27 years and wouldn't live anywhere else in the world. Really. You can reach him at therealmrmusic@gmail.com

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

The Q Line

Paying to play

City officials are considering a new fee on developers to pay for future parks to serve residents attracted to the city.

This past week, Q-line asked:
Do you think it is wise to impose another cost to develop property on Santa Monica and why?

Here are your responses:

"ONLY IN THE CITY OF SAMOLICIOUS can somebody come up with asking developers to pay for a fee. Last time I checked, parks are supposed to be for everybody. So I don't think that a fee should be placed on developers at all. If you gotta do it, let everybody pay."

"WE DON'T NEED NO STINKING developers. We don't need no stinking new fees, which is just another tax passed onto the taxpayers. Santa Monica was played out by development 25 years ago. Developers are like sharks eating the carcass of Santa Monica for their own enrichment. Who cares about some small park across town if you have to live in the vicinity of a 20-story building or a low-income, mixed-use slum. Fees are more taxes that City Hall can spend to get votes to stay in power. The problem in this town is spending, mostly on stinking bicycles, low-income housing, light rail, plastic bag removal, free lunches. Just like in Rome towards their end, they had a lot of stinking fees. My apologies to the film 'Treasure of Sierra Madre.' Greed and power was the main focus also."

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"I THINK IT'S A GREAT IDEA TO MAKE developers pay for future parks, because the more development we have the more parks we need. And if the developers get crazy over the fees and don't want to pay the fees, that's great because Santa Monica's got too much development anyway and it'll slow down on development and make it better for everybody."

"THEY SHOULD RAISE THE FEES, KEEP raising it until these developers stop wanting to build junk."

"ABSOLUTELY NOT. I THOUGHT WE WANTED affordable housing? The city's continued increase in fees has made Santa Monica one of the most expensive places to live. How about not approving all of those single unit apartments in the first place so we wouldn't need additional parks. Or perhaps we shouldn't have spent $50 million on a single park and instead used it to fund lots of parks!"

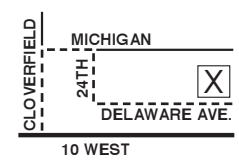
"I SAY HELL YEAH! THE ONLY REASON we will need more parks is because these developers are constantly putting up more apartments and commercial space. I know that we need some new housing to meet demand, but the number planned is outrageous, so yes, they should be charged, not only for parks, but to help maintain our roads, keep our water clean and our trash picked up. I say tax them."

"I BELIEVE A REASONABLE FEE IS warranted since new development ultimately brings more people, who will want to use the parks we currently have now. I have no idea where we are going to build new parks since there doesn't seem to be a single square foot left in this town to use, but collect the money and perhaps use it to better maintain what we have."

"I SEE WHY WE NEED TO CHARGE FEES on new development to help make up for its impacts, but I also don't want it to become so expensive that it further drives up rents, making it even more difficult to live in Santa Monica."



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STATE BRIEFS

WEST HOLLYWOOD, Calif.

Gay bars boycott Russian vodka over anti-gay laws

Several gay bars in West Hollywood have boycotted Stolichnaya vodka — which is distilled from Russian ingredients — following the recent passage of anti-gay laws in Russia that ban gay pride events and "propaganda of nontraditional sexual relations."

Eleven Bar & Nightclub, Revolver Video Bar and Mother Lode are among the bars that have stopped serving the Russian spirit known as Stoli, the Los Angeles Times reported Friday.

Those establishments are on a strip of Santa Monica Boulevard where gay bars and Russian bakers and stores do business side-by-side.

About 40 percent of West Hollywood residents are gay, lesbian, bisexual or transgendered, and about 11 percent are Russian and former-Soviet state immigrants.

With the overwhelming support of Russia's parliament and Russian President Vladimir Putin's approval, the country recently banned gay pride events, gay adoptions and gay "propaganda."

"Revolver Video Bar could not support any brand associated with Russia at a time when the Russian government is implementing its anti-gay law that bans gay 'propaganda,'" the bar said in its Facebook statement.

Stoli's maker, SPI Group, says the company is "a fervent supporter and friend" of the lesbian, gay, bisexual and transgendered community.

In a statement Friday, CEO Val Mendeleev called the new laws "dreadful actions" and cited initiatives the company has taken to support the gay community, including serving as the official vodka of Miami Gay Pride Week.

"I want to stress that Stoli firmly opposes such attitude and actions. Indeed, as a company that encourages transparency and fairness, we are upset and angry," Mendeleev wrote. "We fully support and endorse your objectives to fight against prejudice in Russia."

The privately owned, Luxembourg-based company has no ties to the Russian government. The vodka is made from Russian wheat, rye and raw alcohol at a distillery in Latvia.

Bars in Chicago also have been boycotting.

– ASSOCIATED PRESS

SAN FRANCISCO

Suspicious device leads to Bay Bridge closure

A suspicious device forced authorities to temporarily shut down the San Francisco-Oakland Bay Bridge, snarling traffic on both sides of the bridge.

California Highway Patrol Officer Sam Morgan says authorities were notified around 1 p.m. Friday about the device on Treasure Island, midway across the span.

He says officials decided to close the bridge an hour later. They reopened westbound, then eastbound lanes shortly after 3 p.m. when police neutralized the threat. No further details on the device were released.

The closure caused a ripple effect on roadways. Traffic typically is heavy on Fridays, but it was expected to be exacerbated by several stadium events in the region. Thousands of drivers were anticipated on the roads because of Giants and Oakland A's home games and a Jay Z and Justin Timberlake concert at Candlestick Park.

– AP

LOS ANGELES

Calif. high court asked to rule on sex predator

The California Supreme Court has been asked to step into the volatile issue of the impending release of a serial rapist.

Los Angeles District Attorney Jackie Lacey, who lost an earlier bid to an appeals court, filed a request with the high court Friday for a hearing. She said the release from a state hospital of 62-year-old Christopher Hubbart would pose a significant threat to public safety.

Hubbart admitted raping and sexually assaulting 38 women in California between 1971 and 1982.

Lacey's earlier appeal objected only to his release to LA County. She said his home was Santa Clara County.

In her new filing, Lacey seeks to prevent his release into any community. She asked that he continue to be held at a State Hospital until legal issues are resolved.

– AP

LAS VEGAS

Calif. man gets prison in Nev. mortgage fraud case

A California man has been sentenced to 5 1/2 years in federal prison for heading what prosecutors called a double-escrow mortgage fraud scheme in Henderson and Las Vegas, authorities said Friday.

George Anderson, 55, of Copperopolis, Calif., was also ordered to serve three years of supervised release after prison for his guilty plea in April to conspiracy to commit wire fraud, U.S. Attorney Daniel Bogden said.

Bogden called the case an example of thousands of fraudulent residential mortgage transactions in Nevada that led to millions of dollars in losses for homeowners, financial institutions and investors.

Anderson's lawyer, Jennifer Wirsching, noted that her client could have faced up to 20 years in prison but took responsibility for his crime. She also cited mitigating factors in his case, including a former drug addiction and care for his bedridden sister.

A co-defendant, Andrew Swan, 38, of Heyworth, Ill., was sentenced in June to 2 1/2 years in federal prison for his guilty plea in January to wire fraud and conspiracy charges.

U.S. District Judge Roger Hunt ordered the two men, together, to pay $3.5 million in restitution.

Anderson admitted soliciting straw buyers for homes that he controlled and resold at a profit, and Swan was recruited to buy houses from the straw buyers for a kickback.

Bogden said false information was submitted to get loans issued to Anderson's company, Anderson Financial Group, and Swan's company, Creative Capital Group.

Most of the mortgage payments for the homes weren't paid and the homes went into foreclosure, Bogden said.

– AP

San Diego mayor to get therapy amid scandal

BY ELLIOT SPAGAT
Associated Press

SAN DIEGO Declaring he "must become a better person," San Diego Mayor Bob Filner said Friday he will undergo two weeks of counseling after a series of women claimed he made unwanted sexual advances that included groping, kissing and offensive comments.

The announcement did little to stifle widespread calls for the former congressman to resign and further plunged the nation's eighth-largest city into political turmoil.

"Words alone are not enough," Filner said at a nationally televised news conference. "I am responsible for my conduct and I must take responsibility for my conduct so that such conduct does not ever happen again."

Filner said he will receive twice-a-day briefings about city operations while participating full-time in what he described as "intensive therapy" beginning Aug. 5. He said he would return on Aug. 19 and focus on "doing right by the city in terms of being the best mayor I can be, and the best person I must be."

He said the two-week stint will be part of a continuing program that involves ongoing counseling.

Filner, who is 70 and divorced, did not take any questions after the announcement.

Several people who have called on Filner to resign said his plan for therapy was inadequate and reiterated calls for the Democrat to step down.

"Two weeks of therapy may help Bob Filner with his personal problems, but it does not help to address the needs of San Diego," said Laura Fink, a political consultant who alleges that Filner patted her buttocks at a 2005 fundraiser when she was deputy campaign manager for the then-congressman.

Kevin Faulconer, a Republican city councilman, said Filner's "bad behavior" will not end after two weeks of therapy.

"Bob Filner should leave to receive the help he obviously needs, but he shouldn't take the office of the mayor and San Diego city government with him." Faulconer said. "He needs to resign and seek long-term treatment as a private citizen."

Another Republican city councilwoman, Lorie Zapf, said Filner's refusal to step down was "an insult to women everywhere." And Todd Gloria, the Democratic City Council president who would become acting mayor if Filner resigned, said the mayor was prolonging a "civic nightmare."

"The mayor has finally acknowledged his very serious disorder which prevents his ability to govern and seriously affects his ability to interact with people," Gloria said.

When the allegations first surfaced two weeks ago, Filner apologized for disrespecting women and said he needed help. But soon after, he said he was innocent of sexual harassment and resisted calls to leave office.

The former congressman is San Diego's first Democratic mayor in 20 years, and he is less than eight months into a four-year term. The mayor's office and city attorney did not immediately respond to questions concerning how operations at City Hall would change while Filner is receiving therapy.

Filner disclosed his plans hours after the chairwoman of the Democratic National Committee called on him to resign, as did leaders of the San Diego Democratic party, after seven women identified themselves as targets of his sexual harassment.

DNC Chairwoman Debbie Wasserman called Filner's alleged behavior "reprehensible and indefensible."

Francine Busby, chairwoman of the local Democratic Party, said, "We are not here to determine guilt or innocence. However, in the best interest of the city, the San Diego County Democratic Party has voted to ask Mayor Filner to step down, seek the personal help that he needs, and allow San Diego to move forward."

Veronica "Ronne" Froman, a retired rear admiral, said Filner once blocked a doorway after others left a meeting, ran his finger up her cheek and asked if she had a man in her life.

Froman, who is known in San Diego as the "Navy Mayor" and has led the American Red Cross local chapter, said the incident occurred a couple years ago at Filner's congressional office.

Sharon Bernie-Cloward, president of the San Diego Port Tenants Association, said the then-congressman told her at an event in 2010 that she was beautiful and he wanted to date her after his re-election. At another event last year during the mayoral campaign, she said Filner "groped me on my backside inappropriately."

"I was left there startled and fearful. In fact, I actually had someone walk me to my car that night," she said.

Patti Roscoe, a businesswoman in the tourism and hospitality industry who knew Filner before he was elected to Congress in 1992, said Filner placed her in a "headlock" numerous times and tried to kiss her on the lips.

"I'd have to squirm to get away. And just as recently as a few months ago this happened. I turned and he just slobbered down my chin," Roscoe said.

On Monday, the mayor's communications director from January to June, Irene McCormack Jackson, filed a lawsuit claiming that he asked her to work without panties, demanded kisses, told her he wanted to see her naked and dragged her in a headlock while whispering in her ear.

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U.S. seeks transfer of two Gitmo detainees to Algeria

BY NEDRA PICKLER
Associated Press

WASHINGTON The Obama administration is planning to transfer two Guantanamo Bay detainees to Algeria, the first movement of terrorist suspects from the prison since the president announced a renewed push to close the contentious military-run facility in Cuba.

The White House said Friday it was starting the transfers as part of President Barack Obama's goal to close the prison, a campaign promise that has eluded him since he took office. The move signaled a new push to reduce the population of 166 detainees at the prison, where dozens are on a hunger strike to draw attention to their indefinite detention.

The White House said the two detainees will not be identified until after the transfer, which can't come until after a 30-day waiting period. Administration officials also wouldn't say what security assurances they had from the Algerian government as part of the arrangement.

An administration official said the detainees were chosen because Algeria is a close U.S. ally that has successfully managed detainees in the past — none of the previous 12 to be released have returned to terrorist activities, unlike some returned to other countries. The official, speaking on a condition of anonymity without authorization to publicly discuss the process, said it has been in the works since several months before Obama announced his intention this spring to push anew for closure.

Pentagon Press Secretary George Little said Defense Secretary Chuck Hagel signed off on the transfer based on the recommendation of an interagency team after a monthslong review. As part of the certification process that has been required by Congress for more than two years, Guantanamo detainees can be transferred if the defense secretary certifies that the individual is not at risk to engage in terrorist activities.

That's a high bar that had slowed the transfer process with 166 remaining at Guantanamo, with the last transfer in September 2012.

Seven Algerian detainees remain at Guantanamo, including five who have been cleared for transfer. Attorney Cori Crider of the British human rights group Reprieve was on a previously scheduled phone call with one of them, 34-year-old Nabil Hadjarab, when the White House announced the certification. She said they were both sort of "shocked" about the prospect of movement. Crider said she did not know whether he or her other Algerian client, 43-year-old Ahmed Bel Bacha, were among the two up for transfer.

The hunger strike, in which both her clients have taken part, and pressure from members of Congress have clearly forced the administration to take action, Crider said. "I think this month there has been more attention and more pressure on the administration in some years to make some progress and there is finally a response," she said in a phone interview from London.

As of Friday, the military said 68 prisoners met the criteria to be classified as being on hunger strike, but officials have said most of the men are eating at least occasional meals and none is in immediate danger. Of the 68, 44 have lost enough weight that the military says they meet the criteria to be force-fed if necessary.

In the past, Bel Bacha has said he does not wish to return to Algeria, where he has been convicted in absentia for belonging to a terrorist group and given a 20-year-sentence.

In 2010, six Algerian detainees resisted efforts to be repatriated, saying they'd rather stay at the prison camp than return to their home country. The most prominent case was that of Aziz Abdul Naji, who argued all the way to the Supreme Court that he might face torture in Algeria. The Supreme Court rejected his plea, and he was transferred in 2010, indicted and placed under judicial supervision.

Administration official say they carefully examine standards of treatment in receiving countries as part of the repatriation process and are confident the Algerians being transferred will be treated humanely.

Sen. Kelly Ayotte, R-N.H., was quick to criticize the move because of security concerns.

"With 28 percent of former Guantanamo detainees re-engaging or suspected of re-engaging in terrorist activities, I am deeply troubled by the president's plan to release detainees to a country where there is an active al-Qaida affiliate," she said in a statement. "Rather than releasing detainees who could potentially return to the battlefield, the administration should focus on developing a coherent policy for the long-term detention of foreign terrorists — something it has failed to do after four and a half years."

Some Democratic lawmakers, however, applauded the certification and called on the Obama administration to work to transfer out the 84 other detainees who have been cleared. "At a cost of $454 million annually — or $2.7 million per detainee — it is in the national security interests of the United States to transfer these detainees to their home countries rather than keep them at our isolated military base in Cuba," Sen. Dianne Feinstein, D-Calif., said in a statement.

Despite Obama's effort to shutter the prison, a bipartisan group of lawmakers in Congress have repeatedly resisted. The House voted 247-175 Tuesday to reject an amendment that would have allowed Obama to begin closing the facility.

At his speech in May, Obama announced several steps to move detainees out of Guantanamo, including a lifting on the ban of transfers to Yemen because of security concerns there and the appointment of senior officials at the State and Defense departments responsible for negotiating transfers.

Last month, Washington attorney Clifford Sloan was named to reopen the State Department's Office of Guantanamo Closure, but the Pentagon official has yet to be announced. William Lietzau, deputy secretary of defense for detainee affairs, who has been the top Pentagon adviser on Guantanamo, told Pentagon colleagues Thursday that he's leaving to take a position in the private sector.

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Time:	7:30 p.m. to 9 p.m.
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Register:	**socalgas.com** (search "SOLAR")

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Tour De Feast

Michael "Snacks" Ryan

Send comments to editor@smdp.com



Michael Ryan *michael@smdp.com*

SAVORY: The Seoul Burger at Truxton's American Bistro, now serving a wide variety of dishes at the corner of 14th Street and Santa Monica Boulevard.

Quantity without sacrificing quality

FOR QUITE SOME TIME A CRUMBLING, dingy white building on the northwest corner of 14th Street and Santa Monica Boulevard featured a "Coming Soon" sign for Truxton's America Bistro. After months of zero progress to the dilapidated structure, the coming soon sign should have read "don't hold your breath," or "cutting through lots of red tape."

Whatever the case may be, Truxton's opened its door this past Monday. It feels strange that this day has finally arrived. The fresh facade looks good though, and it's a nice addition to a Mid-City stretch dominated by car dealerships and medical buildings.

The biggest surprise, besides the fact that it finally opened, was that the service was completely on point for a new restaurant. Perhaps they were overcompensating, but from the hostess, to the servers, busboys and management, service was snappy and enthusiastic. So much for soft openings. Truxton's certainly has hit the ground running.

The menu is jammed packed. Apparently "American bistro" means everything and anything. Pizzas, pastas, sandwiches, salads, small plates, burgers, breakfast, vegetarian, and other favorites such as curry bowls, brisket, and burritos all signal a red flag. Doesn't a Cheesecake Factory-sized menu mean quantity over quality? In Truxton's case the answer is no.

High praise for the Seoul Burger, Blackened Shrimp Pizza, and Bistro Salad shared between myself and a friend. The burger was a fine mess of meat, kimchi, and a fried egg on a soft flour-dusted bun. The pizza was flatbread thin but held up under a blend of toppings including ham, mozzarella, shrimp and a spicy-sweet sauce. And the Bistro Salad was good enough to stand on its own as an entree. Three winners make me less skeptical of more specialty items like the spaghetti and meatballs, or the fish and chips. I must also mention the Monkey Bread. Sounding like something from Guy Fieri's kitchen, the light loaf of pull-apart bread infused with cheese and garlic is a Truxton's must.

The full bar means fancy cocktails such as fruit-infused margaritas and mojitos. The beer list ranges from Coors to Chimay with a few surprises in between. And the wine list may even meet the approval of an aficionado like my fellow food writer Merv Hect.

If you were expecting another gastropub or something more hipster-centric, think again. Truxton's seems best suited for families, co-workers or any other group of indecisive eaters. At first glance Truxton's resembles something along the lines of a Chili's or Applebee's. But the quality of the food exceeds any mega chain. It's deceptively authentic.

If you go

Truxton's American Bistro
1329 Santa Monica Blvd.
Santa Monica, Calif.
90404
(310) 393-8789
www.truxtonsamericanbistro.com/



DOUGH: The Monkey Bread is a must if you love cheese and garlic. Who doesn't?



LOCATION: Truxton's American Bistro replaced the old sports bar 14 Below.

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



Photo courtesy Del Frisco's Grille

THE LINEUP: Del Frisco's Grille serves up ahi tuna tacos featuring fresh quacamole and a crunchy, fried wonton shell.

Room with a view – and great food

BY KEVIN HERRERA
Editor-in-Chief

OCEAN AVE Running a daily newspaper with a full-time staff of only three is stressful and time consuming, so when I do get a chance to kick it one of my favorite things to do is post up on a patio, take in the ocean breezes and people watch with a cool craft beer in hand.

I've found that the Blue Plate Oysterette on Ocean Avenue or Rick's Tavern on Main Street are great for that, as is The Commons on Broadway. But thanks to my friends Rosalind Napoli and Kim Koury of Spin PR, I think I've found my new hangout — the recently opened Del Frisco's Grille, located at the coveted corner of Ocean and Colorado avenues.

Those familiar with that corner know how awesome it is for people watching. Literally thousands cross Ocean Avenue daily to visit the internationally known Santa Monica Pier and take pictures of its famous sign and ride the solar-powered Ferris wheel. It's also a significant transit hub, with several bus lines intersecting.

The geniuses behind Del Frisco's take advantage of the location with their ceiling-to-floor windows, spacious patio and bar that provide great views of the action just outside. From my perch with my Stone IPA in hand and some scrumptious ahi tuna tacos on my plate, I could see folks from all walks of life, providing me the perfect fodder for my wild imagination and off-beat humor.

Executive Chef Daniel Tiger, who resides in Santa Monica, has crafted a menu that provides many of the comfort foods we Americans love like shaved prime steak and fried chicken sandwiches, a New York Strip with balsamic reduction, grilled cheeseburgers, flatbreads (basically haute pizza) and a steaming chocolate cake with vanilla bean ice cream.

But he's also incorporated some of the local Farmers' Market fare to keep the menu fresh and unique to the Del Frisco Restaurant Group's lone Southern California location. Case in point: the steamed brown bag fish with organic vegetables, seasoned with white wine and a basil pesto.

"We want to offer something fresh and fun for the locals," Tiger said as I munched on some of the crisp and creamy ahi tuna tacos.

Tiger, 31, a tattooed culinary mastermind who has experience with sushi and pastries, said the restaurant caters to all types, from the surfer to the executive. I saw people in suits as well as young ladies in Daisy Dukes. There was even a dude with a T-shit and tie. I wasn't a fan of that odd combination, but I did fall for the the cheesesteak egg rolls. You get all the gooey, salty goodness of a Philly cheesesteak and the sweet and spicy chili sauce of a traditional egg roll.

The restaurant's open floor plan makes it so you can have a conversation with the table next to you and potentially make new friends. You can also enjoy the views from pretty much every seat. There's also hip music and classic rock playing and cute waitresses in tights and short skirts. Sorry, but I am a man, after all.

There's an extensive wine list and a decent selection of craft beers on tap and in the bottle. If you're looking for something stronger to take the edge off, try one of their signature cocktails like The Morning After, which features Smirnoff coconut vodka, coconut water, lemon sour and Sprite. Coconut water is one of the best ways to hydrate.

After stuffing myself, I took a look around and soaked in the atmosphere. I noticed a slogan painted over the area where the flatbreads are made and the cooks put on the finishing touches. It read, "Do right and feed every man."

With an accessible menu featuring comfort foods at decent prices and a casual vibe, the folks at Del Frisco's Grille are doing just that. Stop by at sunset and experience it for yourself. There's plenty to see — and eat.

We're so blessed to have as many quality restaurants as we do in Santa Monica. I just wish I had more time to enjoy them.

kevinh@smdp.com

If you go

Del Frisco's Grille
1551 Ocean Ave. #105
Santa Monica, Calif. 90401
(310) 395-7333
http://delfriscosgrille.com/location/santa-monica/



Ashley Archibald *ashley@smdp.com*

THE MAN: Del Frisco's Grille Executive Chef Daniel Tiger talks about the Ocean Avenue restaurant's concept and its commitment to freshness and fun.







FAREWELL
FROM PAGE 3

my journalistic tendencies and more on the vibrance and vitality of this community.

I studied journalism and international relations at the University of Southern California, and happened to fall in with the Trojan Marching Band while I was there. It's easily one of the most spirited organizations on the planet, 300-plus people utterly devoted to their school and willing to put their time and sanity on the line to show it.

I felt the same passion from Santa Monica residents, and those that I worked with on school issues in Malibu.

The reaction to news of my imminent departure has been humbling. I'm not sure how I tricked you all — I feel like I just showed up, which is what I've seen this community do time and time again because that's what you believe will make this town a better place.

How cool is that?

Furthermore, any measure of success that I have attained in this position has come in part from the people around me.

The Daily Press staff is an incredible bunch, from the sales staff headed up by Rob Schwenker that make it possible for us to put out a free daily to our publisher Ross Furukawa who understands and respects the strict divide between editorial and advertising and our production manager, Darren Ouellette, who puts this beast together every day.

It's a rare combination in today's rapidly changing journalism scene.

Finally, and most importantly, Editor-in-Chief Kevin Herrera and Managing Editor Daniel Archuleta have my deepest respect and thanks for the amazing work that they do day in and day out to make this newspaper a success.

Their Santa Monica expertise and guidance were invaluable to me, as was their trust when their wonky reporter showed up with some crazy story idea.

Thank you, to the entire team.

So, without getting too terribly long-winded, good bye, Santa Monica, it's been real.

And if you think I won't be tuning in from NorCal to catch some late night City Council action, you didn't know me well enough.

ashley@smdp.com

BULGER
FROM PAGE 1

the garage, where agents were waiting to arrest him.

Agents asked him to get down on his knees, but Bulger, who was dressed in white clothing and a summer hat, initially refused.

"He swore at us a few times, told us he wasn't going to get down on his knees, there was grease on the floor, things like that," Garriola said.

Garriola said Bulger initially identified himself as Charles Gasko, but eventually said, "You know who I am. ... I'm Whitey Bulger."

From that point on, Bulger was cooperative, giving his consent for agents to search the apartment and telling agents that he had loaded guns and a large amount of cash there.

Bulger led them to a total of 30 guns — including handguns and machine guns — most hidden inside holes he had cut into the walls, nearly $822,000 in cash, a stack of knifes and numerous false Social Security cards and fake driver's licenses, Garriola said.

Garriola said Bulger repeatedly told him that he was cooperating in the hope of "future consideration for Catherine."

Assistant U.S. Attorney Zach Hafer asked Garriola to identify all 30 guns and to lay the piles of cash on a table as the jury watched.

Hafer also showed the jury photos of Bulger's bookshelves, which contained a collection of books about organized crime. One was written by Kevin Weeks, a former henchman Bulger once described as his "surrogate son," but who testified against him during the trial.

During cross-examination, Carney focused on Bulger's cooperation and asked if Bulger had said he had planned to use his guns during his capture.

"Well, he paused and then he told me that 'No, because a stray bullet may hit someone,'" Garriola said.

Judge Denise Casper has yet to rule on a request from prosecutors to bar several defense witnesses from taking the stand on the grounds that their testimony would be irrelevant or repetitive. Chief among those witnesses is Patrick Nee, a former Bulger associate who has been accused of playing a role in several murders, including the 1982 shooting deaths of Edward "Brian" Halloran and Michael Donahue.

Bulger's former partner, Stephen "The Rifleman" Flemmi, testified that Nee told him that his gun jammed as he and Bulger sprayed Donahue's car with bullets.

Assistant U.S. Attorney Brian Kelly said Nee is almost certain to invoke his Fifth Amendment right against self-incrimination if he is called as a witness because he could still potentially be charged in state court. Carney, however, said Nee could choose to answer some questions and invoke his Fifth Amendment right on others. Nee's lawyer, Steven Boozang, declined to comment.

Carney also hopes to call Marion Hussey, the mother of murder victim Deborah Hussey. Carney said her testimony could bolster the defense claim that it was Flemmi, not Bulger, who killed her daughter.

Also Friday, a lawyer for the ex-wife of a man who had been expected to testify for prosecutors said the investigation into his death is focusing on something unrelated to the Bulger case.

Stephen Rakes had hoped to take the witness stand and describe how Bulger forced him at gunpoint to sell his South Boston liquor store to Bulger and his gang so they could use it as a headquarters and a front.

Rakes' body was found in Lincoln last week, a day after prosecutors told him they no longer intended to call him as a witness.

On Friday, Anthony Cardinale, a lawyer for Rakes' ex-wife Julie Dammers, said the family believes investigators are focusing on Rakes' death as suspicious, but not connected to the Bulger case.



Photos courtesy SyFy Channel

NO WAY! People are terrorized by flying sharks in the SyFy movie 'Sharknado.'

MOVIE
FROM PAGE 1

ple, debuted earlier this month, amid a social media frenzy. There is a scene in the movie where the Ferris wheel comes unhinged and rolls down the pier.

Councilmembers joked amongst each other, asking whether or not the producers paid City Hall for use of the pier.

City Attorney Marsha Moutrie said City Hall is looking into the matter.

"We've got a trademark of the pier [sign] so, generally speaking, to use it in a commercial venture they have to pay us," Moutrie said last week.

"Here's my understanding so far: to try and determine whether the use of the pier sign in conjunction with a movie was a copyright violation, we would need to look at how they used it," Moutrie wrote in an e-mail to the Daily Press. "So, for instance, if the sign is in ads about the movie, maybe it is. If the sign merely appears in the movie, maybe not."

Turns out, "Sharknado" doesn't need permission or need to pay City Hall any money, Scott Meehan, attorney for The Asylum, the sales agent for "Sharknado," said. The Asylum is a motion picture production, financing, and worldwide distribution studio, its website states.

"We didn't have to pay the city for two reasons. One, we have First Amendment protection and we have protection under the doctrine for nominative fair use," Meehan said.



COPYRIGHT? The movie poster for the film 'Sharknado' features a Ferris wheel but no pier sign.

"The second part would mean if as long as you depict something in its actual state in order to refer to it or comment upon it, that is not a trademark violation. As long as we don't sell T-shirts or coffee mugs with it, we're fine."

If you missed the shark infested movie, it will be shown in various theaters in Los Angeles for a special midnight showing Friday, Aug. 2.

ameera@smdp.com

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AD
FROM PAGE 1

the reactions with a press statement where he explained that the "A Better Way" commercial is one of a series of ads targeting specific demographics, in this case women.

"TrueCar is about empowerment through information. We encourage a healthy dialogue and truly appreciate the passion and position. Thank you for speaking up," Painter wrote.

Though the ad is meant to target women, Melanie Klein, an associate faculty member at Santa Monica College in sociology and women's studies, said that its portrayal of women only served to re-enforce stereotypes of their incompetence and lack of confidence in mechanical fields — including when buying a car.

"I've definitely seen worse, but it certainly qualifies as sexist," Klein said.

Lars Perner, assistant professor of clinical marketing at the USC Marshall School of Business, said that the ad can be interpreted differently depending on who is watching it. He initially did not see anything wrong with it.

Nevertheless he added that the execution of the ad — with its focus on women's lack of confidence and the moment when an actress said "I don't need to bring a dude with me" to buy a car — could understandably cause ire.

In his press statement, Painter defended this portrayal, citing market research.

"The truth is that many women — not all, but many — feel alienated when buying a car. This is demonstrated by the research we have gathered and in the comments from consumers responding to the media outlets that have disseminated this story," Painter wrote.

Klein said that while certainly some women, and men, may feel uncomfortable making such a weighty financial decision, the commercial's messages came across as though all women (not men) felt that way. She questions the research methods used to come to such a conclusion and cites the media industry's over-reliance on one dimensional gender stereotypes at fault.



YOU BE THE JUDGE: **A screen shot of TrueCar.com's advertisement that has some people calling the Santa Monica-based company sexist. You can view it for yourself on YouTube.**

Klein also suggested the lack of women in major TrueCar leadership roles as a possible reason for why such a troubling ad was green-lit in the first place. On the company site only one woman is recognized as a management team member in the group of 12 and she oversees human resources. The gender disparity in both media and corporate settings is a troubling trend, Klein added.

"If there were an accurate representation of women in leadership roles, then this commercial would have been less likely to have run," Klein said.

Perner affirmed that commercials in general have a reputation for portraying women in domestic roles and proposed that a less troubling tactic would have been to show more of the site's benefits than its customers' incompetence. For instance, he wondered if they should have shown a woman who relied on TrueCar to save time in the car buying process because she was too busy with her career.

Beyond the rehashing of media trends, both in the portrayal of women and the lack of women's voices in major marketing decisions, Perner noted that the commercial faces an emerging digital threat.

In the past for an advertisement to spark criticism it needed to be widely broadcasted and of great importance, Perner said. Now companies are subject to instant feedback (positive and negative) from consumers online.

"Ads now have a way of taking a life of their own," Perner said.

The commercial remains on the company's YouTube channel and is viewable by searching "TrueCar.com, A Better Way,"

> **I'VE DEFINITELY SEEN WORSE, BUT IT CERTAINLY QUALIFIES AS SEXIST,"**
>
> **Melanie Klein**
> Associate Faculty Member at Santa Monica College in Sociology and Women's Studies

editor@smdp.com

DENTAL
FROM PAGE 3

it will cost you," he said.

"I couldn't find any pricing information on dental procedures and I found [my father-in-law] was by no means alone. Forty-seven percent of Angelenos don't have dental insurance," he said. "They have to buy dental care without any price transparency or coverage."

Dentist Peter Pham signed up with Brighter.com two months ago. Pham recently opened up his own practice, Meridien Dental on Santa Monica Boulevard, and was looking for ways to get new patients.

"When it comes to finding patients for a dental office, there are a couple of different avenues, either you can go the Internet route or join some insurance networks or do direct mail," he said. "All of those things have their costs and benefits."

He said with Brighter.com there is less administrative cost and paperwork.

Santa Monica resident Andy Jen, one of Pham's patients, was sitting at a restaurant and saw a news piece on the website. Jen, who doesn't have dental insurance, booked an appointment and got a check up, cleaning and X-ray package for $109. After that, he got a more extensive cleaning.

"I've had dental insurance in the past," Jen said. "It's always been a little bit of a mystery how much things cost and how much I'm going to be paying for it."

When the company first launched three years ago, members paid an annual fee to access the group buying benefits, Winebaum said.

> **[DENTAL CARE IS] AT THE CORE OF YOUR HEALTH. IF YOU DON'T TAKE CARE OF YOUR HEALTH IT CAN LEAD TO OTHER PROBLEMS,"**
>
> **Jake Winebaum**
> CEO and founder, Brighter.com

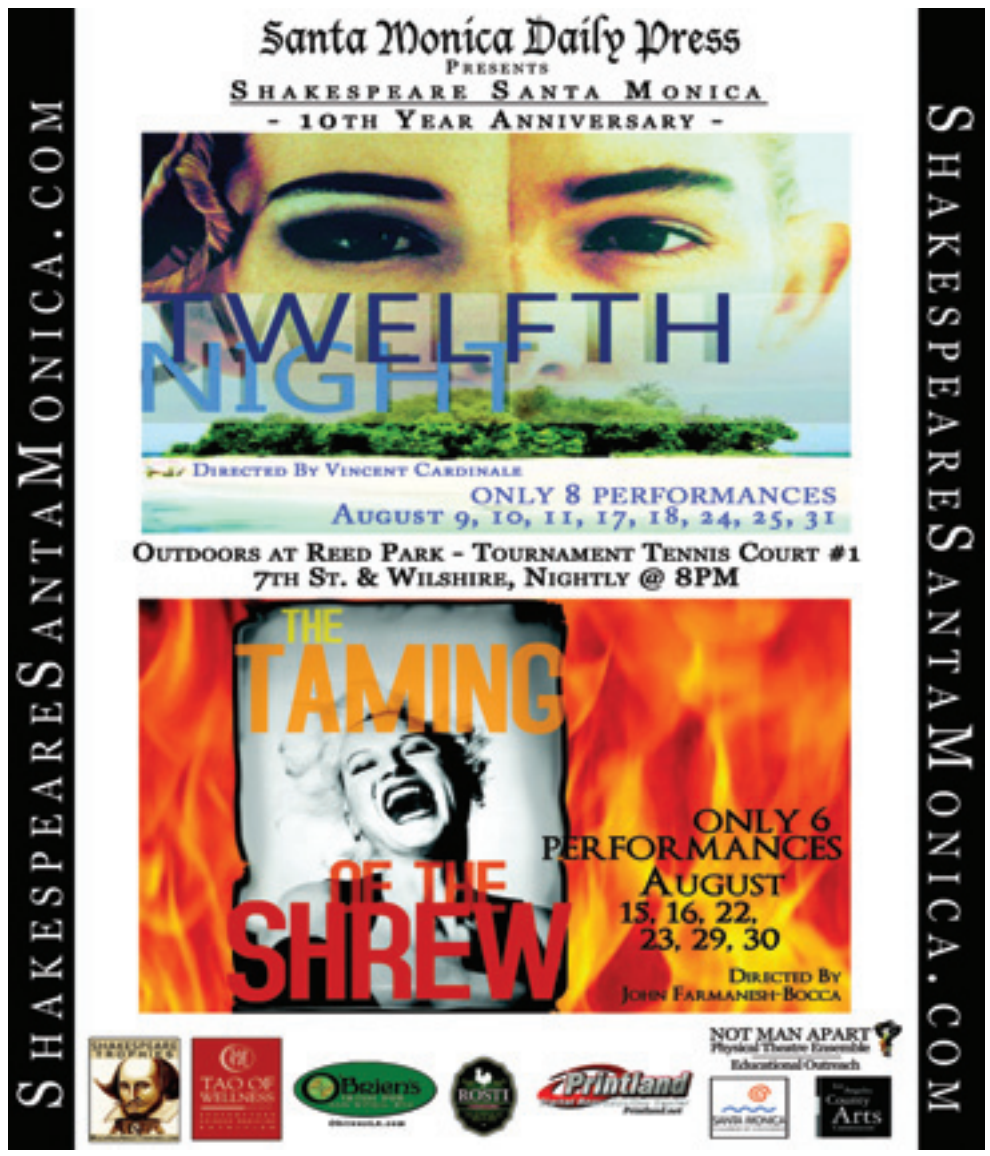
"Our initial model was too similar [to] insurance and was not disruptive enough. Why should you need to pay to access care at affordable prices?" he said.

It had also partnered with a third-party, which had a pre-existing network of dentists in most major cities in the country, Winebaum said.

"The pitfall we encountered was our inability to vet the dentists ourselves to ensure quality for our members," Winebaum said. "With that, we decided to build our own network of physicians, starting here in Los Angeles."

Brighter.com has plans to expand across California in the later part of this year, Winebaum said.

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SURF REPORT



O'NEILL

O'NEILL CARRIES APPAREL, FOOTWEAR, ACCESSORIES, WETSUITS AND ROBERT'S SURFBOARDS.

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Surf Forecasts

Water Temp: **67.8°**

SATURDAY – **FAIR** – SURF: **2-3 ft** thigh to waist high occ. 4ft
SSW swell holds; trace NW windswell

SUNDAY – **FAIR** – SURF: **2-3 ft** thigh to waist high
SSW swell mix continues

MONDAY – **FAIR** – SURF: **2-3 ft** thigh to waist high
Modest SSW swell mix continues

TUESDAY – **FAIR** – SURF: **2-3 ft** Knee to chest high
Long period SSW swell gradually builds all day; possible plus sets in the afternoon up to 3-4'

BEACH REPORT CARD

NORTH LOS ANGELES COUNTY

Grades for this report are based on monitoring data from the previous 30 days up to the ending date of: July 24, 2013

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

QUICK STATS (for the last 30 days)
- Number of sewage spills -- 0
- Number of beach closures due to a sewage spill -- 0
- Number of wet days -- 0
- Number of A grades for dry/wet weather -- 31 / ns
- Number of (C,D,F) grades for dry/wet weather -- 0 / ns

The Beach Report Card is made possible by: simplehuman, LAcarGUY, SIMA, and Grousbeck Family Foundation

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

LOCATION	DRY	WET
Leo Carrillo Beach, at Arroyo Sequit Creek mouth.	A+	ns
Nicholas Beach at San Nicholas Canyon Creek mouth.		
El Pescador State Beach, between Lechusa and Los Alisos creeks.	A+	ns
Encinal Canyon at El Matador State Beach.	A+	ns
Broad Beach at Trancas Creek mouth.	A+	ns
Zuma Beach at Zuma Creek mouth.	A+	ns
Walnut Creek, projection of Wildlife Rd. (private).	A+	ns
Paradise Cove Pier at Ramirez Canyon Creek mouth.	A+	ns
Escondido Creek, just east of Escondido State Beach.	A+	ns
Latigo Canyon Creek mouth.	A+	ns
Solstice Canyon at Dan Blocker County Beach.	A	ns
Puerco State Beach at creek mouth.	A+	ns
Marie Canyon storm drain at Puerco Beach, at 21572 Malibu Rd..	A+	ns
Surfrider Beach at Malibu Colony fence.	A	ns
Surfrider Beach (broach location)- daily.	D	ns
Malibu Pier - 50 yards east.	A+	ns
Carbon Beach at Sweetwater Canyon.	A+	ns
Las Flores State Beach at Las Flores Creek (point zero).	A	ns
Big Rock Beach at 19948 PCH stairs.	A+	ns
Pena Creek at Las Tunas County Beach.	ns	ns
Tuna Canyon.	A	ns
Topanga State Beach at creek mouth.	ns	ns
Castlerock Storm Drain at Castle Rock Beach.	A+	ns
Santa Ynez Storm Drain at Castle Rock Beach.	A+	ns
Will Rogers State Beach at 17200 PCH (1/4 mile east of Sunset drain).	C	ns
Will Rogers State Beach at Bel Air Bay Club drain near fence.	A+	ns
Will Rogers State Beach at Pulga Canyon storm drain.	A+	ns
Will Rogers State Beach at Temescal Canyon drain.	A+	ns
Will Rogers State Beach at Santa Monica Canyon drain (Chautauqua).	A	ns
Santa Monica Beach at Montana Ave. drain.	B	ns
Santa Monica Beach at Wilshire Blvd. drain.	B	ns
Santa Monica Municipal Pier.	A+	ns
Santa Monica Beach at Pico/Kenter storm drain.	A+	ns
Santa Monica Beach at Strand St. (in front of the restrooms).	A+	ns
Ocean Park Beach at Ashland Ave. drain.	A+	ns
Venice City Beach, at the Rose Ave. storm drain.	A+	ns
Venice Beach at Brooks Ave. drain.	A+	ns
Venice Beach at Windward Ave. drain.	A+	ns
Venice Fishing Pier - 50 yards south.	A+	ns
Venice Beach- projection of Topsail St..	A	ns
Marina del Rey, Mothers' Beach- lifeguard tower.	A	ns
Dockweiler State Beach at Ballona Creek mouth.	F	ns
Dockweiler State Beach at Culver Blvd. drain.	C	ns
North Westchester Storm Drain at Dockweiler State Beach.	A+	ns
Dockweiler State Beach at World Way (south of DBW jetty).	F	ns
Dockweiler State Beach at Imperial Hwy drain.	A+	ns
Dockweiler Beach- opposite Hyperion Treatment Plant.	A+	ns
Dockweiler State Beach at Grand Ave. 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.

Heal the Bay

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

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

NCAA FOOTBALL

Ducks picked to win Pac-12 title

BY GREG BEACHAM
AP Sports Writer

CULVER CITY, Calif. Even with new coach Mark Helfrich taking over for Chip Kelly at Oregon, the expectations around the high-flying Ducks haven't changed a bit.

The media is picking Oregon to win the Pac-12 football title, edging Stanford and UCLA in the preseason media poll announced Friday at the conference's media day.

Oregon received 14 of the 25 first-place votes for the Pac-12 North division in the poll, earning 139 points. The defending Rose Bowl champion Cardinal, who might be even deeper than last season's team, received 11 first-place votes and 134 points.

"It's an honor, but it really doesn't affect what we're trying to do every day," Oregon quarterback Marcus Mariota said.

Oregon's selection highlighted a busy day for the conference as its players and coaches roamed the soundstages and green spaces on the Sony Studios lot just south of Hollywood.

The Pac-12 also announced new practice policies limiting its teams to two full-contact workouts per week during the regular season and spring ball. The rules also limit contact during two-a-day workouts in preseason camp.

The league's coaches helped to write the new practice rules, which are designed to keep players healthier and away from serious head injuries. Arizona coach Rich Rodriguez said almost every coach in the country already believes in the principles set out in the Pac-12's new policy.

"I think they're good rules," Washington coach Steve Sarkisian said. "We're the first conference to do it, but I think most coaches agree on it. All the way down to the youth level, if they can use us as examples for how to keep players safe, I think it's really positive."

While Stanford and Oregon jockey for position on top of the Pac-12, teams from Seattle to Tempe are hoping for breakthrough seasons this fall — and the two hometown teams were wondering whether the pecking order has shifted in Los Angeles.

Oregon, which won the Fiesta Bowl last season in the Ducks' fourth consecutive appearance in a BCS bowl, lost Kelly and eight starters from last season's team. But they've still got Mariota, the sophomore hailed by both Helfrich and Stanford coach David Shaw on Friday as the best quarterback in the nation, and talented De'Anthony Thomas.

Helfrich hasn't decided whether to again use Thomas as a do-it-all performer instead of making him a more permanent tailback in the lineage of LaMichael James and Kenjon Barner.

Although the Pac-12 media poll has predicted the conference winner in 11 of the past 13 seasons, Shaw isn't discounting his Cardinal's chances to break past Oregon this fall, particularly with their Nov. 7 showdown being played at Stanford Stadium.

Although UCLA faces a difficult schedule under second-year coach Jim Mora, the two-time division champion Bruins got 12 first-place votes and 130 points in the South polling, edging Arizona State's nine first-place votes and 124 points. Southern California, last year's preseason No. 1, got four first-place votes and 113 points in third place.

"We made some progress last year, but we're nowhere close to where we want to be," said Mora, who cites a depleted defensive secondary as the Bruins' biggest area of concern heading into practice next week. "We've got a vision of where we want to be."

Oregon State was third in the North balloting, followed by Washington, California and Washington State.

Arizona was picked fourth in the South, followed by Utah and Colorado.

LIVE TONIGHT 9:30
NO COVER SATURDAYS
PERMASHINE
FRIDAY AUG 2
VIOLET NOVA
MIGHTY BURNT BACON
SATURDAY AUG 3
NO COVER SATURDAYS
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MOVIE TIMES

Aero Theatre
1328 Montana Ave.
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Saturday, July 27
Storm Surfers 3-D (NR) 1hr 35min
4:00pm
3-D ticket pricing: $13 General, $11 Students/Seniors, $9 Cinematheque Members.

Andrei Rublev (NR) 3hrs 25min
7:30pm

Sunday, July 28
See Me (NR) 25min
G-Dog (NR) 1hr 32min
Discussion with "G-Dog" director Freida Lee Mock and three "homies" from Homeboy Industries will follow.
5:00pm

AMC Loews Broadway 4
1441 Third Street Promenade
(888) 262-4386

R.I.P.D. (PG-13) 1hr 36min
11:30am, 4:40pm, 10:00pm

Conjuring (R) 1hr 52min
11:40am, 1:00pm, 4:00pm, 7:00pm, 9:55pm

To Do List (R) 1hr 40min
2:20pm, 4:55pm, 7:40pm, 10:20pm

Fruitvale Station (R) 1hr 25min
11:55am, 2:40pm, 5:20pm, 8:00pm, 10:30pm

R.I.P.D. 3D (PG-13) 1hr 36min
2:05pm, 7:20pm

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

Despicable Me 2 (PG) 1hr 38min
10:55am, 4:20pm, 9:45pm

Pacific Rim in 3D (PG-13) 2hrs 11min
1:40pm, 8:00pm

Pacific Rim (PG-13) 2hrs 11min
10:30am, 4:55pm, 11:15pm

Turbo (PG) 1hr 36min
10:35am, 1:35pm, 7:00pm

Red 2 (PG-13) 1hr 56min
11:00am, 2:10pm, 5:20pm, 8:30pm, 11:30pm

Grown Ups 2 (PG-13) 1hr 41min
11:20am, 2:00pm, 4:40pm, 7:20pm, 10:15pm

Wolverine (PG-13) 2hrs 06min
10:45am, 5:10pm, 11:30pm

This Is The End (R) 1hr 47min
10:40am, 4:45pm, 10:45pm

Despicable Me 2 in 3D (PG) 1hr 38min
1:20pm, 6:45pm

Heat (R) 1hr 57min
1:30pm, 7:40pm

Turbo 3D (PG) 1hr 36min
4:05pm, 9:30pm

Wolverine in 3D (PG-13) 2hrs 06min
1:55pm, 8:20pm

Laemmle's Monica Fourplex
1332 Second St.
(310) 478-3836

Hijacking (Kapringen) (R) 1hr 39min
10:30am

Hannah Arendt (NR) 1hr 49min
10:30am

Much Ado About Nothing (PG-13) 1hr 49min
11:00am

Before Midnight (R) 1hr 48min
1:40pm, 4:20pm, 7:00pm, 9:40pm

20 Feet from Stardom (PG-13) 1hr 30min
1:00pm, 3:20pm, 5:40pm, 8:00pm, 10:15pm

Way, Way Back (PG-13) 1hr 43min
1:50pm, 4:45pm, 7:30pm, 10:00pm

Only God Forgives (R) 1hr 30min
1:00pm, 3:15pm, 5:30pm, 7:45pm, 10:00pm

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

PLAY IT LOW-KEY TONIGHT, GEM

ARIES (March 21-April 19)
★★★★ You will be too fiery and direct for most people. You'll discover that an older relative could have quite a strong reaction to this. Even the family pet could appear to be out of sorts. Tonight: Making plans might take an inordinate amount of effort.

TAURUS (April 20-May 20)
★★★ Know that a lot is going on behind the scenes. You have a good hunch about what is happening, and you know the best way to proceed. Keep your opinions to yourself, but remain sensitive when someone is ready to talk. Tonight: Play it low-key.

GEMINI (May 21-June 20)
★★★★ Honor your priorities, and plan your day accordingly. Groups and friends will play an important role in what happens. An older relative could be difficult. Though you might feel accommodating, others will not; in fact, they could be quite controlling. Tonight: Loosen up.

CANCER (June 21-July 22)
★★★ You don't hesitate to step up to the plate. Many people -- too many -- will count on you to take the reins. For your own well-being, it might be necessary to say "no" more often. Tonight: Be aware that you are in the spotlight.

LEO (July 23-Aug. 22)
★★★★ If you feel like taking off for a day drive, do. Others also might want to join you for the trip. Be adventuresome, but make sure that the other parties are on the same page; otherwise, you could be overwhelmed. Tonight: Try a new type of cuisine or listen to some new music.

VIRGO (Aug. 23-Sept. 22)
★★★★ Deal with each person in your life directly and with care. Feelings will arise that could make you uncomfortable. Though someone often opens up, nothing seems to change for you; however, this time might be different. Tonight: Make sure everyone is meeting at the right place.

LIBRA (Sept. 23-Oct. 22)
★★★★ You might want to go along with others, especially if you don't want to deal with too much uproar. It will be a good way of getting to know someone better. Tonight: Listen to someone's request.

SCORPIO (Oct. 23-Nov. 21)
★★★★ You could be overtired. Don't let your fatigue seep into your weekend plans. Try to incorporate a nap into your schedule. You must make time for yourself in order to enjoy the weekend. Even if you have a serious moment, know that it soon will pass. Tonight: Make it easy.

SAGITTARIUS (Nov. 22-Dec. 21)
★★★★ Note how you limit yourself. Understand how and why you prevent yourself from meeting your potential. Be careful with a financial discussion. Conversations could be challenging, but don't be uptight. Tonight: Be naughty and nice!

CAPRICORN (Dec. 22-Jan. 19)
★★★★ Express your concerns to a family member, as you could be rather tired and withdrawn. Make today about you, and you'll like the results. You need some time off from all of your concerns. Tonight: Do not push yourself.

AQUARIUS (Jan. 20-Feb. 18)
★★★★★ You are likely to say exactly what you think and feel. Others could be equally as open, which is a trait that they have learned from you. Be as receptive as possible, even with a difficult person. Tonight: At a favorite haunt.

PISCES (Feb. 19-March 20)
★★★★ Whether you intend to or not, you might overspend. You also could be preparing for a major purchase. Do some price comparison first; time is your ally. You might have difficulty getting a call through to someone at a distance. Tonight: Treat others to a movie and/or dinner.

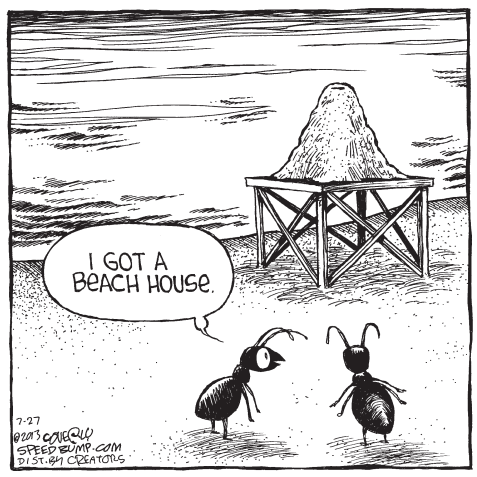
July 27-28, 2013

This year you have an unusually strong drive that allows you to break past restrictions. You might not want to travel much, but you will show a tremendous interest in different people and cultures. Many of you could opt to go back to school. You are one year away from starting a positive, new life cycle. You will want to begin the new cycle as open-minded as possible. If you are single, you are likely to attract someone who might not be the person who he or she initially portrays. Take your time getting to know this person. If you are attached, the two of you will spend many happy hours away together. ARIES is feisty.

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

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

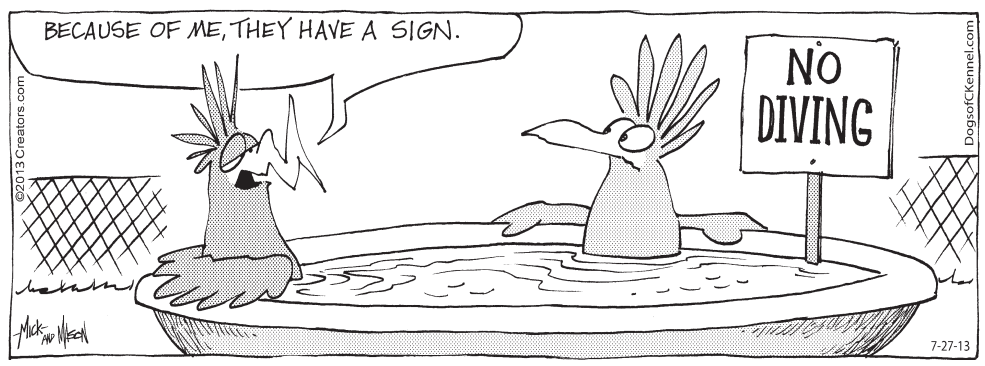
Speed Bump
By Dave Coverly



Strange Brew
By John Deering



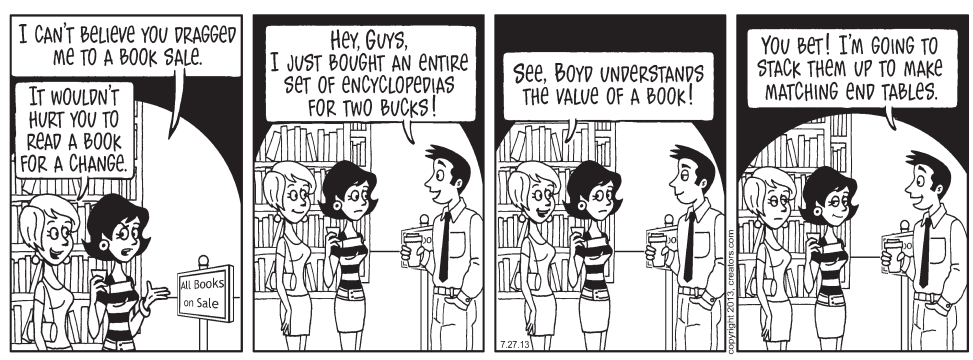
Dogs of C-Kennel
By Mick and Mason Mastroianni



Garfield
By Jim Davis



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



Sudoku

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

Difficulty Level ★★★★

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

King Features Syndicate

GETTING STARTED

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

SOLUTIONS TO YESTERDAY'S PUZZLE

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

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MYSTERY PHOTO

Daniel Archuleta *daniela@smdp.com*

The first person who can correctly identify where this image was captured wins a prize from the Santa Monica Daily Press. Send answers to *editor@smdp.com*. Send your mystery photos to *editor@smdp.com* to be used in future issues.

CROSSWORD

By THOMAS JOSEPH

ACROSS

1 Humiliated
7 Secluded spot
11 Second-largest nation
12 Angers
13 Found darling
14 Organ part
15 Murdered
16 Third-largest nation
17 Proofing mark
18 Contributes to a fund
19 On the roof of
21 Santa — winds
22 One of the X-Men
25 Road goo
26 Ollie's pal
27 Occurs
29 Dyeing tubs
33 Bellow
34 Pink shade
35 Pinochle score
36 Group in power
37 Warring god
38 Steered clear of
39 Inquisitive
40 Isn't colorfast

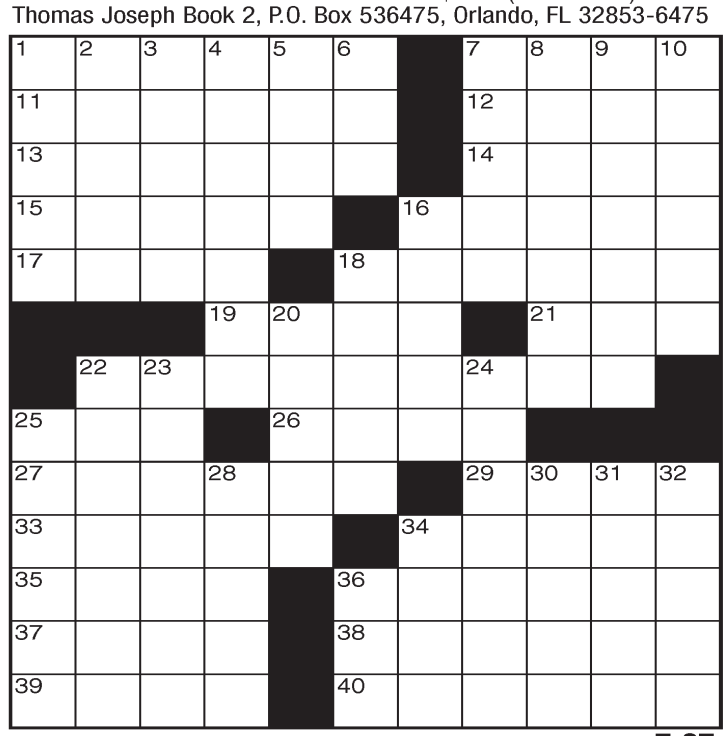
DOWN

1 A bunch
2 Taken all one can
3 Battery end
4 Kind of bliss
5 Perfect place
6 June honoree
7 Filled with gossip
8 Craftsman
9 Like Simba
10 Sevilla's nation
16 "It Happened One Night" director
18 Burns and Frost
20 Family room fixture
22 Medal recipient
23 Maryland team
24 Stylish
25 New Zealand discoverer
28 Lathered up
30 Take for — (trick)
31 Broken
32 Goes downhill
34 Con quarters
36 Yank's foe

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

Yesterday's answer

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



7-27



NEWS OF THE WEIRD
BY CHUCK SHEPARD

■ Shower rooms in health clubs are slippery enough, but Marc Moskowitz, 66, cited the one at the Bally Total Fitness gym on E. 55th St. in New York City as especially dangerous, according to his recent lawsuit to recover expenses for a broken shoulder suffered in a fall. Moskowitz claimed that so much gay male sex was occurring in the shower and locker-room area (unsupervised by Bally) that he had probably slipped on semen.

■ Lonely Japanese men (and a few women) with rich imaginations have created a thriving subculture ("otaku") in which they have all-consuming relationships with figurines that are based on popular anime characters. "The less extreme," reported a New York Times writer in July, obsessively collect the dolls. The hardcore otaku "actually believes that a lumpy pillow with a drawing of a (teenage character) is his girlfriend," and takes her out in public on romantic dates. "She has really changed my life," said "Nisan," 37, referring to his gal, Nemutan. (The otaku dolls are not to be confused with the life-size, anatomically correct dolls that other lonely men use for sex.) One forlorn "2-D" (so named for preferring relationships with two-dimensionals) said he would like to marry a real, 3-D woman, "(b)ut look at me. How can someone who carries this (doll) around get married?"

TODAY IN HISTORY

1990 - The Supreme Soviet of the Belarusian Soviet Republic declares independence of Belarus from the Soviet Union. Until 1996 the day is celebrated as the Independence Day of Belarus; after a referendum held that year the celebration of independence is moved to June 3.

WORD UP!

cyclopean
\ sahy-kluh-PEE-uhn, sahy-KLOP-ee-uhn \ , adjective;
1. (sometimes lowercase) gigantic; vast.

Santa Monica Daily Press

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	Travel	Commerical Lease	Services	Fitness	Tutoring

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Announcements

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Travel the globe at the VMT Summer Bazaar. This Saturday, 27 July 10AM-5PM. Jewelry, Accessories, Home Goods, Luxury Women's & Children's Clothing & Artisanal Products from around the world at discounts **Up To 70% Off!** 8919 Ellis Ave. LA CA, 90034. Parking Available.

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For Sale

St. Monica Rummage Sale this Saturday, July 27th from 9am to 2pm in the Auditorium. Lots of Mens/Women's/children's clothing, furniture, dvds, books, housewares, electronics, toys. No early birds. To park, enter parking lot off of Washington, between 7th and Lincoln.

Yard Sales

Moving Sale. EVERYTHING MUST GO!
8AM-1PM - Saturday 7/27
303 9th Street Santa Monica 90402

SANTA MONICA Yard Sale, Saturday July 27th 8AM-2PM. 207 11th Street
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DBAS

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2013123959 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/14/2013 The following person(s) is (are) doing business as KICKIN KASIAN. 9545 RESEDA BLVD. STE 19 & 20 , NORTHRIDGE, CA 91324. The full name of registrant(s) is/are: TINA CHUNYA TSAI 9125 CREBS AVE. NORTHRIDGE, CA 91324. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)06/01/2013. /s/: TINA TSAI. This statement was filed with the County Clerk of LOS ANGELES County on 06/14/2013. 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 07/13/2013, 07/20/2013, 07/27/2013, 08/03/2013.

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North of Montana	=	**$ 3,802,063**
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