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MONDAY, JULY 30, 2012

Volume 11 Issue 222

Santa Monica Daily Press

We have you covered

JAZZ RETURNS
SEE PAGE 3

THE LEARNING TO SWIM ISSUE



TAKING A LOOK

Brandon Wise *brandonw@smdp.com*

Local Natalie Goch (left) receives a free blood pressure check-up from Dr. Ann Ryan (right), from Santa Monica UCLA Medical Center, during a health and wellness event at the Third Street Promenade on Saturday. The event allowed local health businesses and professionals a chance to reach out to the public about community wellness in Santa Monica and beyond.

Frank talk with city manager

How Rod Gould views recent hot-button issues

BY ASHLEY ARCHIBALD
Daily Press Staff Writer

CITY HALL Every second and fourth Tuesday, the City Council sits down with a stack of staff reports to debate and decide the issues facing Santa Monica.

Seated directly opposite them is an audience, usually composed of people armed with passion and rhetoric about topics that will greatly impact their lives. To their left is City Manager Rod Gould, whose job it is to cut to the heart of the matter and support the council to make the best possible decision for the city.

Gould took over the post in 2010 from outgoing City Manager Lamont Ewell. He came from Poway, a small community north of San Diego to take over what some call the "biggest little city" in the nation.

It has not been an easy time to be in the business of government.

Although Santa Monica's diverse economy and enduring international popularity has shielded it from the devastation that has wracked other communities, Gould and his staff have contended with shrinking budgets, negotiations with all municipal bargaining units and, most recently, the loss of the Santa Monica Redevelopment Agency.

At the same time, the City Council embarked on a series of initiatives that drew the attention of the nation, including a ban on smoking in apartments and condominiums and an ill-fated attempt to guide air traffic away from Santa Monica Airport — and its angry neighbors — to other airports nearby.

The Daily Press sat down with Gould to hear his take on managing Santa Monica and the successes, challenges and missteps along the way.

(Questions and responses were edited for clarity and space.)

Daily Press: Why did you decide to be a city manager?

Rod Gould: It seemed to me that cities were where all the innovation was occurring in terms of culture and art and science and engineering and manufacturing. I saw cities

SEE TALK PAGE 10

Catholic schools delve into marketing

CHRISTINA HOAG
Associated Press

LOS ANGELES After 97 years, Our Lady of Lourdes School was closing — enrollment had dwindled to just 35 children last year at what was once one of the West Coast's biggest Catholic schools.

But with a new principal who knocked on doors, offered X Box video game consoles to kids who brought in a friend, and recruited families who lost their bid in a charter school lottery, the East Los Angeles school stayed open — 132 pupils are registered for this fall.

Call it educational evangelism. Roman Catholic schools are seeing years of marketing efforts starting to pay off in spite of tough competition from charter schools and the lingering effects of a devastating recession.

After seeing years of relentless enrollment decline, several key dioceses across the nation saw students trickle back to their schools over the past year. They say it comes down to a cultural change in Catholic education that has taken a while to implement but is finally taking root.

"If we want to continue to survive, we have to think like a business," said Domenico Pilato, who heads the Archdiocese of Los Angeles' school marketing project.

Nationally, Catholic school enrollment is still waning — closing 167 schools and losing 34,000 pupils over the past year. But educators say the number of schools with waiting lists increased by 171 and 34 schools opened.

The archdioceses of Los Angeles, Boston and Chicago, which have all employed aggressive marketing programs, have seen student upticks, offering hope the exodus can be turned around on a larger scale.

In Los Angeles, where enrollment had plummeted by more than 2,000 students a year for the past decade, elementary enrollment increased by 300 students last year. In Boston, the decline slowed to a 20-year low

SEE SCHOOLS PAGE 9

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Elder Fraud
Learn about the latest financial scams, particularly those targeting older adults and precautions to take to avoid becoming a victim.
Wednesday, August 1, 2012 • 1:00 – 2:30 p.m.
Connecting with your Grandchildren
An interactive discussion about financial strategies that will help you support your grandkids throughout their lives. Includes a free keepsake journal for you to share with your grandkids!
Wednesday, August 15, 2012 • 6:00 – 7:30 p.m.
Monday Morning Legal Clinics
In collaboration with the Santa Monica office of Legal Aid Foundation of Los angeles. Topics vary weekly to include government benefits, family law and housing. Please call for topic.
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What's Up Westside

OUT AND ABOUT IN SANTA MONICA

Monday, July 30, 2012

Wild wonders
Martin Luther King, Jr. Auditorium in Main Library
601 Santa Monica Blvd.,
2:30 p.m. — 3:15 p.m.
Kids can come enjoy a summer afternoon in the library and see some nocturnal animals face-to-face. Seating is first come, first served, and free tickets will be available at 1:30 p.m. For more information, call (310) 458-8600.

Teeny tin candles
Montana Avenue Branch Library
1704 Montana Ave.,
2:30 p.m. — 3:30 p.m.
Teens can do some arts and crafts and create a tin candle, decorated with duct tape and filled with colorful wax. Grades sixth through 12th are welcome. For more information, call (310) 458-8682.

In the cards
Fairview Branch Library
2101 Ocean Park Blvd.,
1 p.m. — 3 p.m.
Spend a Monday afternoon playing bridge and meeting other bridge lovers at the library. Advanced beginners welcome; this is not a class. For more information, call (310) 458-8681.

Alan Chan Orchestra
Typhoon Restaurant
3221 Donald Douglas Loop South, 8 p.m. and 9:30 p.m.
An evening of jazz and good food can spice up any Monday night. Alan Chan Jazz Orchestra will perform at this tasty Asian restaurant. Alan Chan was the winner of the 2011 ArtEZ Jazz Composition Contest at the International Jazz Festival in Enschede, Netherlands. There is a $10 cover charge and reservations are suggested. For more information, call (310) 390-6565.

Tuesday, July 31, 2012

SkyScapes photography workshop
Annenberg Community Beach House
415 Pacific Coast Highway,
6:30 p.m. — 8:30 p.m.
Come for a SkyScapes Digital Plein Air Photography Workshop at the Beach House. Bring a smartphone or digital camera, and learn from artists Lita Alburquerque, Bruria Finkel and Chris Garland in this hands-on workshop. These artists are currently featured in the gallery exhibit SkyScapes, and they will present their work as well. For more information, call (310) 458-4904.

In case you missed it
Montana Avenue Branch Library
1704 Montana Ave.,
6:30 p.m. — 8:30 p.m.
Adults and seniors are welcome at this screening of "Everything Must Go" (2010), part of the library's In Case You Missed It Summer Film Series. Starring Will Ferrell as a salesman who loses his wife and his job in one day and must piece his life back together, this bittersweet comedy will be enjoyable for all. For more information, call (310) 458-8682.

Beach volleyball
Annenberg Community Beach House
415 Pacific Coast Highway, 4 p.m. — 5:30 p.m.
Kids and teens ages 7-15 are welcome at this beach volleyball class. All levels can attend this semi-private class. Classes cost $18. For more information, call (310) 458-4904.

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



‘Dark Knight’ stays atop box office with $64M

CHRISTY LEMIRE
AP Movie Writer

LOS ANGELES “The Dark Knight Rises” stayed atop the box office for the second straight weekend, making just over $64 million. But it’s lagging behind the staggering numbers of its predecessor, 2008’s “The Dark Knight.”

The final piece in Christopher Nolan’s Batman trilogy has now grossed more than $289 million in its first 10 days in theaters. It dropped 60 percent from its opening weekend of $160.9 million.

By comparison, “The Dark Knight” took a 53 percent drop in its second weekend with a gross of nearly $75.2 million and a 10-day cumulative gross of $313.8 million.

Dan Fellman, head of distribution for Warner Bros., declined to comment on the Sunday estimates again out of respect for the victims of the Aurora, Colo., shooting that left 12 people dead and another 58 injured at a midnight showing of the film on opening night.

But people are still going to the movies, and they did so even last weekend, said Hollywood.com analyst Paul Dergarabedian. If anything hurt the numbers for all movies this weekend, he said, it was Friday night’s opening ceremony of the 2012 Summer Olympics in London, which drew a record-setting 40.7 million viewers in the United States.

“For a film that opened as big as this did, considering the situation and what happened last weekend and all that, I would say this is a very strong showing,” Dergarabedian said. “It’s made almost $300 million in North America and its mid-week (attendance) is very strong. It made $19 million last Monday.”

In second place this weekend was the animated family film “Ice Age: Continental Drift,” which is still going strong in its third week. It made $13.3 million for a domestic total of nearly $114.9 million. The fourth movie in the 20th Century Fox franchise features the voices of Ray Romano, Denis Leary and Queen Latifah.

Both of the new movies in wide release opened weakly. The 20th Century Fox comedy “The Watch” came in third place with $13 million. Big-name comic actors Ben Stiller, Vince Vaughn and Jonah Hill play a group of guys who come together to form a neighborhood watch; despite the star power,

SEE **BOX OFFICE** PAGE 11



File photo

TO THE BEAT: **Jazz on the Lawn will entertain the masses at Stewart Park this year. The shows run throughout August.**

Jazz on the Lawn concert series returns

BY AMANCAI BIRABEN
Special to the Daily Press

CIVIC CENTER After a crazy summer weekend, maybe the only thing that you’ll want to do on a Sunday evening is chill and listen to some soothing jazz. Instead of doing so locked up in your bedroom, the annual Jazz on the Lawn series will be located at Stewart Park and will provide fun and free jazz concerts every Sunday throughout August, starting on the Aug. 5, from 5 p.m. — 7 p.m.

• Aug. 5 — Dustbowl Revival

A unique blend on New Orleans swing, gypsy jazz, Appalachian folk and jug-band blues, Dustbowl Revival will have you mesmerized. Their instrumentation ranges from trombone, clarinet, tuba and trumpet to mandolin, fiddle and banjo. Having recently won the best Americana Song of the Year form the Independent Music Awards, this is a concert you won’t want to miss.

• Aug. 12 — Zane Musa Quartet

Zan Musa combines his traditional jazz roots with music of the contemporary era. His music effortlessly crosses boundaries into different genres of music and creates fresh and modern sounds.

• Aug. 19 — The Ronnie Gutierrez Band featuring Leslie Paula

Styles of Afro Cuban and Brazilian to Latin jazz will be performed by percussionist Ronnie Gutierrez and his band. Old school salsa will also be played. Come at 4:30 p.m. for a free salsa lesson with Francisco and Stacey Martinez from The Dance Family Studio.

• Aug. 26 — Rogelio Mitchell and Friends

Rogelio Mitchell, born in Panama, has a very mixed and original sound in his Caribbean-island style music. Blended with calypso, reggae and jazz, his creative music has brought him tours throughout Central and South America and appearances at several music festivals.

IZZE beverages will be complimentary and Beachy Cream, Frozen Crush and Alili’s Fresh Fruit will serve refreshing snacks. If you choose to be green and bike, a free bike valet will be available. If not, parking will be available across the street.

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LETTERS TO THE EDITOR

Send comments to editor@smdp.com

Staying put

Editor:

Dear Diana Alvarado:

Santa Monica's main post office has proudly served the public from its current location since 1937. But instead of celebrating its 75th anniversary of service to the community, Santa Monica is mourning its likely closure. At a public meeting recently, you heard how the public feels about this. But in a "bottom line" world, does the U.S. Postal Service have concrete reasons to continue to keep the location open if moving it would save money?

If the U.S. Postal Service hopes to have a future, it has compelling reasons to keep Santa Monica's main post office going at Fifth and Arizona. Remember the prime rule of retail: "location, location, location." A prime location is gold. Consider the REI store at Fourth and Santa Monica. Odds are most people walking by it aren't intent on buying camping gear. While it may cost the REI chain more to keep that store open than it generally generates in revenue, the company sees a Downtown Santa Monica location as terrific advertisement worldwide for its brand. A successful business (especially one with multiple outlets) thinks beyond the immediate cost for broader gains. If the main post office continues to serve one of America's most visited communities from a beautiful historic building in central Downtown, it sends the message: "The post office is here for the community, has been for a long time, will be in the future. We're here to stay. You can count on us, even when times are tough." That might be less cost effective in the short term, but it's the way a business that wants to be around in the future operates. Once you move from your golden location, it's never coming back to you. Gone forever.

You've heard the public concerns; RE: safety and access at the Seventh Street annex. From a business standpoint, the Postal Service sends a clear message, whatever it does in its current crisis. Even if it is less cost effective in the short term, keeping the main post office at Fifth and Arizona puts the Postal Service brand front and center in one of America's most vibrant cities. Visitors from all over the world use it, alongside residents. Staying put says the U.S. Postal Service intends to stand its ground, weather its fiscal crisis, and fight again another day. It's an investment toward a thriving future. Moving for short-term savings to a location the public has said it considers a dark alley (unsafe, out of the way, neither accessible nor desirable) sends an equally clear message: the U.S. Postal Service is a failure. "We're going to continue operating, for awhile anyway, but are basically intent on crawling off into a corner to quietly die." Your choice depends on your business model and future goals. It's pretty simple: Hang tough for future success, or cut and run for certain future failure. It's your call.

Mark Humphrey
Santa Monica





My Write

Bill Bauer

Send comments to editor@smdp.com

Proposed school bond is simply greed, not need

ON WEDNESDAY, AUG. 1, the Santa Monica-Malibu Unified School District Board of Education will consider placing a $385 million school construction/improvement bond on the November ballot.

The measure would cost the average property owner $185 per year and be divided up by the number of units in apartment buildings and added on to monthly rents.

Polling conducted by the district earlier this year revealed that voters would be more favorable to a construction bond which could only be used for capital improvements to the schools as opposed to a parcel tax which could be used for general operating expenses including teacher salaries.

A bond measure requires only 55 percent voter approval while a parcel tax measure requires two-thirds voter approval. Polling showed a parcel tax netting a 62 percent positive vote and failing while a bond proposition would deliver 64 percent — well in excess of what's needed to prevail.

This funding measure is exceptionally cynical because it's about grabbing money now, not about any studied or defined needs.

Although the need to fund day-to-day school operations is probably greater due to massive cuts in state education spending, the District's Economic Feasibility Committee recommended floating a bond measure mainly because it has a better chance of voter approval.

Floating a bond because it has the best chance of winning is proof that it's only about wringing more money from Santa Monica and Malibu citizens, not about addressing real needs because a specific list of critical construction/renovation projects doesn't exist. Even more cynical is that the leading advocates for these biennial ballot measures are wealthy North of Montana homeowners to whom $185 is just lunch at a trendy restaurant.

Some school board members and school supporters feel that because there are already two statewide school measures on the November ballot already — measures 30 and 38 — and we're still in a down economy, 2012 is not the right time to ask voters to open their wallets, again. They also say floating a school bond now would make passage of a school parcel tax in 2014 even more difficult.

Conversely, bond advocates say the money is always needed and holding off another two years is taking a gamble because waiting won't guarantee passage of a fundraising measure.

Recent revenue-raising successes include a 2006 school improvement bond (Measure BB) that raised $268 million and still has tens of millions of dollars remaining to be spent, a parcel tax measure in 2008 and a half-cent sales tax increase in 2010.

If you thought it wasn't just about the money, attorney Neil Carrey, chair of the Economic Feasibility Committee, said that if we wait until 2014, there's a strong possibility that we'll be competing with bond measures from City Hall and Santa Monica College. The only problem is that neither entity has announced any ballot measures for 2014.

A citizens group has already formed to oppose any school tax or bond propositions. Let the games begin.

SMRR LINES 'EM UP

Santa Monicans for Renters' Rights (SMRR) held their annual convention, Sunday, July 22 and endorsed ballot propositions and candidates for City Council and other public offices.

The SMRR convention is a major event in local politics. SMRR endorsees are overwhelmingly favored to win in the November election because renters comprise approximately three-quarters of Santa Monica's voters.

First up was the endorsement of either Santa Monica Mayor Richard Bloom or Assemblywoman Betsy Butler for the redrawn 50th Assembly District. For a SMRR endorsement, the winner must receive support from at least 55 percent of the voting members present when the vote is taken.

Neither candidate received the requisite 55 percent. Out of 191 votes cast, Bloom received 90 votes and Butler received 101 votes. Although Bloom had been endorsed in previous council races by SMRR, he seems to have fallen out of favor with some key SMRR power players. One reason might be his support of a proposed "anti-renter" city ordinance that would restrict smoking in apartments and create a "hit" list of tenants who smoke.

When I arrived, Denny Zane, a SMRR co-founder, current leader and former Santa Monica mayor was wearing a Betsy Butler sticker. Although Zane was one of the first to back Torie Osborn in the state primaries, she lost. Zane apparently switched to Butler, the top vote getter in the primary who finished slightly ahead of Bloom.

Later, I noticed Zane wasn't wearing his "Butler" sticker probably because of flack from his follow SMRR leaders over Butler's controversial endorsement by the Apartment Owners Association of Greater Los Angeles and questions about her commitment to renters' protections.

Ted Winterer garnered a first round endorsement over five other council hopefuls — incumbents Terry O'Day and Gleam Davis, former 1990s councilman Tony Vazquez, school activist Shari Davis and attorney Frank Gruber.

In the second round of voting, incumbent Gleam Davis received an endorsement. In the third and final round, none of the remaining candidates received enough votes for an endorsement.

However, SMRR's Steering Committee met Saturday and filled in two holes where no member endorsements were made during the convention last Sunday. It was widely believed by members I talked to at that time that Tony Vazquez and incumbent Terry O'Day would probably get the committee's council nod and they did. SMRR's council slate will be Winterer, Davis, O'Day and Vazquez.

Three previously endorsed school board and Santa Monica College Board of Trustees candidates for re-election were approved by member acclimation along with two Rent Control Board hopefuls.

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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.

Death Valley drive with the click of a mouse

TRACIE CONE
Associated Press

FRESNO, Calif. Imagine being the only driver on a two-lane asphalt highway as the stark desolation of Death Valley National park passes on each side and the crystal blue sky stretches up from the horizon.

Or picture a tight left turn on Yosemite's Glacier Point Road where in the east iconic Half Dome suddenly appears against a backdrop of the snow-capped High Sierra.

The Google Street View service that has brought us Earth as we might not be able to afford to see it — as well criticism that some scenes along its 5 million miles of the globe's roadways invade privacy — this month has turned its 360-degree cameras on road trips through five national parks in California.

"Everyone likes to take a road trip through a national park," said Evan Rapoport, the Street View project manager, who was inspired by a cross-country camping trip he took after graduation. "Bringing unique places to people that they might not go in the real world is unique to Street View."

The company sought permission from the Department of the Interior before filming in May as drivers hit the road in vehicles rigged with 15-lens cameras that point in all directions, Rapoport said. The camera fires off still images at intervals depending upon the speed of the vehicle, then custom software blurs faces and stitches all of them together into an ever-advancing 360-degree panorama.

Click right and see orange-hued boulders formed from cooling magma. Click up and squint into that fireball of a sun hovering over the southeast California desert in Joshua Tree National Park, which is featured with the others along with the forest-dense Sequoia & Kings Canyon and Redwood National Park at Crescent City near the Oregon border.

Stop in the middle of the virtual road and do a 360 without worrying about being rear-ended by a ubiquitous RV.

The project was part of a Street View "refresh" of California that involved a trip down Highway 1 along the Big Sur coast, including the famous Bixby Creek Bridge that spans the mouth of a coast-hugging canyon.

Is it part of a master plan to capture people in a virtual world?

"I sure hope not," Rapoport said. "Part of our goal is to inspire people to see these places in person."

As national park attendance continues to decline, officials welcome this unique virtual visit as a way to keep fans connected and inspire others to experience the sights in person.

Oregon wolf looking for love finds none in NorCal

JEFF BARNARD
AP Environmental Writer

A wandering Oregon wolf that has been out looking for love has gotten the cold shoulder from people in one Northern California county.

Citing fears that if wolves move into the area they will attack cattle, Tehama County supervisors have told the California Fish and Game Commission that they oppose putting the predators on the state's endangered species list.

The county officials said in a letter this week that "experience in other states suggests that control of wolf populations will become difficult if not impossible" if wolves are listed as endangered because protection efforts are "not based on scientific evidence, but rather on ethical and moral concerns."

Supervisor Ron Warner said a public meeting on wolves hosted by a conservation group drew as big a crowd as when the county imposed restrictions on medical marijuana.

"The cattlemen were really up arms," he said. "These people are adamant about the fact they don't want the wolf reintroduced down here. We've got a big enough fight going on with the mountain lions."

The wolf known as OR-7 has been roaming Northern California looking for a mate and a new territory since last winter, when he became the first of his species in the state in more than 80 years.

His travels have been tracked by a GPS collar that reports his location several times a day. OR-7 has not been linked to any attacks on livestock, though he has apparently fed on a pile of beef bones left out by a rancher.

The Q Line

Smoke signals
The City Council last week decided against a ban on smoking in multi-unit residences. There were concerns that condo owners and medical marijuana smokers were not considered when the proposed ban was conceived.

So, this week's Q-Line question asks:
Should the council reconsider the ban or did it go too far to begin with?

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



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By the editors of E Magazine

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A BETTER BUG? **In a very controversial experiment, genetically engineered mosquitoes, which were bred to transmit a gene during the reproductive process that kills their offspring, have been used in three countries — the Cayman Islands, Malaysia and Brazil — to counteract the quickly spreading mosquito-borne viral infection dengue fever.**

Mosquitoes with a twist

Dear EarthTalk:
I couldn't believe my ears: "genetically engineered mosquitoes?" Why on Earth would they be created? And I understand there are plans to release them into the wild?

– Marissa Abingdon,
Sumter, SC

Yes it's true, genetically engineered mosquitoes, which were bred in the lab to transmit a gene during the reproductive process that kills their offspring, have already been used on an experimental basis in three countries-the Cayman Islands, Malaysia and Brazil-to counteract the quickly spreading mosquito-borne viral infection dengue fever. The World Health Organization (WHO) estimates that as many as 100 million cases of humans infected with dengue fever-which causes a severe flu-like illness and can in certain instances be fatal-occur annually in more than 100 tropical and subtropical countries.

The British company behind the project, Oxitec, is focusing initially on dengue fever, given that the particular virus which causes it is only carried by one sub-species of mosquito. This makes the illness easier to target than malaria, for instance, which is carried by many different types of mosquitoes.

Oxitec first released some of the genetically modified mosquitoes in the Cayman Island in the Caribbean in 2009, much to the surprise of the international community and environmental advocates, many of whom are opposed to genetic engineering in any of its forms due to the unknown and unintended side effects that unleashing transgenic organisms into the world could cause.

In Brazil, where the largest experiments have been carried out to date, the government is backing a new facility designed to breed millions of genetically engineered mosquitoes to help keep dengue fever at bay.

Dengue fever isn't considered to be a big problem in the U.S. as yet. The U.S. Centers for Disease Control and Prevention reports that most of the dengue fever cases showing up in the continental U.S. are among those who have travelled to sub-tropical and tropical areas of the world. Still, WHO reports that the incidence of dengue fever in the U.S. has increased some thirty-fold over the last half century.

A proposal by Oxitec to test its transgenic mosquitoes in the Florida Keys has some locals upset. In April 2012, the town of Key West passed an ordinance prohibiting the release of the mosquitoes pending further testing on possible implications for the environment. In the meantime, Oxitec has applied to the U.S. Food and Drug Administration (FDA) for a patent on their mosquito and permission to release them in the U.S.

Some 80,000 people have signed onto a campaign on the Change.org website calling on the FDA to deny Oxitec's application. Mila de Mier, the Key West mother who launched the campaign, is concerned about the potential consequences of releasing an experimental organism on a delicate ecosystem.

"Oxitec's business goal is to sell genetically modified mosquitoes in the United States," said de Mier. "…we've already said we don't want these mosquitoes in our backyards, but Oxitec isn't listening." More definitive scientific study is needed, she says, that looks at the potential long-term impacts.

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Vietnam's tiger farms are called trafficking hubs

MIKE IVES
Associated Press

AN BINH, Vietnam Nineteen tigers prowl outdoor cages the size of dormitory rooms, nibbling frayed wire fences and roaring at a caretaker who taunts them with his sandal.

It looks like a zoo, but it's closed to the public. The facility breeds tigers, but has never supplied a conservation program with any animals nor sold any to zoos.

Conservationists allege that Vietnam's 11 registered tiger farms, including this one, are fronts for a thriving illegal market in tiger parts, highly prized for purported — if unproven — medicinal qualities.

Nonsense, says manager Luong Thien Dan. He says the farm in southern Binh Duong province was created simply because its management has a "soft spot" for the big cats, and that it's funded privately by a beer company.

"At first we just kept them as pets, but when they started to breed, we got excited and wanted to expand their population," Dan said during a tour of the farm, about 40 kilometers (25 miles) from Ho Chi Minh City.

The illegal wildlife trade is worth an estimated $8 billion to $10 billion per year in Southeast Asia alone and includes tigers, rhinos and other lesser-known animals.

The conservationists say the loosely regulated farms are used to "launder" illegally caught wild tigers, which they say are mixed in with stocks of legitimately bred animals, and that products from their carcasses are later sold on the black market.

The conservation group WWF this week ranked Vietnam as the worst country for wildlife crime in its first such survey of how well 23 countries in Asia and Africa protect rhinos, tigers and elephants. The Switzerland-based group focused its report released Monday on countries where the threatened animals live in the wild or are traded or consumed. Vietnam's foreign ministry did not immediately respond to a written request for comment on the WWF report.

However, the government has commented on the tiger farms, saying in a 2009 report that they are aimed at breeding tigers for "future reintroduction programs." No captive tiger has been successfully introduced to a wild population anywhere in the world.

Some proponents of wildlife farms argue that they can ease the pressure on wild populations by lessening the demand for poached animals.

But in Asia, such farms are largely unregulated and create "an avenue for trade in something that you shouldn't be trading in," said Vincent Nijman, a wildlife trade expert at Oxford Brookes University in England.

Vietnam is now being accused of becoming a key driver of an illegal trade that spans continents. Advocacy groups say the government's support for captive wildlife facilities — especially tiger farms — suggests that although it professes wildlife conservation, it actually is helping to drive threatened animals toward extinction.

China, which the Washington-based Brookings Institution calls the "world's largest market for illegal trade in wildlife," finished the second worst in WWF's ranking, but received praise for recent efforts to police the illegal trade in ivory and tiger products. In 2010, Chinese authorities required the country's two largest tiger farms to place microchips in live tigers and keep track of the carcasses of animals that die.

In neighboring Vietnam, however, the prime minister's decision in 2007 to legalize tiger breeding farms on a pilot basis has "undermined" the government's wildlife enforcement efforts, the WWF wildlife crime report said.

It added that captive tigers now appear to be a "substantial proportion" of the world's illegal tiger trade. Tiger bone paste — which some Vietnamese say is an effective pain killer — can fetch a few hundred dollars per ounce ($1,000 per 100 grams) on the black market.

The 35-page WWF report comes on the heels of a controversy in May, when international environmental officials and wildlife advocates learned that Vietnam's agriculture ministry had proposed allowing parts of tigers that die in captivity to be made into traditional medicine on a pilot basis.

An official at the ministry, Do Quang Tung, denied critics' charges that the proposal was designed to effectively legalize trade in tiger products, and an official at Prime Minister Nguyen Tan Dung's office told the AP earlier this month that Dung had rejected the proposal.

The global population of wild tigers has dropped precipitously over the last century, from about 100,000 to fewer than 3,500. According to the wildlife advocacy group TRAFFIC, at least 200 tiger carcasses were seized from the illegal trade worldwide last year. Vietnam is one of 13 countries with wild tigers, but they number less than 50 in Vietnamese territory, according to government figures.

Wildlife advocates say Vietnam's tiger farms have high mortality rates and cannot possibly sustain their reported populations without sourcing smuggled tigers, which they say often enter the country via its mountainous border with Laos — a country ranked the third worst offender on WWF's wildlife crime report.

According to Vietnam's Ministry of Agriculture and Rural Development, 49 of the 112 tigers living on the 11 registered tiger farms were born in captivity.

Tiger farm manager Luong Thien Dan said tigers at his farm typically die after fighting or when mothers neglect to breastfeed cubs, and that all dead tigers are cremated under supervision from local authorities.

He told the AP that he couldn't recall how his farm acquired its first cubs, nor how many tigers have died since the farm opened.

Dan says the farm covers expenses — raw meat runs about 150 to 200 million dong ($7,200 to $9,600) per month — with profits that his cousin, Ngo Duy Tan, earns as a beer keg manufacturer. The rusty tiger cages sit on Pacific Beer Company's 7,000 square meter (75,000 square foot) property, across a parking lot from silver brewing tanks and a giant pile of malt.

Farm management hopes to open an ecotourism park to showcase its tigers, but Dan said the farm's future is uncertain because it has only a temporary permit from the prime minister. Dan said he would welcome a government move to legalize the selling of tiger parts for use in traditional medicine.

"It would be good for society and for us," he said.

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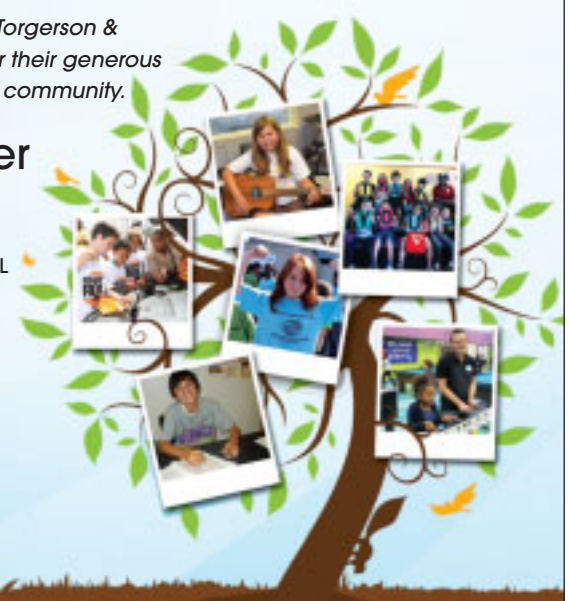

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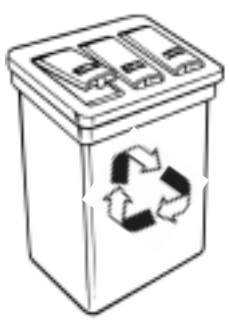

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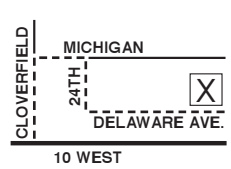

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KNOW BEFORE YOU GO



Expo Light Rail Line: Construction

Please note the following activities:
1.Street parking: striping and signage:
Work crews will complete installing parking meters on seven side streets listed below. Construction activities include, installing meters, curb paint and signs.
• Seventh Street from Colorado Avenue to Olympic Boulevard
• Ninth, 10th, 12th, Euclid, 15th and 16th streets from Colorado Avenue to Broadway
2.Sewer relocations on Colorado between Lincoln Boulevard and 14th Streets: Expect daytime lane closures on Colorado, one lane in each direction will be maintained. Expect delays if using Colorado. Note the loss of parking on Colorado but replacement parking is provided on adjacent streets.
3.Watermain relocation on 20th Street: Work crews will be relocating an existing water line currently located underground at various points along the Expo right-of-way in the city of Santa Monica. Work is scheduled to complete the week of July 30 on 20th Street between Olympic and Colorado. Please note that only one northbound lane will be maintained on 20th Street between 9 p.m. and 6 a.m. Expect delays. Noise levels will be monitored to ensure work performed is within the necessary compliance levels.
4.Watermain relocation on 26th Street: Work crews will be relocating an existing water line currently located underground at various points along the Expo right-of-way in the city of Santa Monica. Please note that only one northbound lane will be maintained on 26th Street between 9 p.m. and 6 a.m. Expect delays. Noise levels will be monitored to ensure work performed is within the necessary compliance levels.
5.Centinela Bridge: Majority of the work will take place in the city of Los Angeles right-of-way, with the west abutment being built within the city of Santa Monica. Construction of the Centinela Bridge will be implemented in stages.
• Pile drilling is to commence the week of July 30.
6. Soil removal and grading within the Expo right-of-way: To continue in Santa Monica on July 30. Expect additional truck activates on Centinela, Stewart and 26th streets.
7. South sidewalk is closed on Colorado between 14th and 16th streets
For more information about the Expo Line project, visit BuildExpo.org or call (213) 922-EXPO (3976).

20th/Cloverfield improvement project

Construction activities on 20th Street and Cloverfield Boulevard between the Santa Monica Freeway (I-10) and Pico Boulevard include potholing, driveway reconstruction, irrigation line installation, curb ramp modification and street light pole foundation installation. Said work will involve lane closures. One northbound lane will be closed on Cloverfield. Traffic control will be in place during construction and will maintain one lane of traffic in each direction at all times. Left and right turn movements may be restricted at times. Please use alternate routes whenever possible. For more info, please contact Jim Litzel, Black & Veatch, (310) 863-4991.

Sewer main replacement project

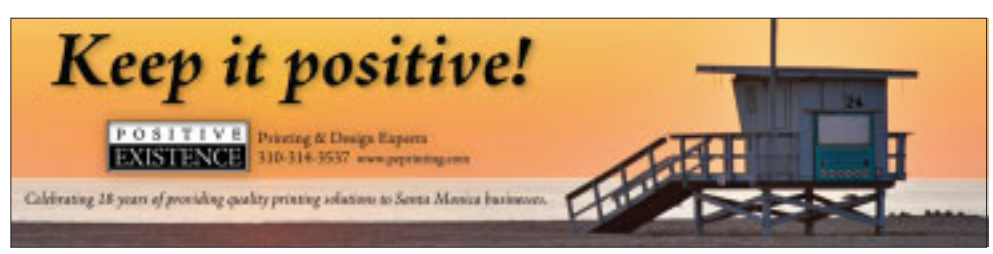
Partial closure of Montana Place North, between First and Fourth courts. Temporary traffic control signs and barricades will be placed to guide vehicular and pedestrian traffic around the work areas. Motorists are advised to avoid this alley between the hours of 8 a.m. and 6 p.m. Lanes will be restricted as result of temporary traffic control placed on 19th Street just south of Wilshire Boulevard. For more information on this project, please contact Curtis Castle, (310) 458-8721.

Annual paving & sidewalk repair project

The contractor will be repairing sidewalks and performing striping work at various locations throughout the city. Pearl Street between 17th Street and Centinela Avenue; Ocean Park Boulevard between Cloverfield Boulevard and Centinela; Sixth Street between Montana and Colorado avenues; Montana Avenue between Ocean Avenue and Seventh Street; 14th Street between Washington and Ashland avenues. The following streets will be slurry sealed in the Ocean Park area: Hollister Avenue; Hart Avenue from Barnard to Nelson avenues; Pier Avenue from Barnard to Nelson avenues; Strand Street from Bernard Avenue to Main Street; Goldsmith Street from Fourth Street to Highland Avenue; Bentley Court at Marine Street; Hill Street from Fourth to Sixth streets; Sixth Street from Bay to Strand streets. Traffic Control signs and barricades will be deployed to guide vehicular and pedestrian traffic in and around the work areas. Work hours are 8 a.m. – 6 p.m. Impact to traffic should be minimal but partial closures of some travel lanes may be necessary at times. For more info, please contact Inspector Chuck Stagner, (714) 925-4628.b

Advanced traffic management systems project

The contractor will continue work on street pothole restoration along Olympic Boulevard from Lincoln Boulevard to 17th Street, and at Broadway/Cloverfield setting the traffic signal poles and switch-over and will be setting traffic signal pull boxes and laterals at Arizona Avenue and Seventh Street; Arizona Avenue and Sixth Street and Arizona and 11th Street. Impact to traffic should be minimal but partial and full lane closures may be necessary at times. All work will take place between the hours of 8 a.m. – 6 p.m. Questions may be directed to the project hotline at (866) 755-7679 and/or Glenn Paras, Inspector, (714) 493-7017. For more info, go to: www.SMConstructs.org.



SCHOOLS
FROM PAGE 1

of 1 percent. Chicago, the nation's largest diocesan school system, saw city elementary enrollment increase by 8 percent.

Smaller dioceses also report gains. In Lafayette, Ind., where two schools closed in 2009, 300 new kids enrolled and plans are afoot to open an elementary school. Bridgeport, Conn., reported a 5 percent enrollment jump.

"Catholic schools are beginning to market and promote themselves," said Shane Martin, dean of education at Loyola Marymount University. "It's really about getting the word out about this option. People don't know much about it."

Schools realized the need to start marketing more aggressively some years ago, but it's been a slow shift in a conservative environment that historically never had to advertise itself.

In Los Angeles, some high school principals reluctant to take on marketing duties had to be replaced, said Monsignor Sabato Pilato, superintendent of high schools, who is Domenico's brother.

"Something different had to happen," the monsignor said.

Margaret Dames, superintendent of Bridgeport's Catholic schools, said she went through a personal learning curve. "I wasn't used to marketing," she said. "We're getting better at it."

It's a far cry from the 1960s when Catholic families flocked to parochial schools staffed mainly by priests and nuns, who earned a pittance and were renowned for wielding rulers to rap knuckles and check skirt length. Catholic school enrollment hit a high of 5.2 million in 13,000 schools during that decade.

These days, enrollment stands around 2 million in 6,800 schools that cost more to run. With religious vocations attracting few entrants, lay teachers staff 97 percent of classrooms and schools must cope with payroll, pensions and health insurance.

In more recent years, charter schools, which are autonomous publicly funded schools, have also siphoned off students in urban neighborhoods where Catholic schools once catered to European immigrants and then carved out a niche with minority pupils. Some charters even adopt uniforms resembling parochial plaids.

The rise of charters, in turn, has caused public schools to get more competitive with specialties such as magnets, small learning communities, performing arts and language programs.

"Charter schools have affected traditional public schools and private schools, particularly Catholic schools," Martin said. "There's more competition and choice than ever before."

Sister Mary Paul McCaughey, schools superintendent of the Archdiocese of Chicago, pointed to charters' main advantage over her schools: "The attraction is clearly the freebie."

Catholic school tuition averages $3,700 for elementary grades, and $8,100 for secondary, although many students receive financial aid and fees only pay for about 75 percent of costs. The tab is rounded out by the church and donations.

But Catholic educators say their philosophy of coupling solid academics with moral values yields superior results: 99 percent of students graduate and 85 percent go to college, according to the National Catholic Educational Association. The challenge has been touting those accomplishments in a tradition that values humility.

"Catholic schools have been reluctant to tell their story. It seems like boasting," said Karen Ristau, association president. "We're not particularly boasters."

That's changing. Schools have formed volunteer marketing committees, with some like Chicago and Bridgeport paying $2,500 stipends to parents who take on formal duties.

Los Angeles has one of the more sophisticated programs, which Pilato launched at the behest of his brother, who became alarmed when secondary enrollment sagged by 750 students in 2008.

Domenico Pilato, who had worked in city government outreach projects, organized each archdiocese high school to appoint a parent volunteer team to develop a marketing plan and taught them how to do it.

Now, those schools are required to employ a fulltime marketing director, employees undergo training in everything from social media to customer service, and the initiative has expanded to elementary schools.

Schools sponsor socials with preschool directors, real estate agents, and Spanish-speaking parents, and partner with youth organizations like the Boys & Girls Club and Little Leagues to host events. Kids in catechism classes get a spring break camp at a Catholic school, while parents who bring babies for baptism get a flood of information.

To compete academically, schools offer new programs with iPads, Mandarin Chinese and even a film and media school in Hollywood, as well as a 200-day school year. Most public schools have 180 days

"This is the first year we have not closed a school," said Kevin Baxter, Archodiocese of Los Angeles elementary superintendent. "People are seeing the value."

Still, schools in other places are struggling. In San Diego, where two schools have closed in as many years, Our Lady's School hovers on the brink. The school has 273 pre K-8 students, but most are low-income and cannot pay full tuition.

School President Noel Bishop tried coupons on the back of supermarket receipts. A teacher wore a sandwich-board to advertise an open house. The Virgin of Guadalupe was even incorporated in the school logo to appeal to Mexican-Americans. But the efforts, plus donations and a diocese emergency loan, have not closed the gap.

"We're trying to be forward thinking but we've seen a lot of families lose their jobs," he said.

At Our Lady of Lourdes in East Los Angeles, which back in the 1940s schooled 1,000 pupils, Principal Cori Marasco's latest hook to reel in more pre K-8 students is turning an auditorium into an indoor basketball court, paid for by foundation donations. It's part of her plan to make the school a community center in the impoverished, gang-plagued neighborhood.

"The park is known for drive-by shootings so kids don't have a place to go," she said. "They can come here — and enroll in school, too."

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TALK
FROM PAGE 1

as the future of the human species to put it very broadly. And if you look at human history that has indeed been the case. So the nurturing, the stewardship, the development the sustainability of cities is awfully darn important, and in the council-management form of government, which represents about 70 percent of the governments in the United States and increasing shares overseas, there's an appointed administrator who gets to do just what I told you: advise the elected officials on the best policy and then carry that out with efficiency, effectiveness and equity. To me that was an awfully rich job and one that would never be boring, and it also helps to make local representative democracy work and improve the lives of tons of thousands of people that you'll never meet.

DP: How are you liking living in Santa Monica?

RG: My wife and kids and I love living in Santa Monica. We think it is by far the most go-go, hippest, coolest, funnest city that we've been in … When most people in the country have no time for government or are really annoyed with government or think that government is the root of all their problems, the people in this town can't get enough of it … I joke all the time that in Santa Monica politics and policy is more important than sports, pets or sex, and that's the truth. That's the value system in this community.

(Santa Monica's residents are very engaged, and have been vocal on a number of recent issues including the use of parking meters that zero out the value left on the clock when a car leaves its space and the attempt to divert traffic from SMO. Here's what Gould had to say about those two issues.)

DP: What was your response to how the public reacted to the parking meters, and what do you think could have been done differently to soften the blow?

RG: And yes, [people] have opined against this and felt that this was a poor choice. I think that it's the tiniest subset of our overall parking management strategy, and if this is what worries people, then fine if the council wants to, they can direct us to go back to the old days and not reset.

DP: Should we turn it off?

RG: I don't think so, but I'm just the administrator. I think that the larger issue is how we are dealing with parking in general. When you look at the issues that are of greatest concerns to Santa Monicans, I would suggest that parking is number two or number three on the list any given day — with traffic and development in the first and second slots.

Going back to the general issue of parking, whether or not you zero-out the parking meters, the issue is, "How do you manage the scarce resource effectively and efficiently?" And you have to do it both on the supply and demand sides.

(On the supply side, City Hall is increasing the parking supply by doubling the capacity in Parking Structure 6, adding spots at Fourth Street and Arizona Avenue and working with corporations to buy back parking that workers are not using, Gould said. Rate hikes in Downtown structures, beach lots and parking meters take care of the demand side.)

DP: So you guys have already been able to get some feedback?

RG: Yes, we are, and we have real time information about how our parking is being used because we have those sensors in the ground now. So it's telling us that that policy is working.

DP: The flight schools have obviously received a lot of attention. Is there anything you can do besides closure that's going to satisfy some of these folks who are really anti-airport?

RG: We are absolutely clear that the majority of residents who live around the airport, predominantly Sunset Park and, to a lesser extent, Ocean Park, would like to see a reduction in both jet and propelled plane activity overhead. No question. We're clear on that. That isn't an issue. The issue is, "What can you do accomplish that?"

(Staff brought forward one solution, a six-month program that would have paid flight schools to practice certain maneuvers at other airports. Communities with airports became alarmed and protested the idea. Santa Monica residents also objected to paying "blood money" to flight schools.)

DP: How much vetting did you do with other cities?

RG: Maybe this was a case of misjudgment on our part. We thought that this being characterized as a six-month pilot project with a fairly limited number of flights would not rise to the level of concern. Unfortunately, some of our residents made darn sure that those other communities were quite aware of this and made sure that they were properly threatened by it.

DP: I bet with this issue you're glad you're not on the dais.

RG: We worry a lot about trying to provide the best policy prescription for the council. And the best policy is the one that also makes good political sense. At this point, we're trying to figure out what's the best policy that's practical and doable in this federal and local framework. And then what's politically advantageous … I can't tell you where we'll be in 2015 (the year that Santa Monica's obligations to the Federal Aviation Administration expire and it will have more control over operations at SMO).

(The sensors and pilot program exploded onto the national news. Other issues like smoking bans also caught attention, garnering a scathing editorial from the Los Angeles Times.)

DP: Is there something about Santa Monica that brings this (attention) upon itself?

RG: If you look at any one of our agendas ... we are doing more policy on more issues than any city of 100,000 in the country and that's just part of who Santa Monica is … So, as you say, this is the little city that roars.

We're constantly trying to address homelessness, and improve mobility and be the most sustainable city in the country, use technology in really innovative ways, press the bounds of traditional municipal services, provide human services where cities generally don't go. I'm happy we don't have foreign policy and that we're not Berkeley. That's good. But we've strayed into that end historically as well. This city is more ambitious in its policy and its political goals than most cities and hence it attracts attention.

(It might roar, but Santa Monica is facing many of the same challenges as its fellow California cities. Here are Gould's thoughts on the loss of redevelopment dollars which would have been used to pay for infrastructure.)

DP: What's our strategy moving forward with key infrastructure projects?

RG: We've completely revamped the way we do our capital improvement budgeting this past year, and we're getting a lot more specific and we're cutting way down so what's less important is what we'd like to do, but what must we do to maintain the critical infrastructure? So we'll have much less ambitious and lengthy capital projects to complete in the future, and we're going to scramble a lot harder for grant funds and other funds and we'll take a hard look at any project that has maintenance and opportu-

SEE GOULD PAGE 11

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Santa Monica


Hollywood


GOULD
FROM PAGE 10

nity costs associated with it because we don't want that to compound our general opportunity budgetary challenges.

We'll look at public-private partnerships a lot more than we have in the past. In the past, Santa Monica was in the enviable position of being able to pay cash in whatever it built. In the future, we're going to have to find partners to do things if we really want to. That involves tradeoffs; that will take more public discussion.

DP: So you were saying before it's really exciting to be at the city management level. Were you expecting all of this?

RG: Well I must say that I've been in this business 26 years and during that period there have been economic cycles, there have been changes of politics in the state, there have been changes in local priorities, there have been natural and man-made disasters, but the one community threat throughout all this period has always been the state. Until our state stabilizes, until our state can pay for its programs and its promises, every community in California is threatened.

We have many more things to be thankful for in Santa Monica than in any other city I can think of right now. Many of the problems that you write about are problems of success. There's too much traffic because everybody wants to be here. There's too much development because everybody wants to develop here. There's too little parking because everybody wants to come down and see what's going on Downtown,



Kevin Herrera *kevinh@smdp.com*

GOULD

on the beach, at the pier and be in this milieu, there isn't enough housing because everybody wants to live here. All these are signs of success that we don't see in the majority of cities in California and across the country right now. They're fighting the opposite. So I'll take our problems any day over those of my peers.

ashley@smdp.com

Editor-in-chief Kevin Herrera and news intern Sean Fitz-Gerald contributed to this story.

BOX OFFICE
FROM PAGE 3

the film was panned critically, receiving only 14 percent positive reviews on the Rotten Tomatoes website.

And "Step Up Revolution" — the fourth film in the dance franchise, which is set in Miami this time — opened at No. 4 with $11.8 million. Richie Fay, Lionsgate's president of domestic distribution, said the number was a little disappointing because the studio expected it to end up in the mid-teens. But the core audience for the previous three "Step Up" films showed up: 63 percent was female and 71 percent was under age 24.

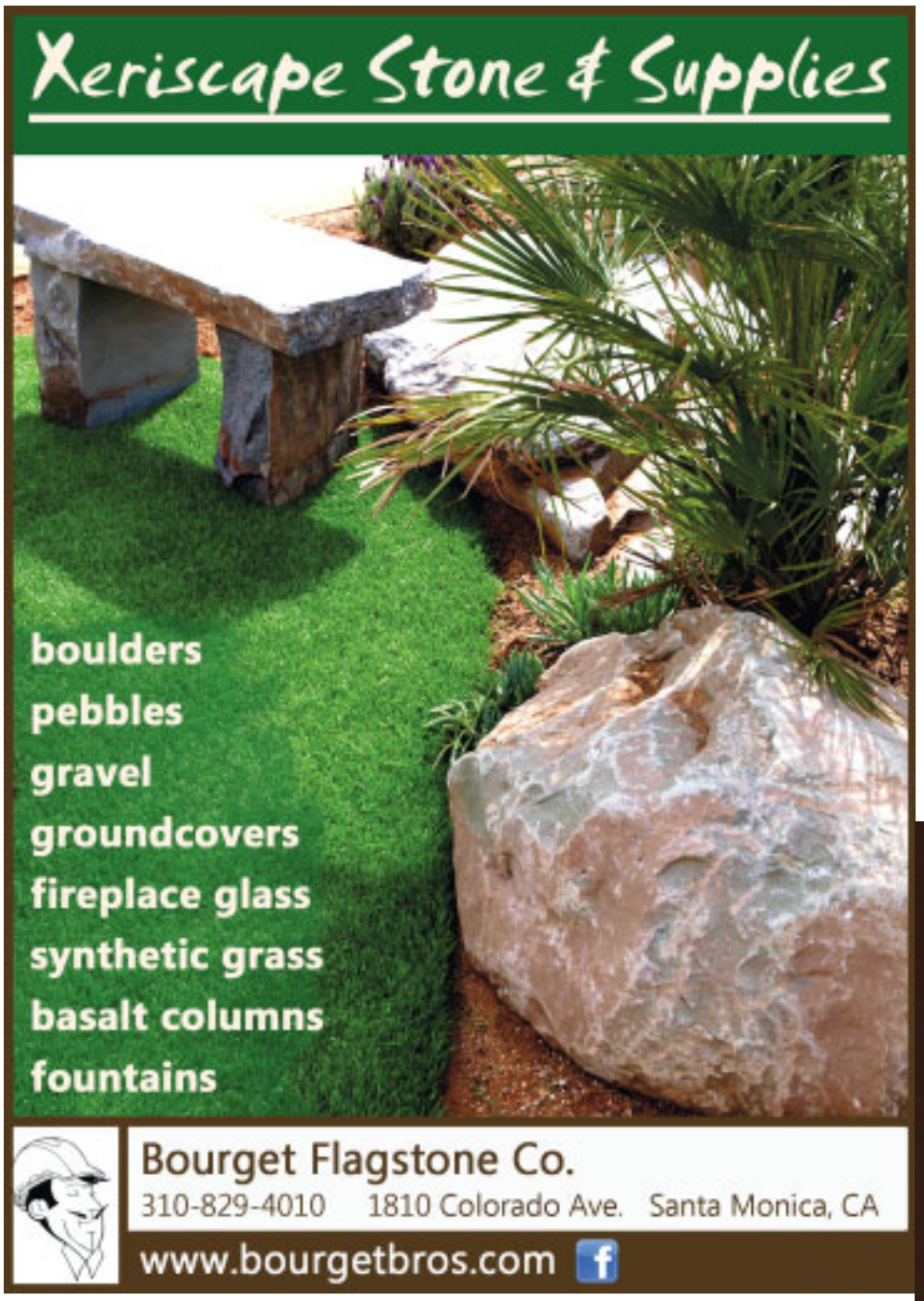
"The exit polls indicated that the audience that came out to see it liked it," Fay said. "Hopefully they'll get around to talking about it after they've had their fill of the Olympics. Someone suggested that that might feed into the gross — gymnastics and dance are so similar."

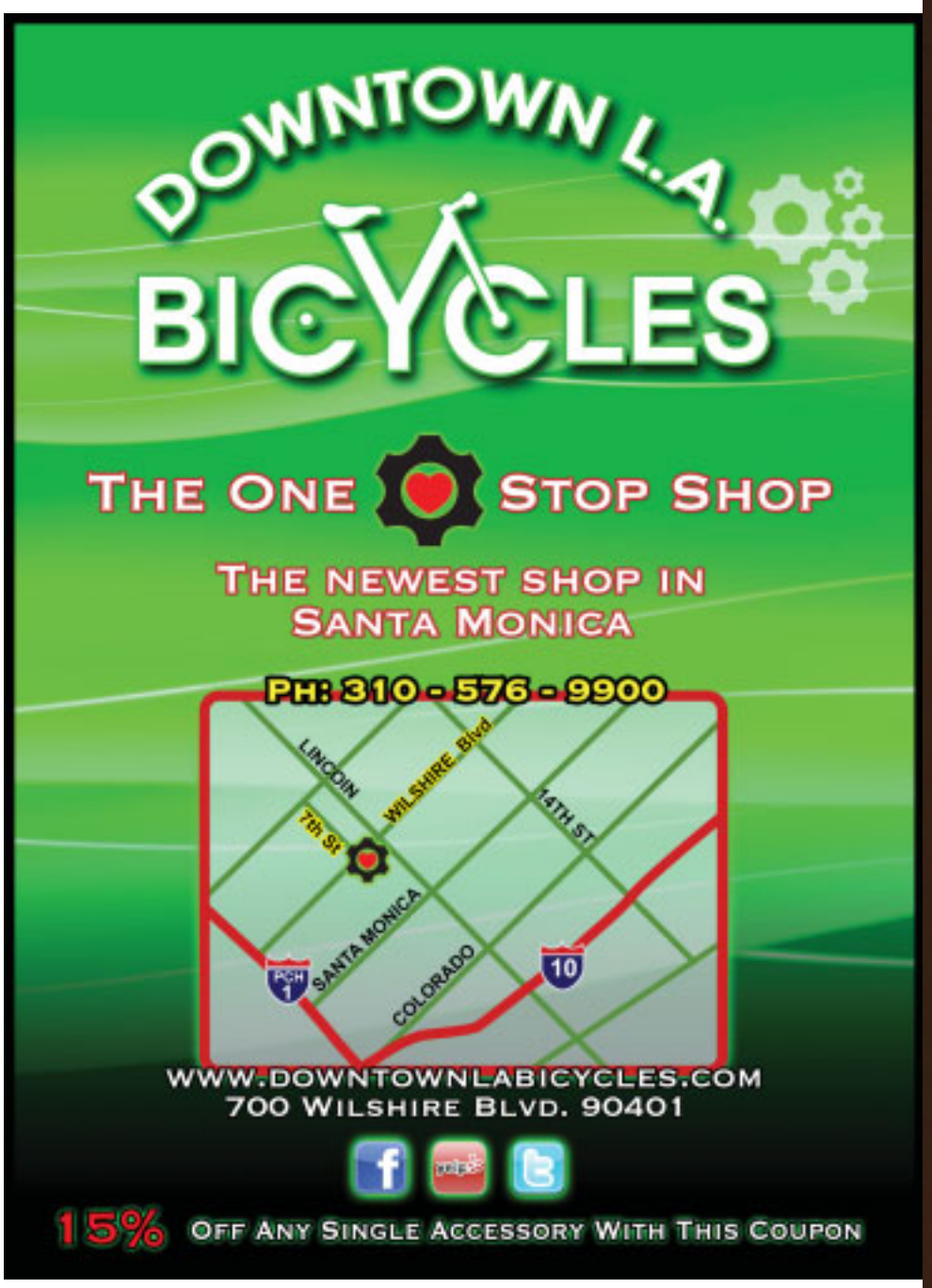
As for new movies in limited release, Fox Searchlight's "Ruby Sparks" grossed $151,881 in 13 theaters for a strong per-screen average of $11,683. Since its opening Wednesday, it's made $191,717. The romantic comedy from the directors of "Little Miss Sunshine" stars Paul Dano as a novelist with writer's block who creates his dream girl, played by Zoe Kazan, who also wrote the script.

And LD Entertainment's "Killer Joe," the NC-17-rated crime thriller from director William Friedkin, made $37,864 at three theaters in Manhattan for a $12,621 per-screen average. In his darkest performance yet, Matthew McConaughey plays a Dallas police detective with a side gig as a hit man. Emile Hirsch, Thomas Haden Church, Gina Gershon and Juno Temple co-star as the lowlifes who play crucial roles in this twisted plot.

Estimated ticket sales for Friday through Sunday at U.S. and Canadian theaters, according to Hollywood.com. Where available, latest international numbers are also included. Final domestic figures will be released today.







SURF REPORT



RIPCURL LIVE THE SEARCH
1451 THIRD STREET PROMENADE • SANTA MONICA, CA • 310-656-2875

Surf Conditions **Water Temp:** 63.7°

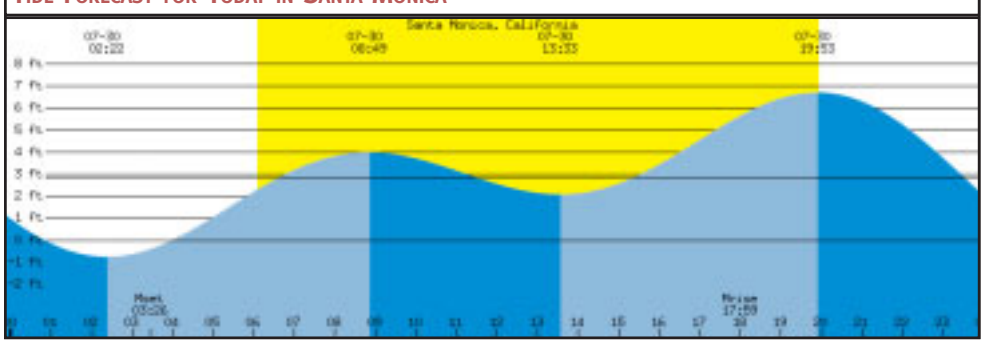
Swell Forecast

Could see waist to chest high wind swell at west facing breaks, knee to waist at south facing spots.

Long Range Synopsis

Looks to be about knee to waist most everywhere with the best size at west facing spots.

Tide Forecast for Today in Santa Monica



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 25, 2012**

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

QUICK STATS (for the last 30 days)

- Number of sewage spills -- 8
- Number of beach closures due to a sewage spill -- 8
- Number of wet days -- 8
- Number of A grades for dry/wet weather -- 26 / 16
- Number of (C,D,F) grades for dry/wet weather -- 0 / 10

The Beach Report Card is made possible by: The Diller – von Furstenberg Family Foundation, Goodbrook Family Foundation, simplehuman, LAcarGUY, SBBA

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+	as
Nicholas Beach at San Nicholas Canyon Creek mouth.	A+	as
El Pescador State Beach, between Lechusa and Los Alisos creeks.	as	as
Encinal Canyon at El Matador State Beach.	A+	as
Broad Beach at Trancas Creek mouth.	A+	as
Zuma Beach at Zuma Creek mouth.	A+	as
Walnut Creek, projection of Wildlife Rd. (private).	A+	as
Paradise Cove Pier at Ramirez Canyon Creek mouth.	A	as
Escondido Creek, just east of Escondido State Beach.	A+	as
Latigo Canyon Creek mouth.	A+	as
Solstice Canyon at Ben Blocker County Beach.	A+	as
Puerco State Beach at creek mouth.	A	as
Marie Canyon storm drain at Puerco Beach, at 21672 Malibu Rd.	C	as
Surfrider Beach at Malibu Colony fence.	A	as
Surfrider Beach (breach location) - daily.	A	as
Malibu Pier - 50 yards east.	F	as
Carbon Beach at Sweetwater Canyon.	A	as
Las Flores State Beach at Las Flores Creek (point zero).	A+	as
Big Rock Beach at 19948 PCH stairs.	A+	as
Pena Creek at Los Tunas County Beach.	A+	as
Topa Canyon.	A+	as
Topanga State Beach at creek mouth.	A	as
Castlerock Storm Drain at Castle Rock Beach.	A+	as
Santa Ynez Storm Drain at Castle Rock Beach.	A+	as
Will Rogers State Beach at 17208 PCH (1/4 mile east of Sunset drain).	A+	as
Will Rogers State Beach at Bel Air Bay Club drain near fence.	A+	as
Will Rogers State Beach at Pulga Canyon storm drain.	A+	as
Will Rogers State Beach at Temescal Canyon drain.	A+	as
Will Rogers State Beach at Santa Monica Canyon drain (Chautauqua).	C	as
Santa Monica Beach at Montana Ave. drain.	A+	as
Santa Monica Beach at Wilshire Blvd. drain.	A+	as
Santa Monica Municipal Pier.	A	as
Santa Monica Beach at Pico/Kenter storm drain.	A	as
Santa Monica Beach at Strand St. (in front of the restrooms).	A+	as
Ocean Park Beach at Ashland Ave. drain.	A+	as
Venice City Beach, at the Rose Ave. storm drain.	A+	as
Venice Beach at Brooks Ave. drain.	A+	as
Venice Beach at Windward Ave. drain.	A+	as
Venice Fishing Pier - 50 yards south.	A+	as
Venice Beach- projection of Topsail St.	A	as
Marina del Rey, Mothers' Beach- lifeguard tower.	A+	as
Dockweiler State Beach at Ballona Creek mouth.	A+	as
Dockweiler State Beach at Culver Blvd. drain.	A+	as
North Westchester Storm Drain at Dockweiler State Beach.	A+	as
Dockweiler State Beach at World Way (south of CIWW jetty).	A+	as
Dockweiler State Beach at Imperial Hwy drain.	A+	as
Dockweiler Beach- opposite Hyperion Treatment Plant.	A+	as
Dockweiler State Beach at Grand Ave. drain.	A+	as

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

as -- 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.

NFL

Raiders coach Dennis Allen ready for his first camp

JOSH DUBOW
AP Sports Writer

NAPA, Calif. After spending a decade as an assistant in the NFL, Oakland Raiders coach Dennis Allen is excited for his first training camp as the man in charge.

"Jacked up about it," Allen said. "We're ready. It's a start of a long journey."

The Raiders held mandatory meetings and a conditioning test Sunday as they prepare for their first training camp practice Monday. The Raiders and Cowboys will be the final teams to start practicing at training camp because they will be the last teams to open the preseason — on Aug. 13.

The hiring of Allen as coach was part of the major change that went on with the Raiders in the first offseason since the death of longtime owner Al Davis. Reggie McKenzie was hired as general manager and made Allen the team's first defensive head coach since John Madden.

The front office and scouting departments were overhauled and many veterans were let go as the Raiders look to overcome a nine-year run without a winning record or a playoff berth.

There will be new systems on both offense and defense but Allen said the biggest change has to come from the players and coaches themselves.

"At the end of the day, change is going to come because people decide to change," Allen said. "We might have a change in philosophy or a change in ideas but if people don't change their actions. If you keep doing the same thing over and over again, you'll keep getting the same results. We have to change our actions. That's coaches, players the organization, whatever the case may be.

Allen also said he was surprised by assistant offensive line coach Steve Wisniewski's decision to step down for personal reasons and explained his reasoning for not hiring a replacement to help line coach Frank Pollack.

"We just felt like at this point, this late in the game, that the right thing for us to do is to stick with the coaches that we have and go forward," Allen said. "I got every confidence in the world in Frank Pollack as an offensive line coach, being able to watch him throughout the OTAs and minicamp he did a great job and he'll do a great job coaching the offensive line."

Allen said he hadn't gotten reports from the training staff on if everyone would be healthy enough to practice but he expected center Stefen Wisniewski to practice for the first time since offseason shoulder surgery and receiver Denarius Moore to be back out after injuring his hamstring during minicamp last month.

The day started with the Raiders reaching a deal with their final unsigned draft pick, receiver Juron Criner. Criner signed the deal in time to be at the first mandatory meeting. The two sides were reportedly haggling over a $14,000 difference in Criner's signing bonus.

Criner was drafted with a compensatory pick at the end of the fifth round in April's draft. He immediately became a star of offseason workouts and is being counted on to contribute immediately to the Raiders, especially after the recent trade of receiver Louis Murphy to Carolina.

Despite lacking the breakaway speed the Raiders traditionally seek in their receivers, Criner was an extremely productive player in college at Arizona. He had 209 catches for 2,858 yards and 32 touchdowns in 50 games for the Wildcats.

The Raiders also signed two undrafted free agents, linebacker Chad Kilgore out of Northwest Missouri State and receiver DeAundre Muhammad out of Indiana. That gives Oakland 89 players on the roster, one short of the training camp limit. Allen said they probably wouldn't fill that spot immediately, preferring to wait and see where they might need help.

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MOVIE TIMES

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

Amazing Spider-Man (PG-13) 2hrs 16min
1:15pm, 4:40pm, 8:00pm

Dark Knight Rises (PG-13)
2hrs 44min
1:00pm, 4:45pm, 8:30pm

Magic Mike (R) 1hr 50min
1:30pm, 4:15pm, 7:00pm, 9:45pm

Katy Perry: Part of Me 3D (PG) 1hr 35min
1:45pm, 4:30pm, 7:10pm, 9:40pm

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

Amazing Spider-Man (PG-13) 2hrs 16min
11:45am, 6:15pm

Amazing Spider-Man 3D (PG-13) 2hrs 16min
3:00pm, 9:45pm

Brave (PG) 1hr 40min
11:00am, 1:40pm, 4:15pm, 6:45pm, 9:30pm

Ted (R) 1hr 46min
11:00am, 11:45am, 1:45pm, 2:30pm, 4:40pm, 5:30pm, 7:30pm, 8:30pm, 10:15pm

Dark Knight Rises (PG-13)
2hrs 44min
11:15am, 12:15pm, 3:00pm, 4:05pm, 6:45pm, 7:50pm, 10:30pm

Ice Age: Continental Drift (PG) 1hr 34min
11:15am, 1:55pm, 4:30pm, 7:00pm, 9:20pm

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

Well Digger's Daughter (La Fille du puisatier) (NR) 1hr 40min
1:20pm, 4:10pm, 7:10pm, 9:45pm

Intouchables (R) 1hr 52min
1:40pm, 4:30pm, 7:30pm, 10:10pm

Beasts of the Southern Wild (PG-13) 1hr 31min
1:00pm, 3:20pm, 5:40pm, 8:00pm, 10:15pm

To Rome With Love (R) 1hr 35min
1:30pm, 4:20pm, 7:20pm, 10:00pm

AMC Criterion 6
1313 Third St.
(310) 395-1599
Ice Age: Continental Drift 3D (PG) 1hr 34min
11:45am, 2:30pm, 5:10pm, 7:45pm, 10:15pm

Moonrise Kingdom (PG-13)
1hr 33min
11:55am, 2:40pm, 5:15pm, 7:55pm, 10:25pm

Dark Knight Rises (PG-13)
2hrs 44min
11:15am, 3:00pm, 6:45pm, 10:30pm

Savages (R) 2hrs 10min
12:15pm, 3:35pm, 7:00pm, 10:10pm

Watch (R) 1hr 42min
11:00am, 1:45pm, 4:30pm, 7:15pm, 10:00pm

Step Up Revolution (PG-13) 1hr 40min
11:30am, 5:00pm, 10:20pm

Step Up Revolution 3D (PG-13) 1hr 40min
2:15pm, 7:40pm

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

Catch up with a friend, Scorpio

ARIES (March 21-April 19)
★★★★ Step up to the plate immediately in the face of indecision and/or a lack of leadership. Others will adapt quickly to a change in how you proceed. Listen to people's feedback, and integrate their thinking if possible. Tonight: Make a quirky last-minute decision.

TAURUS (April 20-May 20)
★★★★★ Do not hesitate to detach and look at the big picture. This vision will help you not only in the moment, but also in general -- as long as you keep revising it. Tonight: Choose something relaxing.

GEMINI (May 21-June 20)
★★★★ Be sensitive to your priorities, and decide which direction you are heading. You might be unusually inspired, yet you'll need to bring that quality to those around you. A turnaround could occur in a sticky situation because of an associate or partner. Tonight: A friendship holds a surprise.

CANCER (June 21-July 22)
★★★★★ Defer to others, and follow through on what is important to you. As you proceed, if you are honest with yourself, you'll change your perspective. The unexpected comes through a higher-up. Tonight: Go with a different perspective.

LEO (July 23-Aug. 22)
★★★★ Stay mellow in your dealings with a creative and dynamic person. You do not need to show off; instead, you need to transform this relationship by allowing more spontaneity and greater mutual respect. Tonight: Working late.

VIRGO (Aug. 23-Sept. 22)
★★★★ Allow greater creativity and caring to emerge when trying to resolve a matter that seems unresolvable. You need to deal with an associate or partner with kid gloves, as this person could bolt in a new direction. Tonight: Add frolicking to your plans. Everyone will be happier.

LIBRA Sept 23-Oct. 22)
★★★ If you can stay close to home, by all means, do so. You will be more efficient and get a lot done. Take a hard look at your financial structure and ways of paying bills. Look for areas to revise if need be. Tonight: Your pad is where it is happening.

SCORPIO (Oct. 23-Nov. 21)
★★★★ Return calls and emails before you structure any plans; otherwise, you'll be revising what you are doing most of the day. Refuse to get too into your own head, as you could be accident-prone. Take a walk to release stress. Tonight: Catch up with a friend.

SAGITTARIUS (Nov. 22-Dec. 21)
★★★★ Remain sensitive to your finances and direction. You might want to rethink your budget. An unexpected idea could be a moneymaker if you feel free enough to act on it. Don't be a naysayer. Tonight: Stay calm, and think through a decision.

CAPRICORN (Dec. 22-Jan. 19)
★★★★ Changes seem inevitable, but you are more comfortable with these modifications than many people are. This is partially because, for the most part, you are the source of the change and aren't on the receiving end. Others might need a hand in adjusting. Tonight: Whatever puts a smile on your face.

AQUARIUS (Jan. 20-Feb. 18)
★★★★ Know when to back off and do something in a very different way. You will be a lot happier if you do. Also, let someone play out a brainy idea without interfering. Tonight: Get some extra R and R.

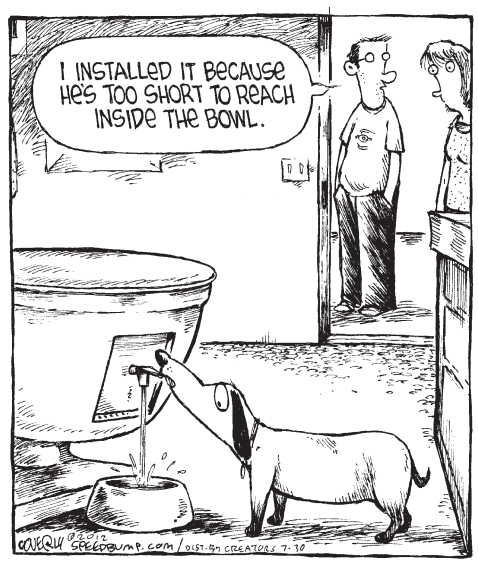
PISCES (Feb. 19-March 20)
★★★★ Listen to news more openly, even if some of it jolts you. Transform a difficult situation through patience and openness. Not everyone has to be the way you want him or her to be. Allow people to be themselves. Tonight: Enjoy your friends.

Happy birthday

This year you are practical and energetic. A change in your daily routine could transform the quality of your life. Greet a surprise with excitement. If you are single, you could meet someone who is quite exotic and different. This person could open your eyes to a brand-new world. If you are attached, the two of you will ask for different things from each other. Listen closely, and go along with this change. A trip together could re-invigorate your bond and make it stronger. CAPRICORN is always concerned with the logistics.

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

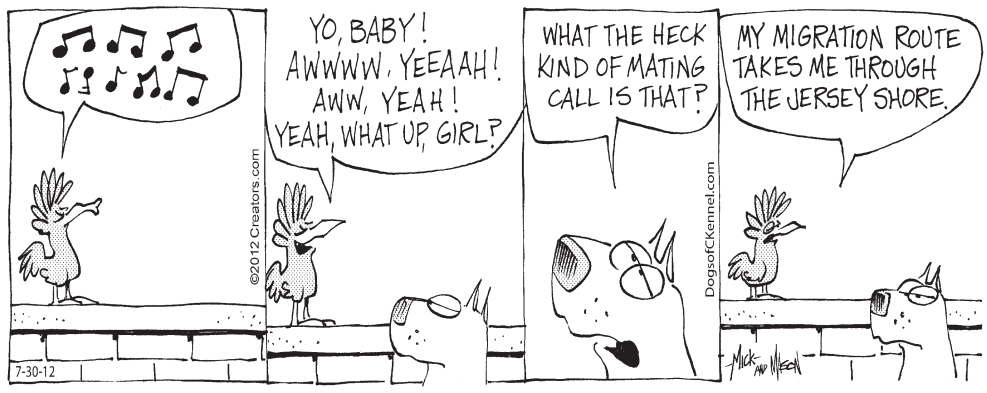
Speed Bump
By Dave Coverly



Strange Brew
By John Deering



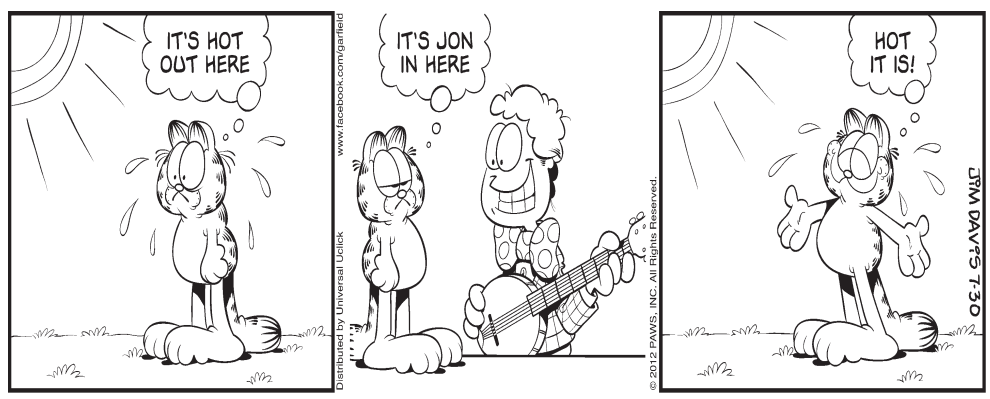
Dogs of C-Kennel
By Mick and Mason Mastroianni



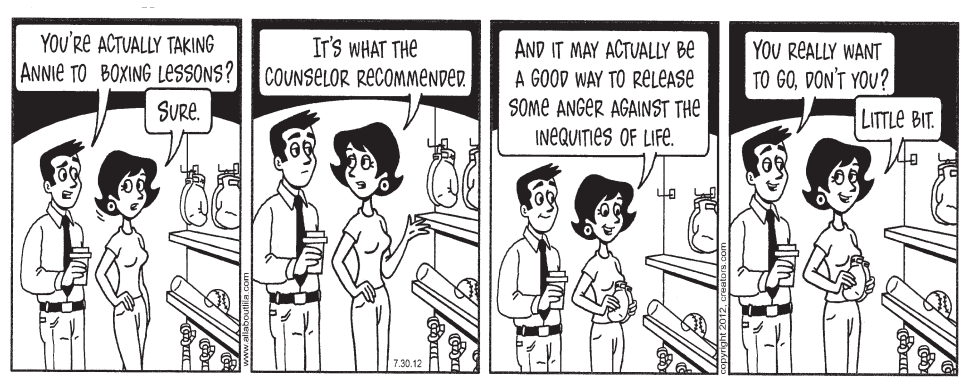
Edge City
By Terry & Patty LaBan



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 ★

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

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

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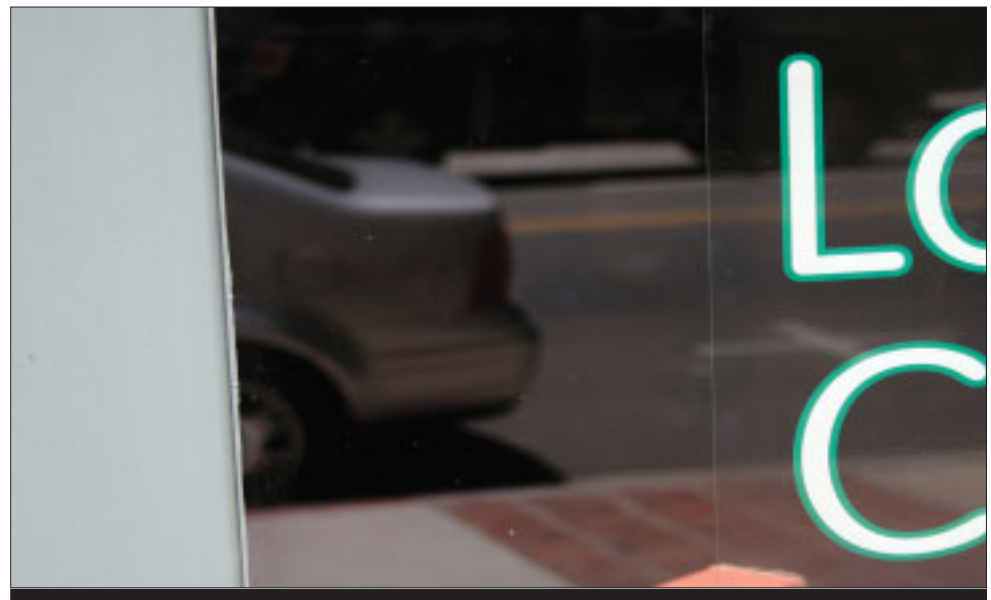


MYSTERY PHOTO

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 Ship's staff
5 Headquartered
10 Exist
11 Homes
13 Ready for business
14 Iraq neighbor
15 Slow reptiles
17 Sault — Marie
18 Programs that track users
19 Tiny taste
20 Frozen over
21 Answering machine sound
22 Mona Lisa feature
25 Neigh sayer
26 Prop for Harry Potter
27 Poseidon's realm
28 "— Now or Never"
29 Red hue
33 Cashew or pecan
34 Mariah Carey, for one
35 Blue Sesame Street character
37 Give off
38 Placid
39 Solemn act
40 Canary snacks
41 Walk of Fame symbol

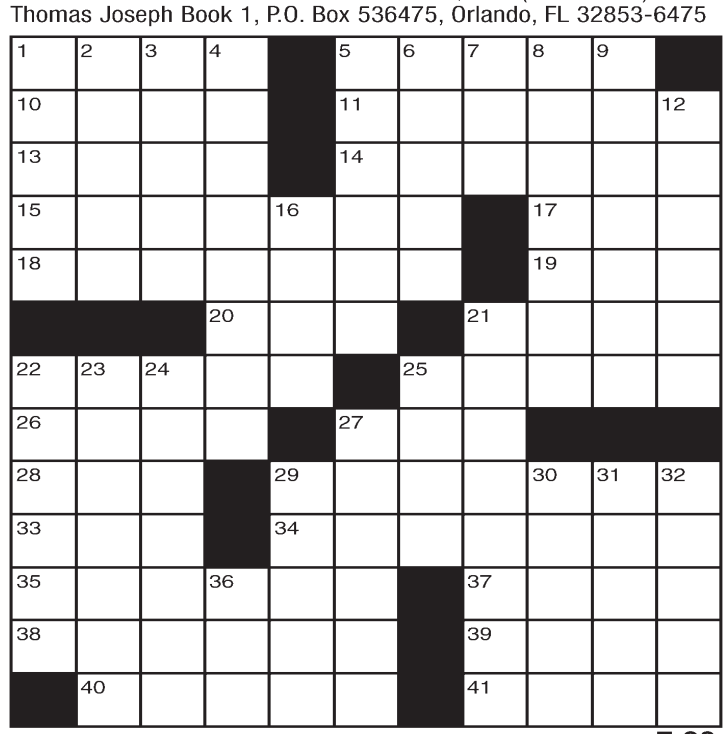
DOWN

1 Artery problems
2 Tatter
3 Each
4 Got very excited
5 Pie producer
6 Mistreat
7 Boar's mate
8 "Lou Grant" star
9 Gods
12 Treeless plain
16 Valentine trim
21 Paying house-guests
22 Playground fixtures
23 Gets older
24 Yet to come
25 Pile
27 Gets a point
29 Use money
30 Maximum amount
31 Musical set in Argentina
32 Spud
36 Geese formation

T	O	R	S	O	S	■	A	J	A	R
O	P	A	Q	U	E	■	B	O	N	E
T	E	N	U	R	E	■	B	Y	T	E
E	R	I	E	S	■	M	O	R	A	L
M	A	N	E	■	S	A	T	I	R	E
■	■	■	Z	E	A	L	■	D	E	R
■	T	H	E	X	F	I	L	E	S	■
S	H	E	■	P	E	A	L	■	■	■
W	E	A	K	E	R	■	C	A	S	H
A	B	D	U	L	■	T	O	N	T	O
M	A	I	N	■	B	O	O	N	E	S
I	B	E	T	■	I	N	L	I	N	E
S	E	R	A	■	N	Y	J	E	T	S

Saturday's answer

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



7-30

DAILY LOTTERY

MEGA MILLIONS
Draw Date: July 27
2 3 4 8 43
Meganumber: 26
Jackpot: $52M

SUPER LOTTO PLUS
Draw Date: July 28
14 19 22 36 40
Meganumber: 3
Jackpot: $7M

Fantasy 5
Draw Date: July 28
4 7 8 9 11

DAILY 3
Draw Date: July 28
MIDDAY: 3 3 4
EVENING: 7 2 9

SANTA ANITA DERBY
Draw Date: July 28
1st: 04 - BIG BEN
2nd: 05 - CALIFORNIA CLASSIC
3rd: 11 - MONEY BAGS
RACE TIME: 1:42.43

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

NEWS OF THE WEIRD
BY CHUCK SHEPARD

■ **Recurring Theme:** From time to time, Buddhist groups attempt to improve their "karmic balance" by doing good deeds for Earth's animal cohabitants. (Previously, "News of the Weird" mentioned a California group's "freeing" fish by buying out a pet shop's inventory and liberating the "lucky" fish into the Pacific Ocean -- where they were undoubtedly eaten almost immediately by larger fish.) In June, about 50 members of the Let Blessings and Wisdom Grow Buddhist group in Beijing bought at least 200 snakes, took them into a rural area of Hebei province, and, chanting, released them. Almost immediately, the snakes infested the nearby village of Miao Erdong, horrifying the villagers, who were able to club to death some of the snakes, but who remained on edge.

■ Centers for Disease Control and Prevention's weekly Morbidity and Mortality newsletter reported in June that, officially, 11 newborn Jewish males in New York City between the years 2000-2011 were diagnosed with herpes simplex virus that had been passed on by a circumcision technique in which the "mohel" (circumciser) contains bleeding by sucking blood directly from the wound.

TODAY IN HISTORY

1971 - Apollo program: Apollo 15 Mission – David Scott and James Irwin on the Apollo Lunar Module module Falcon land on the Moon with the first Lunar Rover.

1971 - An All Nippon Airways Boeing 727 and a Japanese Air Force F-86 collide over Morioka, Japan killing 162.

1975 - Jimmy Hoffa disappears from the parking lot of the Machus Red Fox restaurant in Bloomfield Hills, Michigan, a suburb of Detroit, at about 2:30 p.m. He is never seen or heard from again, and will be declared legally dead on this date in 1982.

WORD UP!

traject
\ truh-JEKT \ , verb;
1.
To transport, transmit, or transpose.

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Santa Monica Daily Press

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Notices

NOTICE OF APPLICATION TO SELL ALCOHOLIC BEVERAGE LICENSE(S)
Date of Filing Application: 04/25/2012
To Whom it may concern:
The Name(s) of the Applicant(s) is/are:
GOLDEN ROAD FOOD SERVICES LLC
The applicants listed above are applying to the Department of Alcoholic Beverage Control to sell alcoholic beverages at: 1447 LINCOLN BLVD., SANTA MONICA, CA 90401
Type of License(s) Applied for: 47-ON-SALE BEER & WINE EATING PLACE
Department of Alcoholic Beverage Control INGLEWOOD.
SANTA MONICA DAILY PRESS

Name Changes

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. SS022503 Superior Court of California, County of Los Angeles Petition of NICKO NATSIS for Change of Name TO ALL INTERESTED PERSONS: Petitioner or Attorney: NICKO NATSIS filed a petition with this court for a decree of changing names as follows: NICKO ANTON NATSIS to NIKO ANTON NATSIS. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted. Notice of Hearing: Date: August 31, 2012 Time: 9:00 a.m., Dept. A, Room 104 The address of the court is 1725 Main Street, Santa Monica, CA 90401. A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press. Date: JULY 30 2012 Joseph S. Biderman, JUDGE OF THE SUPERIOR COURT

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. LS022965
Superior Court of California, County of Los Angeles
Petition of AMALIA BANDY for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: AMALIA BANDY filed a petition with this court for a decree of changing names as follows: AMALIA HANNAH-BERNIECE BANDY to MALACHAI KOMANOFF BANDY. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted. Notice of Hearing:
Date: August 02, 2012 Time: 8:30am, Dept. C, Room 310
The address of the court is 6230 Sylmar Ave, Van Nuys, CA 91401
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: JUNE 26 2012
Richard H. Kirschner, JUDGE OF THE SUPERIOR COURT

DBAS

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012114371 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/11/2012 The following person(s) is (are) doing business as BEYOND IT CONSULTING . The full name of registrant(s) is/are: Miguel A Garcia 1609 S. Highland Ave LOS ANGELES CA 90019. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Miguel Garcia . This statement was filed with the County Clerk of LOS ANGELES County on 06/11/2012. 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 07/09/2012, 07/16/2012, 07/23/2012, 07/30/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012129105 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/27/2012 The following person(s) is (are) doing business as CREATION POEMA BY ORAMA , KIA ORA TAHITI , VARVA TSHIRT . The full name of registrant(s) is/are: Veronique Hunkin Tomasi 3553 Atlantic Avenue #1151 LONG Beach CA 90807. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Veronique Hunkin Tomasi. This statement was filed with the County Clerk of LOS ANGELES County on 06/27/2012. 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 07/09/2012, 07/16/2012, 07/23/2012, 07/30/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012134288 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/03/2012 The following person(s) is (are) doing business as CLASS ACT MOBILE DETAILING . The full name of registrant(s) is/are: Erik Gutierrez 18420 Galatea St Azusa CA 91702. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Erik Gutierrez. This statement was filed with the County Clerk of LOS ANGELES County on 07/03/2012. 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 07/09/2012, 07/16/2012, 07/23/2012, 07/30/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012139142 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/10/2012 The following person(s) is (are) doing business as ALL CITIES. The full name of registrant(s) is/are: PETER FENGIN 800 INDIANA AVE. VENICE CA 90291. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:PETER FENGIN. This statement was filed with the County Clerk of LOS ANGELES County on 07/10/2012. 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 07/16/2012, 07/23/2012, 07/30/2012, 08/06/2012.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012129098 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/27/2012 The following person(s) is (are) doing business as THE ALL AMERICAN BEER COMPANY . The full name of registrant(s) is/are: American Beer Company, Inc. 9845 St. Charles Rock Road, Suite 101 ST. Louis MO 63074. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Sheldon D. Korlin. This statement was filed with the County Clerk of LOS ANGELES County on 06/27/2012. 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 07/09/2012, 07/16/2012, 07/23/2012, 07/30/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012123121 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/20/2012 The following person(s) is (are) doing business as INSTITUE FOR RECOVERY COMPANIONS . The full name of registrant(s) is/are: Lauren Arborio 16101 Sunset Blvd #107 PacIFIC PALISADES CA 90272, Patty Baret 1235 N. Harper Ave West Hollywood CA 90046, Dr. Allen Berger 510 N. Prospect Suite 209 Redondo Beach CA 90277, Timothy Harrington 345 Colorado Ave #201 Carbondale CO 81623. This Business is being conducted by: an Unincorporated Association other than a Partnership. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Lauren Arborio . This statement was filed with the County Clerk of LOS ANGELES County on 06/20/2012. 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 07/09/2012, 07/16/2012, 07/23/2012, 07/30/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012128689 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/26/2012 The following person(s) is (are) doing business as CONSCIOUS WARRIORS PRODUCTIONS . The full name of registrant(s) is/are: Conscious Warriors, Inc. 14055 Tahiti Way #314 MaRINA DEL REY CA 90292. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Melissa Emery . This statement was filed with the County Clerk of LOS ANGELES County on 06/26/2012. 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 07/16/2012, 07/23/2012, 07/30/2012, 08/06/2012.

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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 07/09/2012, 07/16/2012, 07/23/2012, 07/30/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012138312 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/10/2012 The following person(s) is (are) doing business as ELEVATION SPORTS. The full name of registrant(s) is/are: GUAGE OUTFITTERS, INC. 1329 HARVARD STREET 3 SANTA MONICA CA 90404. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:DAVID CRAYCRAFT. This statement was filed with the County Clerk of LOS ANGELES County on 07/10/2012. 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 07/16/2012, 07/23/2012, 07/30/2012, 08/06/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012124311 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/21/2012 The following person(s) is (are) doing business as ANBUS WORHOL. The full name of registrant(s) is/are: JENNIFER CUNNINGHAM, INC 12325 SUNSET BLVD. LOS ANGELES CA 90405. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)05/15/2012. /s/: JENNIFER CUNNINGHAM. This statement was filed with the County Clerk of LOS ANGELES County on 06/21/2012. 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 07/16/2012, 07/23/2012, 07/30/2012, 08/06/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012134243 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/03/2012 The following person(s) is (are) doing business as OLIVIAS SKINCARE INC. The full name of registrant(s) is/are: OLIVIAS SKINCARE INC 1817 EUCLID STREET SANTA MONICA CA 90404. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/2007. /s/: OLIVIA NAHASS. This statement was filed with the County Clerk of LOS ANGELES County on 07/03/2012. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTI-

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012136730 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/06/2012 The following person(s) is (are) doing business as CANTEEN CAFE. The full name of registrant(s) is/are: 3 RING KITCHEN, INC 444 N. GREENCRAIG RD. LOS ANGELES CA 90049. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:3 RING KITCHEN, INC. This statement was filed with the County Clerk of LOS ANGELES County on 07/06/2012. 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 07/16/2012, 07/23/2012, 07/30/2012, 08/06/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012132322 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/29/2012 The following person(s) is (are) doing business as CORDOBA MUSIC GROUP INC, CORDOBA GUITARS, CMG, CORDOBA, CORDOBA MUSIC. The full name of registrant(s) is/are: CORDOBA MUSIC GROUP INC 1455 19TH STREET SANTA MONICA CA 90404. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/04/2010. /s/: GEORGE LEON. This statement was filed with the County Clerk of LOS ANGELES County on 06/29/2012. 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 07/16/2012, 07/23/2012, 07/30/2012, 08/06/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012126354 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/22/2012 The following person(s) is (are) doing business as REEL ONE MUSIC, DOWN PAT PRODUCTIONS, SOUNDWINGS. The full name of registrant(s) is/are: PATRICK WILLIAMS ENTERPRISES, INC 3156 MANDEVILLE CANYON ROAD LOS ANGELES CA 90049. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)05/01/2007. /s/: PATRICK M. WILLIAMS. This statement was filed with the County Clerk of LOS ANGELES County on 06/22/2012. 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 07/16/2012, 07/23/2012, 07/30/2012, 08/06/2012.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012124586 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/21/2012 The following person(s) is (are) doing business as GLASSHAUS VINEYARDS. The full name of registrant(s) is/are: GERALD CASALE 15260 VENTURA BLVD. STE. 1700 SHERMAN OAKS, CA 91403. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:GERALD CASALE. This statement was filed with the County Clerk of LOS ANGELES County on 06/21/2012. 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 07/16/2012, 07/23/2012, 07/30/2012, 08/06/2012.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012124585 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/21/2012 The following person(s) is (are) doing business as VERAN METALS EXCHANGE. The full name of registrant(s) is/are: BARRY L. DAVIS 7809 FAUST AVE. WEST HILLS, CA 91304. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:BARRY L. DAVIS. This statement was filed with the County Clerk of LOS ANGELES County on 06/21/2012. 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 07/16/2012, 07/23/2012, 07/30/2012, 08/06/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012124584 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/21/2012 The following person(s) is (are) doing business as 2108 JEWELS. The full name of registrant(s) is/are: MARJORIE HARNAGE 2602 GRISSOM DR. SAN PEDRO, CA 90732, RONALD HARNAGE 2602 GRISSOM DR. SAN PEDRO, CA 90732. This Business is being conducted by: Husband and Wife. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:MARJORIE HARNAGE. This statement was filed with the County Clerk of LOS ANGELES County on 06/21/2012. 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 07/16/2012, 07/23/2012, 07/30/2012, 08/06/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012124584 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/21/2012 The following person(s) is (are) doing business as 2108 JEWELS. The full name of registrant(s) is/are: MARJORIE HARNAGE 2602 GRISSOM DR. SAN PEDRO, CA 90732, RONALD HARNAGE 2602 GRISSOM DR. SAN PEDRO, CA 90732. This Business is being conducted by: Husband and Wife. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:MARJORIE HARNAGE. This statement was filed with the County Clerk of LOS ANGELES County on 06/21/2012. 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 07/16/2012, 07/23/2012, 07/30/2012, 08/06/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012132561 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/02/2012 The following person(s) is (are) doing business as THE OTHER HOUSE, TOH. The full name of registrant(s) is/are: THE OTHER HOUSE LLC 19773 GRAND VIEW AVE. TOPANGA CA 90290. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:AMBER VOTEL. This statement was filed with the County Clerk of LOS ANGELES County on 07/02/2012. 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 07/16/2012, 07/23/2012, 07/30/2012, 08/06/2012.

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filed with the County Clerk of LOS ANGELES County on 07/02/2012. 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 07/16/2012, 07/23/2012, 07/30/2012, 08/06/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012124581 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/21/2012 The following person(s) is (are) doing business as AL KLEAN. The full name of registrant(s) is/are: K INNOVATIVE INC. 20725 S. WESTERN AVE. STE. 120 TORRANCE, CA 90501. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)05/01/2012. /s/: KENGO KUBA. This statement was filed with the County Clerk of LOS ANGELES County on 06/21/2012. 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 07/16/2012, 07/23/2012, 07/30/2012, 08/06/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012124579 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/21/2012 The following person(s) is (are) doing business as CLEARBROOK TRADING. The full name of registrant(s) is/are: SIENA FLORAL ACCENTS, INC. 3935 HERITAGE OAK COURT SIMI VALLEY, CA 93063. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)04/2007. /s/: RAFFI KACHATORIAN. This statement was filed with the County Clerk of LOS ANGELES County on 06/21/2012. 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 07/16/2012, 07/23/2012, 07/30/2012, 08/06/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012128649 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/26/2012 The following person(s) is (are) doing business as GRACE SUPPORTIVE LIVING/GRACE AGENCY. The full name of registrant(s) is/are: BRITTANY R. JOHNSON 13626 CERISE, UNIT D HAWTHORNE, CA 90250. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)06/25/2012. /s/: BRITTANY R. JOHNSON. This statement was filed with the County Clerk of LOS ANGELES County on 06/26/2012. 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 07/16/2012, 07/23/2012, 07/30/2012, 08/06/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012128644 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/26/2012 The following person(s) is (are) doing business as MAK SERVICES. The full name of registrant(s) is/are: DAVID KNOX 4255 OLYMPIAD DRIVE LA, CA 90043. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)06/01/2012. /s/: DAVID KNOX. This statement was filed with the County Clerk of LOS ANGELES County on 06/26/2012. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT

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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 07/16/2012, 07/23/2012, 07/30/2012, 08/06/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012128645 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/26/2012 The following person(s) is (are) doing business as BETTER LIFE CHURCH. The full name of registrant(s) is/are: REACHING OUR CITIES MINISTRIES INTERNATIONAL, INC. 153 S. EAST AVE. POMONA, CA 91766. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:EDWARD MAESTAS. This statement was filed with the County Clerk of LOS ANGELES County on 06/26/2012. 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 07/16/2012, 07/23/2012, 07/30/2012, 08/06/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 201214582 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/21/2012 The following person(s) is (are) doing business as CHRIS TESTA CONSULTING. The full name of registrant(s) is/are: CHRIS TESTA 11800 AVON WAY #2 LA, CA 90066. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/2012. /s/: CHRIS TESTA. This statement was filed with the County Clerk of LOS ANGELES County on 06/21/2012. 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 07/16/2012, 07/23/2012, 07/30/2012, 08/06/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012137686 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/09/2012 The following person(s) is (are) doing business as TWENTYSIX, TWENTY SIX CLOTHING. The full name of registrant(s) is/are: EHTHAN SOLOUKI 22542 LIBERTY BELL RD. CALABASAS, CA 91302. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:ETHAN A. SOLOUKI. This statement was filed with the County Clerk of LOS ANGELES County on 07/09/2012. 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 07/16/2012, 07/23/2012, 07/30/2012, 08/06/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012135842 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/09/2012 The following person(s) is (are) doing business as 7ASSIST. The full name of registrant(s) is/are: BRIAN REED 333 VERNON AVE #2 VENICE CA 90291. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:BRIAN REED. This statement was filed with the County Clerk of LOS ANGELES County on 07/09/2012. 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

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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 07/16/2012, 07/23/2012, 07/30/2012, 08/06/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012140311 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/11/2012 The following person(s) is (are) doing business as AISLE A. The full name of registrant(s) is/are: SHOPZILLA, INC 12200 W. OLYMPIC BLVD. SUIITE 300 LOS ANGELES CA 90064. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)05/27/2012. /s/: BLYTHE A. HOLDEN. This statement was filed with the County Clerk of LOS ANGELES County on 07/11/2012. 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 07/16/2012, 07/23/2012, 07/30/2012, 08/06/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012129963 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/27/2012 The following person(s) is (are) doing business as Vital Music. The full name of registrant(s) is/are: Gotham Records, LLC 850 2nd St. #206, Santa Monica, CA 90406 Santa Monica, CA 90403. This Business is being conducted by: a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed on (Date)06/27/2012. /s/: Patrick Arn, Owner, Gotham Records, LLC. This statement was filed with the County Clerk of LOS ANGELES County on 06/27/2012. 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 07/23/2012, 07/30/2012, 08/06/2012, 08/13/2012.

FICTITIOUS BUSINESS NAME STATEMENT File No. 2012-128906 The following person(s) is (are) doing business as: JACUV, 510 Montana Ave, Santa Monica, CA 90403. Full name of registrant(s) is (are) ELIZABETH ANNE HERVATIC, 510 Montana Ave, Santa Monica, CA 90403. This Business is conducted by: AN INDIVIDUAL. Signed: ELIZABETH A. HERVATIC. This statement was filed with the County Clerk of Los Angeles County on 06/26/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 05/01/2012. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. July 02, 09, 16, 23 2012 Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012136976 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/09/2012 The following person(s) is (are) doing business as OT 4 KIDS. The full name of registrant(s) is/are: OT 4 KIDZ, INC 2553 W. SUGAR CREST DR. EAGE, IO 83616. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)11/01/2006. /s/: KARI THOMPSON. This statement was filed with the County Clerk of LOS ANGELES County on 07/09/2012. 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 viola-

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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 07/23/2012, 07/30/2012, 08/06/2012, 08/13/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012135993 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/08/2012 The following person(s) is (are) doing business as USA STAR TECH. The full name of registrant(s) is/are: ALEX SHE 18003 HORST AVE. ARTESIA, CA 90701. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:ALEX SHE. This statement was filed with the County Clerk of LOS ANGELES County on 07/08/2012. 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 07/23/2012, 07/30/2012, 08/06/2012, 08/13/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012129963 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 06/27/2012 The following person(s) is (are) doing business as VITAL MUSIC. The full name of registrant(s) is/are: GOTHEM RECORDS, LLC 850 2ND STREET #206 SANTA MONICA CA 90405. This Business is being conducted by: a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed on (Date)06/27/2012. /s/: PATRICK ARN. This statement was filed with the County Clerk of LOS ANGELES County on 06/27/2012. 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 07/23/2012, 07/30/2012, 08/06/2012, 08/13/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012137654 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/09/2012 The following person(s) is (are) doing business as DIGITAL MEDIA SERVICES, DMS. The full name of registrant(s) is/are: SANTA MONICA VIDEO, INC 1505 11TH STREET SANTA MONICA CA 90401 . This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:THORIN ALLEN. This statement was filed with the County Clerk of LOS ANGELES County on 07/09/2012. 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 07/23/2012, 07/30/2012, 08/06/2012, 08/13/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012136224 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/06/2012 The following person(s) is (are) doing business as ORGANIC SWEETHEART, ECO BABY ZONE. The full name of registrant(s) is/are: AZADEH KIANI 11947 DOROTHY AVE #302 LOS ANGELES, CA90049, MARJAN KIANI 11947 DOROTHY AVE #302 LOS ANGELES, CA90049. This Business is being conducted by: Copartners. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:AZADEH KIANI. This statement was filed with the County Clerk of LOS ANGELES County on 07/06/2012. 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 viola-

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tion 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 07/23/2012, 07/30/2012, 08/06/2012, 08/13/2012.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2012142078 ORIGINAL FILING
This statement was filed with the County Clerk of LOS ANGELES on 07/13/2012 The following person(s) is (are) doing business as MARTIN WELLS INDUSTRIES, MARTIN WELLS INTERNATIONAL. The full name of registrant(s) is/are: INDUSTRIAL PARTS DEPOT, LLC 23231 NORMANDIE AVE. TORRANCE, CA 90501. This Business is being conducted by: a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed on (Date)07/09/2012. /s/: KENNETH HARRISBERGER. This statement was filed with the County Clerk of LOS ANGELES County on 07/13/2012. 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 07/23/2012, 07/30/2012, 08/06/2012, 08/13/2012.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2012137150 ORIGINAL FILING
This statement was filed with the County Clerk of LOS ANGELES on 07/09/2012 The following person(s) is (are) doing business as CORE ALIVENESS. The full name of registrant(s) is/are: MARIELLE TAYLOR 54 THORTON AVE #7 VENICE, CA 90291. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:MARIELLE TAYLOR. This statement was filed with the County Clerk of LOS ANGELES County on 07/09/2012. 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 07/23/2012, 07/30/2012, 08/06/2012, 08/13/2012.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2012142760 ORIGINAL FILING
This statement was filed with the County Clerk of LOS ANGELES on 07/16/2012 The following person(s) is (are) doing business as PCS CALL. The full name of registrant(s) is/are: NAVID MINAEE 1226 S. SHENANDOAH ST. #301 LOS ANGELES CA 90035. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:NAVID MINAEE. This statement was filed with the County Clerk of LOS ANGELES County on 07/16/2012. 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 07/30/2012, 08/06/2012, 08/13/2012, 08/20/2012.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2012147256 ORIGINAL FILING
This statement was filed with the County Clerk of LOS ANGELES on 07/23/2012 The following person(s) is (are) doing business as PLAYA LAW FIRM, PLAYA LAW. The full name of registrant(s) is/are: SABA ZAFAR 13163 FOUNDATION PARK DR # B-110 PLAYA VISTA CA 90094. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)07/17/2012. /s/: SABA ZAFAR. This statement was filed with the County Clerk of LOS ANGELES County on 07/23/2012. 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 07/23/2012, 07/30/2012, 08/06/2012, 08/13/2012.

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mon law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 07/30/2012, 08/06/2012, 08/13/2012, 08/20/2012.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2012147257 ORIGINAL FILING
This statement was filed with the County Clerk of LOS ANGELES on 07/23/2012 The following person(s) is (are) doing business as MOJOMAC. The full name of registrant(s) is/are: PHILIP MARCH 3852 KEESHEN DRIVE LOS ANGELES CA 90066. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:PHILIP MARCH. This statement was filed with the County Clerk of LOS ANGELES County on 07/23/2012. 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 07/30/2012, 08/06/2012, 08/13/2012, 08/20/2012.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: WESTSIDE MOTORS AUTO SERVICE ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/23/2012 The following person(s) is (are) doing business as WESTSIDE MOTORS AUTO SERVICE. The full name of registrant(s) is/are: SUPRADONO SOEHARTO 1158 26TH STREET #732 SANTA MONICA CA 90403. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)04/01/1996. /s/: SUPRADONO SOEHARTO. This statement was filed with the County Clerk of LOS ANGELES County on 07/23/2012. 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 07/30/2012, 08/06/2012, 08/13/2012, 08/20/2012.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2012144300 ORIGINAL FILING
This statement was filed with the County Clerk of LOS ANGELES on 07/17/2012 The following person(s) is (are) doing business as MANATEE COMPUTER SYSTEMS. The full name of registrant(s) is/are: CHARLES MICHAEL BROCKMEIER 829 EUCLID STREET #1 SANTA MONICA CA 90403. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)07/01/1997. /s/: CHARLES MICHAEL BROCKMEIER. This statement was filed with the County Clerk of LOS ANGELES County on 07/17/2012. 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 07/30/2012, 08/06/2012, 08/13/2012, 08/20/2012.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2012146061 ORIGINAL FILING
This statement was filed with the County Clerk of LOS ANGELES on 07/19/2012 The following person(s) is (are) doing business as PLACE DE VOGUE. The full name of registrant(s) is/are: CATHERINE BIRD CHAMBERLAIN 43 NAVY ST. UNIT B VENICE, CA 90291. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:CATHERINE BIRD CHAMBERLAIN. This statement was filed with the County Clerk of LOS ANGELES County on 07/19/2012. 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

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Code). SANTA MONICA DAILY PRESS to publish 07/30/2012, 08/06/2012, 08/13/2012, 08/20/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012138460 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/06/2012 The following person(s) is (are) doing business as WESTSIDE INTERNATIONAL TRADING, LLC. The full name of registrant(s) is/are: WESTSIDE INTERNATIONAL TRADING LLC 2461 SANTA MONICA BLVD. #409 SANTA MONICA, CA 90404. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:MARIA KATALIN BARSI. This statement was filed with the County Clerk of LOS ANGELES County on 07/06/2012. 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 07/30/2012, 08/06/2012, 08/13/2012, 08/20/2012.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2012142759 ORIGINAL FILING
This statement was filed with the County Clerk of LOS ANGELES on 07/16/2012 The following person(s) is (are) doing business as SANTA MONICA FORD . The full name of registrant(s) is/are: FORD OF SANTA MONICA INC. 1230 SANTA MONICA BLVD. SANTA MONICA CA 90404. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)10/01/2002. /s/: RON DAVIS. This statement was filed with the County Clerk of LOS ANGELES County on 07/16/2012. 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 07/30/2012, 08/06/2012, 08/13/2012, 08/20/2012.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-144095
The following person(s) is (are) doing business as: CHYMANA, 8200 WILSHIRE BLVD. #200, BEVERLY HILLS, CA 90211. Full name of registrant(s) is (are) CRUZ HELENA RICO, JOSUE EDUARDO RODRIGUEZ 8200 WILSHIRE BLVD. #200, BEVERLY HILLS, CA 90211. This Business is conducted by: A GENERAL PARTNERSHIP. Signed: CRUZ HELENA RICO. This statement was filed with the County Clerk of Los Angeles County on 07/17/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. July 30, August 06, 13, 20, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-145596
The following person(s) is (are) doing business as: I WANT CRAYONS, 134 S. ELM DR. #204, BEVERLY HILLS, CA 90212. Full name of registrant(s) is (are) SOHANI HOLLAND CAGLIERO, 134 S. ELM DR. #204, BEVERLY HILLS, CA 90212. This Business is conducted by: AN INDIVIDUAL. Signed: SOHANI HOLLAND CAGLIERO. This statement was filed with the County Clerk of Los Angeles County on 07/19/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. July 30, August 06, 13, 20, 2012

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FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-145923
The following person(s) is (are) doing business as: JO-MI ALTA-5 ICF/DD-N, 2075 EL MOLINO AVE., ALTADENA, CA 91001. Full name of registrant(s) is (are) RCJM ENTERPRISES, 1849 AYERS WAY, BURBANK, CA 91501. This Business is conducted by: A LIMITED LIABILITY COMPANY. Signed: JOHANNA CUEVAS MATTA. This statement was filed with the County Clerk of Los Angeles County on 07/19/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. July 30, August 06, 13, 20, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-145922
The following person(s) is (are) doing business as: JO-MI BROADMOOR ICF/DD-N, 1547 BROADMOOR WAY, WEST COVINA, CA 91790. Full name of registrant(s) is (are) RCJM ENTERPRISES, LLC, 1849 AYERS WAY, BURBANK, CA 91501. This Business is conducted by: A LIMITED LIABILITY COMPANY. Signed: JOHANNA CUEVAS MATTA. This statement was filed with the County Clerk of Los Angeles County on 07/19/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. July 30, August 06, 13, 20, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-145921
The following person(s) is (are) doing business as: JO-MI ICF/DD-N, 2128 SHIRLEE ST., WEST COVINA, CA 91792. Full name of registrant(s) is (are) RCJM ENTERPRISES, LLC., 1849 AYERS WAY, BURBANK, CA 91501. This Business is conducted by: A LIMITED LIABILITY COMAPNY. Signed: JOHANNA CUEVAS MATTA. This statement was filed with the County Clerk of Los Angeles County on 07/19/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. July 30, August 06, 13, 20, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-141862
The following person(s) is (are) doing business as: KKCLEAN, 11114 EVERS AVE., L.A., CA 90059. Full name of registrant(s) is (are) GRICELDA DIAZ, 11114 EVERS AVE., L.A., CA 90059. This Business is conducted by: AN INDIVIDUAL. Signed: GRICELDA DIAZ. This statement was filed with the County Clerk of Los Angeles County on 07/13/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. July 30, August 06, 13, 20, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-150441
The following person(s) is (are) doing business as: ANANDA BEAUTY SALON, 5700 E. BEVERLY BLVD., L.A., CA 90022. Full name of registrant(s) is (are) JESUS ALVAREZ, 5700 BEVERLY BLVD., L.A., CA 90022, JORGE MARTINEZ, 1174 VIRGIL AVE., L.A., CA 90029. This Business is conducted by: A GENERAL PARTNERSHIP. Signed: JESUS ALVAREZ. This statement was filed with the County Clerk of Los Angeles County on 07/26/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. July 30, August 06, 13, 20, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-150732
The following person(s) is (are) doing business as: AUTO ZAPPER, 13245 IMPERIAL HWY., WHITTIER, CA 90605. Full name of registrant(s) is (are) WILLIAM POSEY, 11543 BRIMLEY ST., NORWALK, CA 90650, DEBORAH POSEY, 9033 CEDAR ST., BELLFLOWER, CA 90706. This Business is conducted by: A GENERAL PARTNERSHIP. Signed: WILLIAM POSEY. This statement was filed with the County Clerk of Los Angeles County on 07/26/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 11/2007. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. July 30, August 06, 13, 20, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-149106
The following person(s) is (are) doing business as: NEON COUTURE, 14431 VENTURA BLVD. #229, SHERMAN OAKS, CA 91423. Full name of registrant(s) is (are) KEYANA BRADGON, 2132 HYDE PARK AVE. #223, L.A., CA 90047. This Business is conducted by: AN INDIVIDUAL. Signed: KEYANA BRADGON. This statement was filed with the County Clerk of Los Angeles County on 07/24/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. July 30, August 06, 13, 20, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-146518
The following person(s) is (are) doing business as: PRECIOUS GIFTS ETC., 703 W. 43rd PL., L.A., CA 90037. Full name of registrant(s) is (are) VERONICA PORTILLO, 703 W. 43rd PL., L.A., CA 90037. This Business is conducted by: AN INDIVIDUAL. Signed: VERONICA PORTILLO. This statement was filed with the County Clerk of Los Angeles County on 07/20/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. July 30, August 06, 13, 20, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-150440
The following person(s) is (are) doing business as: QUIQUE'S BEAUTY SALON, 5418 E. BEVERLY BLVD. #A, L.A.., CA 90022. Full name of registrant(s) is (are) JUSUS ALVAREZ, REYNA DE LA PAZ DIAZ, 5700 E. BEVERLY BLVD., L.A.., CA 90022. This Business is conducted by: A GENERAL PARTNERSHIP. Signed: JUSUS ALVAREZ. This statement was filed with the County Clerk of Los Angeles County on 07/26/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 06/01/2007. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. July 30, August 06, 13, 20, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-148667
The following person(s) is (are) doing business as: ROCKIN LOCKS SALON, 3028 WOODRUFF AVE., LONG BEACH, CA 90808. Full name of registrant(s) is (are) KIMBERLY TITTERINGTON, 6020 E. WALTON ST., LONG BEACH, CA 90815. This Business is conducted by: AN INDIVIDUAL. Signed: KIMBERLY TITTERINGTON. This statement was filed with the County Clerk of Los Angeles County on 07/24/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious 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 in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. July 30, August 06, 13, 20, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2012142762 ORIGINAL FILING
This statement was filed with the County Clerk of LOS ANGELES on 07/16/2012 The following person(s) is (are) doing business as BEL MONDO MEN. The full name of registrant(s) is/are: GEORGE M. DOW 1130 20TH STREET #8 SANTA MONIA CA 90403. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:GEORGE M. DOW. This statement was filed with the County Clerk of LOS ANGELES County on 07/16/2012. 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 07/30/2012, 08/06/2012, 08/13/2012, 08/20/2012.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2012142761 ORIGINAL FILING
This statement was filed with the County Clerk of LOS ANGELES on 07/16/2012 The following person(s) is (are) doing business as A MINOR INCIDENT. The full name of registrant(s) is/are: JOSEPH HACKETT 1112 19TH STREET UNIT #1 SANTA MONICA CA 90403, HEATHER HACKETT 1112 19TH STREET UNIT #1 SANTA MONICA CA 90403. This Business is being conducted by: Husband and Wife. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JOSEPH HACKETT. This statement was filed with the County Clerk of LOS ANGELES County on 07/16/2012. 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 07/30/2012, 08/06/2012, 08/13/2012, 08/20/2012.

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Beyond Alzheimer's

Beyond Alzheimer's is a weekly support group for caregivers and loved ones of someone with Alzheimer's disease or other forms of dementia. The group is co-facilitated by Patti Davis, the daughter of former president Ronald Reagan and Nancy Reagan, and by Cathy Sammons, LCSW, PhD.

No registration is required for this event.

For more information, call Katherine Serrano at (310) 825-8253.

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