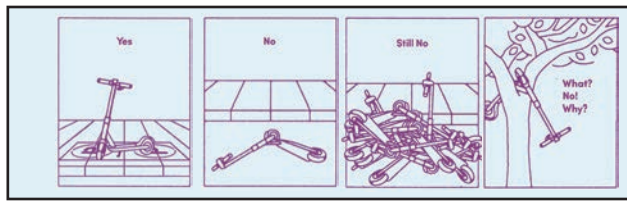
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Local media company connects Latinx community with advertisers

ANGEL CARRERAS
Daily Press Staff Writer

A local media company is helping advertisers target the next big thing in the media world — Hispanic audiences.

H-Code, founded by Santa Monica resident Parker Morse, is a digital advertising platform that connects big brands with the burgeoning Latinx market. In just a handful of years, Morse and his company have worked with heavy media hitters such as HBO and Disney.

Morse talked with the Daily Press to explain what exactly his company does and how to authentically reach a diverse audience with care.

CAN YOU DESCRIBE WHEN OR HOW YOU SAW THAT THERE WAS A NEED IN THE HISPANIC AUDIENCE?

I read stats somewhere that 60% of LA is Hispanic, yet I didn't see that marketing anywhere. This is the most influential consumer in America for the next twenty years! That's important for every business moving forward. It's this obvious opportunity where the Hispanic consumer is everywhere but brands aren't meeting them, especially digitally.

I think culture is the greatest way to impact emotion and everyone wants to be spoken to in an authentic way — whether sports fans or family or moms, but

SEE **COMPANY** PAGE 5

Supporters hope SMO's Compass Rose can navigate local landmark rules



Courtesy photo

COMPASS ROSE: The navigational aid at the Santa Monica Airport is the subject of a Landmarks application.

MATTHEW HALL
Daily Press Editor

A group of aviation historians, enthusiasts and pilots are hoping Santa Monica will be the first city in the nation to recognize a piece of flying history with a landmark designation.

The Los Angeles Chapter of the Ninety-Nines, a women's pilot association, has filed an application to landmark the Compass Rose at the Santa Monica Airport. The Rose is a blue and white compass star painted on the airfield. The marking retains a valuable use for pilots and has a direct connection to the city's aviation history.

"It's the only reminder of the 1929 Air Derby that took place here," he said Eve Lopez, Chair of the Los Angeles Chapter of the Ninety-Nines. "But for the Compass Rose, there would not be

SEE **ROSE** PAGE 5

Santa Monica author examines different types of Californians in her new novel



Courtesy photo

LAILA LALAMI

MADELEINE PAUKER
Daily Press Staff Writer

Local author Laila Lalami was thrown under the media spotlight earlier this year following the release of her fourth novel.

Critics hailed "The Other Americans" as a richly layered exploration of American identity, immigration and race — and many of them noted that the novel, which follows the murder of a Moroccan immigrant in a small town near Joshua Tree, particularly resonated in the Trump era.

But the novel isn't about Trump's America, Lalami said. The Moroccan-American author and two-time Santa Monica Artist Fellow began writing "The Other

SEE **AUTHOR** PAGE 7


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What's Up Westside

OUT AND ABOUT IN SANTA MONICA

Monday, September 2

Pool Open

The pool will be open from 10 a.m. to 7 p.m. Passes go on sale at 9 a.m. Annenberg Community Beach House.

Tuesday, September 3

Gentle Yoga at Fairview

In a class that is safe for seniors and beginners, as well as relaxing and stress-releasing for pros, veteran instructor Raghavan guides you through a gentle session of yoga and meditation. Space is limited. Please bring a mat or towel to the program. 6:30 p.m. Fairview Branch Library

Walk-In Tutoring

Friendly volunteer tutors provide help with basic reading, writing, and computer skills; using the Internet to search for information; opening and using an email account; filling out online forms or applications; learning how to write a resume or cover letter; and more. Main Library. 5 - 7 p.m.

Wilmont meeting

Join Wilmont residents and friends at their monthly September meeting from 6:45 - 8:45 p.m. at the Montana Library (1704 Montana Ave.). Speakers will include Alisa Orduna (Sr. Advisor to the City Manager on Homelessness) and Mr. Darrick Jacob (SM Police Captain) to speak on homelessness in Santa Monica/Wilmont. Representatives of Community Corporation will be speaking about Santa Monica affordable housing.

Wednesday, September 4

Westside Writers Mingle

A monthly meeting of SCBWI, an organization of children's writers and illustrators. Open to all. Plan your writing strategy for the next 10 months of Mingle meetings. This month they'll be blending two topics into one night. First, they'll take a look at the summer SCBWI conference, giving folks a chance to share highlights and takeaways. Then segue into a Business 101 look at children's publishing. 7 - 8:45 p.m. Ocean Park Branch Library.

Mindfulness Meditation

Organizers invite you to enjoy a pause in the day in which to refresh yourself by simply sitting and paying attention to your senses, feelings, and thoughts. You are welcome to stay for 5 minutes or for the entire 30 minutes. Natalie Bell, Mindful Wellness consultant, and/or guest facilitators from UCLA Mindful Awareness Center, will guide the session, 1st and 3rd Wednesdays each month. Montana Avenue Branch Library. 5:30 - 6 p.m.

Senior TAP Workshop at Ken Edwards Center

Bring valid ID showing you are 62 years or older to apply for a FREE senior reduced fare TAP card. Includes travel and TAP card use training. For details, visit bigbluebus.com/tapworkshop. Ken Edwards Center. 1 - 2 p.m.

Read & Play

Help your child cultivate key developmental skills through books and play activities. Ages 0-5. Main Library, 11:15 - 11:45 a.m.

Thursday, September 5

NOMA meeting

Code enforcement and Home-Share regulations, neighborhood crime and safety, and landmarking will be up for discussion at the North of Montana Neighborhood Association's monthly meeting Thursday, September 5th, at the Montana Branch Library. Greets and eats at 6:30; program at 7 p.m., and all are welcome.

Library Board Meeting

Library Board Meeting in Administration Conference Room, 2nd Floor near computer commons. Main Library, 7 - 9 p.m.

Community Kids Re-Constitution: Fake News and the Founding of Our Country

Join organizers for a series of programs to learn about social justice. For the first program in this series, we will be playing an interactive trivia game to learn about the Constitution and acquire skills for distinguishing real news from fake news. Ages 8-13. Main Library, 5 - 6 p.m.

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

Earth Talk

By the editors of E Magazine

Send comments to editor@smdp.com

DEAR EARTHTALK: IS THE PLAN TO SPRINKLE DUST IN THE STRATOSPHERE TO REFLECT SOME OF THE SUN'S RAYS AWAY FROM EARTH TO PREVENT GLOBAL WARMING SCIENCE OR SCIENCE FICTION? – M. JACKSON, TAMPA, FL

Some certainly do consider it science fiction, or worry that it could end up doing more environmental harm than good. Yet others — including Bill Gates and a team of leading Harvard scientists — think it could be the solution to our planetary climate woes.

What we're talking about is a form of geo-engineering that entails sending up some 800 jumbo planes to sprinkle their payload of millions of tons of chalk dust in the stratosphere 12 miles above the Earth's surface in an effort to reflect some of the sun's heat back into space to turn the tide on climate change.

The so-called Stratospheric Controlled Perturbation Experiment (SCoPEx) was developed by chemist James Anderson and physicist David Keith, both of Harvard — with funding from Bill Gates — "to advance understanding of stratospheric aerosols that could be relevant to solar geoengineering." The researchers want to test their hypothesis with a $3 million experiment 12 miles above the Southwestern United States where they would steer remote controlled balloons to disperse small plumes of calcium carbonate.

The balloons would then turn around and observe any differences in the amount of solar radiation getting through. This system is adapted from a similar design the researchers used in groundbreaking research analyzing the composition of the stratospheric ozone layer.

But the test plan, initially slated for early 2019, has received some pushback from scientists and environmentalists, who worry that such tinkering could cause negative chain reactions and unforeseen irreversible consequences.

"Some researchers have suggested that solar geoengineering could alter precipitation patterns and even lead to more droughts in some regions," reports Jeff Tollefson on Nature.com. "Others warn that one of the possible benefits of solar geoengineering—maintaining crop yields by protecting them from heat stress—might not come to pass." He cites a 2018 study showing that yields of wheat, corn, rice and soy fell after two major volcanic eruptions darkened skies around the planet and took a toll on crop yields.

Given such concerns, Anderson and Keith are erring on the side of caution, setting up an external advisory committee to review the project and point out potential safety concerns to head off negative side effects. "Getting it done right is far more important than getting it done quickly," says Peter Frumhoff of the Union of Concerned Scientists.

If they can pull off a successful test and then scale the idea, the good news is it might even be something the governments of the world — and/or some rich benefactors—can afford. An October 2018 report from the Intergovernmental Panel on Climate Change found that dispersing enough sulfur in the stratosphere with a similar (cooling) intent could be done for less than $10 billion/year — and possibly for as little as $1 billion/year. While that might seem like a lot, it's a bargain if it can save our environment, our civilization, and our very existence on the planet.

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COMMUNITY BRIEFS

Malibu

Malibu Offers Free Fire Safe Council Workshop

The City of Malibu will offer a free Fire Safe Council Workshop on September 19 as part of National Preparedness Month to help residents learn how to form their own grassroots, community-led organizations that mobilize residents to protect their homes, communities and environments from catastrophic wildfires.

"Community-wide readiness for wildfires and other disasters starts with individual residents learning how to prepare and take of themselves, their neighbors and their own neighborhoods," said Mayor Pro Tem Karen Farrer. "I encourage everyone in Malibu to sign up for a training, create or update their emergency plans, or join us for an event during National Preparedness Month."

The workshop takes place on Thursday, September 19 from 6 - 8 p.m. at Malibu City Hall (23825 Stuart Ranch Road, Malibu CA 90265). It will be taught by experienced Fire Safe Council members as well as L.A. County Fire Department Assistant Chief J. Lopez, who is also a California Fire Safe Council Board Member.

For more information or to RSVP, call Fire Safety Liaison Jerry Vandermeulen at 310-456-2489 ext. 387 or email JVandermeulen@MalibuCity.org.

All of the National Preparedness Month activities are listed at www.MalibuCity.org/PreparednessMonth.

SUBMITTED BY MATT MYERHOFF, MALIBU MEDIA INFORMATION OFFICER

SEND YOUR NEWS TO THE EDITOR
Santa Monica Daily Press editor@smdp.com

COMMUNITY BRIEFS

Citywide

The South Beach Tour: Living History by the Sea

Storybook lanes lined with gabled roofs and white picket fences. A rainbow array of architectural styles dating back to the early 1900s. Street parties on the Fourth of July. This is South Beach, four blocks of living history by the sea and site of the Santa Monica Conservancy's South Beach Tour on October 20.

Explore the eclectic architecture of this historic neighborhood, including American Foursquare, Craftsman, Dutch Colonial, Italian Revival, Mission Revival and other vernacular interpretations. Step inside select houses to see how residents have preserved their homes while updating them for modern use.

Wend your way along avenues named for the district's early developers: Alexander Fraser, G.A. Hart, Charles Hollister and Thomas Wadsworth– visionaries who saw the promise of comfortable family living a minute or two from the shore.

Constructed largely between 1901 and 1925, the South Beach section of Ocean Park flourished amid a seaside housing boom at the turn of the 20th century, spurred by the extension of a Santa Fe Railroad line to the City.

With much of the district razed in the 1960s by the City's Redevelopment Agency, the properties that remain today have survived because of successful advocacy by residents. However, encroaching coastal development is threatening the treasured character of South Beach, and a renewed preservation effort is needed to ultimately save the unique neighborhood.

Discover this early Santa Monica neighborhood on The South Beach Tour and learn about its evolution over the last century. After your tour, join us for a separately ticketed reception at Horatio West Court, a modernist masterpiece by Irving Gill. Proceeds will support the Conservancy's educational programs.

Purchase Tickets:
Tour: $35 members, $45 general public.
Tour + Reception: $100 members, $125 general public.
Reception only: $75 members, $95 general public.
Children 12 and under are free. Advance purchase is required.

SUBMITTED BY THE SANTA MONICA CONSERVANCY

City of Santa Monica

CITY OF SANTA MONICA
ORDINANCE NUMBER 2613 (CCS)
(CITY COUNCIL SERIES)

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF SANTA MONICA ADDING SECTION 9.56.330 TO THE SANTA MONICA MUNICIPAL CODE DESIGNATING THE 4TH STREET CORNER HISTORIC DISTRICT

The following is a summary of Ordinance Number 2613 (CCS) prepared by the Office of the City Attorney:

Ordinance Number 2613 (CCS) ("the Ordinance")

The Ordinance adds Section 9.56.330 to the Santa Monica Municipal Code and creates the 4th Street Corner Historic District, consisting of the properties located within the 2500 block of 4th Street and situated on the corner of 4th Street and Ocean Park Boulevard, including 2506-2516, 2518, 2524, 2525, and 2528 4th Street, and 317-321 Ocean Park Boulevard.

Ordinance Number 2613 (CCS) was adopted on August 27, 2019, and shall become effective thirty days after adoption.

The full text of the above Ordinance is available upon request from the office of the City Clerk, located at 1685 Main Street, Room 102, Santa Monica. Phone: (310) 458-8211.



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KNOW BEFORE YOU GO

Week of September 2, 2019



LA Metro Public Art Project / "Tears of Santa Monica"
For the week of September 2, artwork installation is slated to resume and run from Fall through early Winter at the westerly wall of the Expo light rail station at 4th St and Colorado Ave. Intermittent easterly sidewalk and northbound 4th St lane closures will take place. Please contact Henry Servin at (310) 458-8291 or Letitia F. Ivins at LA Metro at IvinsL@metro.net and (213) 922-2721 with any questions/concerns regarding this project.

Annual water main replacement
For the week of September 2, the contractor will continue installing new water main on Ocean Avenue between California Ave and Wilshire Blvd. They will also be working on 17th Street between Robson and Pier Avenues installing service connections. No work on Labor Day, September 2. Traffic will be closed to northbound traffic on Ocean Avenue and reduced to one lane in each direction on Pico Blvd. Please use alternate routes whenever possible. Please contact Carlos Rosales, Project Manager at (310) 458-2620 with any questions/concerns regarding this project.

Advanced traffic management system, phase 5 project
For the week of September 2, construction will continue on the Advanced Traffic Management System, Phase 5 Project. This project will upgrade the traffic signal equipment at four locations and install fiber optic cables along Montana Ave and 26th St. The project will provide transit priority along the corridor, allow for real-time remote monitoring and management of the traffic signals, provide public Wi-Fi along the corridor, and connect the San Vicente Reservoir and the Montana Avenue Branch Library to the City's network. We appreciate your patience during the project, to provide this safety improvement and public enhancements. Please contact Andrew Maximous, Project Manager at (310) 458-8291 with any questions/concerns regarding this project.

Fire station #1 construction project
For the week of September 2, construction will continue throughout the project area located at 1377 7th Street which will affect the sidewalk and parking lane on the east side of 7th Street just north of Santa Monica Blvd. Sidewalk and parking lane will continue to be closed all day/night through the month. If you have any questions or concerns, please contact Senior Construction Manager Sebastian Felbeck at (310) 434-2675.

Alley renewal program
For the week of September 2, alley renewal will take place at various locations throughout the city. No traffic impacts on surface streets, however temporary closures of alleys may occur. Residential parking passes will be issued, as necessary. Please contact Robin Jarrett at (310) 863-6773 with any questions/concerns regarding this project.

Downtown/Expo vehicle barriers project
For the week of September 2, there will be no work on Colorado Ave. Contractor will return shortly to complete remaining bollard work. Please contact Saad Malim at (310) 458-8293 with any questions/concerns regarding this project.

Annual Wastewater Main Project
For the week of September 2, Sewer main repair work will take place on 21st Street between Pico Boulevard and Virginia Avenue. Please contact Saad Malim at (310) 458-8721 with any questions/concerns regarding this project.

City yards modernization project
For the week of September 2, construction will impact the project area located at 2500 Michigan Ave, which will affect the sidewalk and parking lane on the north side of Delaware Ave just east of 24th St. Please contact Project Manager Joel Cesare at (310) 458-8549 with any questions/concerns regarding this project.



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 to the Editor can be submitted to letters@smdp.com. Receipt of a letter does not guarantee publication and all content is published at the discretion of the paper. All letters and guest editorials are subject to editing for space and content. All submissions must include the author's name, address and phone number for the purposes of verification.

COMPANY

FROM PAGE 1

especially of the culture for Hispanics. It can be an extremely valuable move for advertisers.

When I first started the company it was seeing an opportunity but wanting to create an authentic company and product. The first three hires were Hispanic individuals and we wanted a diverse company to bring authenticity to a product. We want to develop awareness in the right way so people see themselves represented in advertisements.

HOW DOES H-CODE WORK, EXACTLY?

We are a platform sitting between brands and publishers. From a publisher's perspective, we rep more digital inventory specifically Hispanic media. Working with Fortune 500 brands like Target, Ford, Honda, other major California-based advertisers. CA Lottery, Covered California, auto companies and many more

WHAT ARE THE MISSED OPPORTUNITIES BRANDS ARE FACING BY NOT INCLUDING LATINX AUDIENCES AS PART OF THEIR ADVERTISING?

The growth sector. Only 5% of Fortune 500 advertisers' budget goes to a multicultural audience. Multicultural audiences are the audience. People are diverse. Those that understand that and drive action to authentically speak to that will see success.

WHAT ARE SOME MISTAKES BRANDS MAKE WHEN TARGETING THIS AUDIENCE?

They just check boxes. They might take an ad they had and translate it and think they have it. They don't understand the nuance; it's far more cultural than just, hey, they're Spanish speakers. You need to take the time to understand the audience, not just check the box.

WHAT NUANCES SHOULD BRANDS BE AWARE OF WITHIN THE LATINX MARKET?

This audience is digital first. They over-index in mobile phone consumption. Brands spend that on TV and radio, 80% of their ad budget, missing where that audience is playing, digital and mobile space. So we want to do two things: help brands understand that audience and then create a digital platform so they see value in moving to that digital space. As a company, we have the definitive reach and leadership in the market for where brands go to understand this audience better. We educate brands about this audience and we think we can bring better value to marketers to help them understand this audience better.

HOW DO YOU ENSURE PROPER REPRESENTATION IN THESE ADS?

70% of our company is Hispanic. It's not a homogeneous Hispanic audience; there's diversity among that audience. They bring different perspectives each day into creative strategies about how we speak to and educate clients. Second is our intelligence center, a proprietary panel that asks deep and long survey questions to get a better understanding of our audiences — how they buy things, think about things. We want the messaging we're using to resonate.

angel@smdp.com

ROSE

FROM PAGE 1

a singular object on or near the field to remind us of that historic event."

The Women's Air Derby was the first time women were allowed to race in planes. The event began in Santa Monica on August 18 with nineteen pilots, including Amelia Earhart, racing to Cleveland Ohio. The race itself was as dramatic as any Hollywood movie. Several pilots crashed, one fatally, and there were allegations of sabotage with one pilot withdrawing due to possible acid damage to the wings of her plane.

The race drew the attention of thousands of spectators and was the first opportunity for female pilots from across the country to actually gather in person.

"As an unintended consequence of the race, the women were actually able to get together," said Lopez. "They had a reception the day before on the Pier and started talking. Back then, they didn't know each other … and even now it's rare to find another woman pilot to talk to about your concerns."

The Ninety Nines were founded in 1929 in the months after the race to advance aviation and support female pilots. In pursuit of greater air safety, the organization began painting a compass onto airfields. During the early days of aviation the prominent markings served as navigation aids for planes and the Compass Rose retains a function to this day.

The FAA mandates all planes have a working compass on board and those instruments require periodic recalibration. The presence of a Compass Rose on the tarmac allows a plane to pull onto the marking and establish a true north heading. The internal compass can then be calibrated to guarantee safe readings during flight.

"It would be very difficult to dispute the significance of the Compass Rose, both to the airport, to the 99's and the first air derby in Santa Monica," said Olivia White from Chattel Inc, who has been hired to handle the application on behalf of the Ninety-Nines. "I think it really has an indisputable significance to the city of Santa Monica."

According to the application, the Compass Rose is threatened by possible demolition due to the Council's recent decision to remove excess pavement adjacent to the runway.

"The Compass Rose is significant for representing the important and underrepresented history of women in aviation both locally and nationally," said the application. "The first Compass Rose is believed to have existed at the Santa Monica Airport as early as 1929 though no physical evidence exists. Physical evidence of a Compass Rose at the original site location adjacent to runways 21 and 22 dates to circa 1947. Its present location, adjacent to runway 3, dates to circa 1988, which is sufficiently in our past to interpret and preserve."

Landmarks Commission is scheduled to hear the application at their September 9 meeting. The Commission meets in City Hall at 7 p.m.

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COMMUNITY BRIEFS

Malibu

Malibu Demonstration of New Emergency Communication

In anticipation of peak wildfire season and as part of National Preparedness Month, the City will hold a demonstration on September 14 of the new Emergency Points of Distribution (PODs) and Information Stations that will help the City communicate with the public during cell phone and power outages. Community members are invited to observe, provide feedback and get emergency preparedness information.

"Accurate, timely, relevant information can be lifesaving during a wildfire or other disaster," said Mayor Pro Tem Karen Farrer. "Although we have many very effective tools to get information out to the public during emergencies, we have to have backups and that includes low-tech, zero power solutions."

On Saturday, September 14, 10 a.m. to 2 p.m. at City Hall (23825 Stuart Ranch Rd., Malibu CA 90265), the City public safety staff and Malibu CERT Team members will practice setting up the new system. The PODs are intended to provide basic supplies and the emergency information stations are meant to provide updated emergency information to residents at strategic locations throughout the City during disasters, power outages or when communications capabilities are hindered.

There will be four PODs located near the City's emergency supplies containers, each with an information station. There will be six additional information stations strategically located along the length of the City at gathering places such as shopping centers, parks and gas stations.

During a disaster, City staff and CERT Team members will set up the PODs and the information stations, which will be marked with flags and signage. Once or more a day, drivers will deliver printed information to the information stations to be posted on bulletin boards. The City will conduct public outreach about the locations.

In addition, as part of the plans to address the loss of phone service and power, the City purchased 50 bullhorns as well as flashing light bars for City vehicles so that staff and volunteers can drive through the City to distribute information on a neighborhood level.

The City invites all community members to be part of the efforts to promote community-wide emergency preparedness and join the classes, drills and activities scheduled throughout September.

SUBMITTED BY MATT MYERHOFF, MALIBU MEDIA INFORMATION OFFICER

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COMMUNITY BRIEFS

MARINA DEL REY

Cedars-Sinai Marina del Rey Hospital Celebrates 50th Anniversary

Cedars-Sinai Marina del Rey Hospital marked its 50th anniversary with a celebration at the hospital for staff, community leaders and neighbors.

"For 50 years, this hospital has been a cornerstone of Marina del Rey. It takes a lot to mean that much to a community," said Joanne Laguna-Kennedy, MSN, RN, vice president of Hospital Operations and chief nursing officer at Cedars-Sinai Marina del Rey Hospital. "Through all the changes-including changes in ownership-the people of this institution have stayed strong and cared for generations of families."

Since it was founded in 1969, Marina del Rey Hospital-originally known as Marina Mercy Hospital-has served as a critical healthcare resource in surrounding coastal and westside communities. Cedars-Sinai, which acquired the hospital in 2015, is deepening that community commitment by adding new or enhanced services and programs as it embarks upon the construction of a new hospital next year.

"We're making major investments in our resources and our people, so that when patients need the highest quality specialty care, they won't have to leave our community to get it," Laguna-Kennedy told the crowd assembled on the south lawn. "They'll find it right here, at the hospital they've come to know and trust all these years."

The current hospital will remain open and fully operational during construction, which is expected to be completed in 2025. All services will continue uninterrupted.

"The new hospital will be a beautiful, nine-story structure that honors this institution's extraordinary tradition of outstanding medical care," said Jeff Smith, MD, JD, MMM, chief operating officer at Cedars-Sinai Medical Center and chief executive officer at Cedars-Sinai Marina del Rey Hospital. "It is going to make a life-changing difference to our patients. And it's going to provide our staff with the kinds of resources and innovative spaces they deserve."

Smith offered a quick snapshot of the new hospital, which will feature state-of-the-art operating rooms and an expanded Emergency Department, among other features.

"We'll be sharing more details in the months to come," he said. "In the meantime, I want to say that this is a very special hospital with exceptional staff, and I believe you're going to be very proud of your new home."

SUBMITTED BY MARNI USHEROFF

Santa Monica Daily Press office (310) 458-7737

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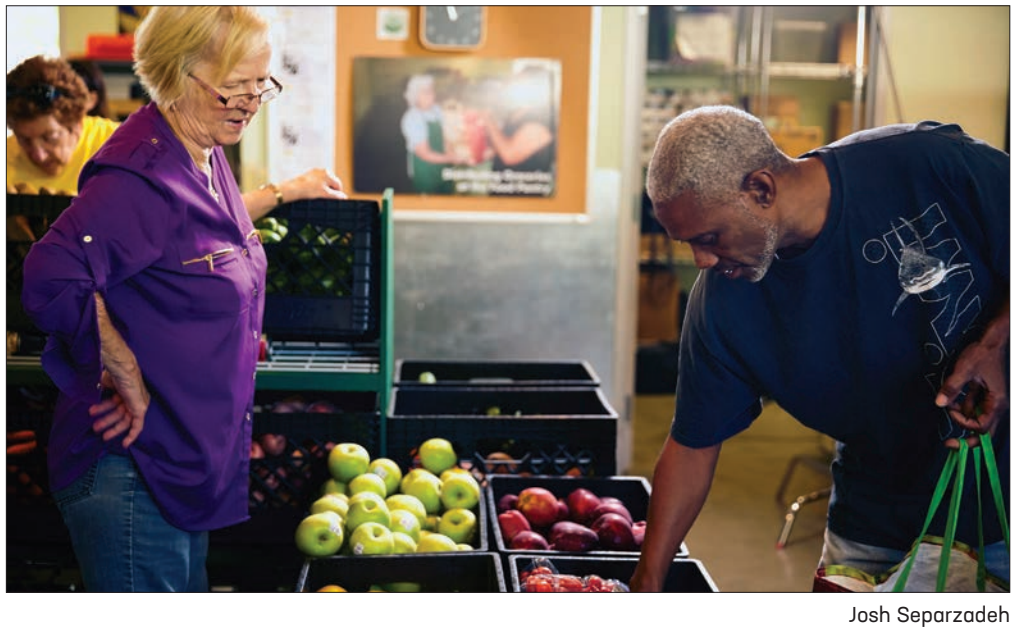
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Westside Together

By Paul Rubenstein

Send comments to editor@smdp.com

We Can Work Together To End Hunger



Josh Separzadeh

FOOD: A volunteer assists a client in selecting fresh produce at St. Joseph Center's market-style Food Pantry, which serves more than 2,000 people each year in on the Westside.

It's September and we can look forward to some fantastic numbers: 26 days of sunshine, an average temperature of 83 degrees, and zero days of rain.

But there are other numbers that are far less sunny: 640,145 kids in poverty and 561,000 households that can't afford their next meal. Nearly half a million children in L.A. County going to school hungry.

September is Hunger Action Month, designed to bring awareness to this crisis. At St. Joseph Center we address hunger every day with our Food Pantry, where over 2,000 vulnerable people come each year to get the food they need. People like Norma, a single mother who worked days and most nights to support her family but still barely made enough to cover her high rent, leaving little for food. Or Ashley, a high school student, who lives with her disabled grandmother. Or Carrie and her husband Allen, who both lost their jobs and suddenly found themselves struggling to feed their family.

It's called food insecurity – and it means a shocking two million people in Los Angeles don't know if they'll have enough food for their next meal. In means roughly one out of every five people do not have enough money to go into a supermarket and buy what they need.

Hunger can strike anyone regardless of age, education, or ethnicity. It is children who go to bed without enough food. Seniors on fixed incomes trying to stretch their food budget. People who unexpectedly lose their jobs or become ill. Hunger is widespread and often kept secret—it's possible that right now, as you read this, someone you know is struggling.

Hungry children suffer, perhaps the most. Los Angeles holds the sad distinction of having the largest number of hungry children in the entire United States. Children from families with food insecurity are more likely to suffer from anemia and asthma. Their physical development can be stunted. They have much higher rates of teeth decay and gum disease. And at school, hungry children quickly fall behind their peers both academically and socially because childhood hunger is directly related to lower test scores.

Food insecurity is a major public health issue. Having nutritious and affordable food available to everyone is not only the humane and moral thing to do, it is essential to the wellbeing of our communities.

So you might be asking: What can I do? How can I help alleviate hunger in my city, not only during this month of Hunger Awareness, but throughout the year?

There are so many ways we can all chip in to help!

· Support your local food pantry and food bank: St. Joseph Center's Food Pantry is designed like a neighborhood market so shoppers can choose what's best for their families. We stock staples like eggs, butter, milk, and bread but also more expensive foods that are the first things to go when money gets tight, like fresh fruits and vegetables. A weekly trip to our Pantry saves $200 a month that can be used to cover rent or other expenses. Our Pantry's single biggest partner and food source is the Westside Food Bank, located in Santa Monica. They provide nearly one-third of what we distribute, and support numerous other pantries in our area. In fact, there are over 700 food pantries in Los Angeles County. Give to any and help a family get the food they need to lead healthier lives.

· Donate your time and knowledge: At St. Joseph Center, volunteers are so important to the smooth running of our Food Pantry. They guide shoppers through their choices, stock shelves and keep things tidy, or lend their expertise by teaching seminars on topics

SEE WESTSIDE PAGE 11

AUTHOR

FROM PAGE 1

Americans" in 2014, long before Trump ran for president, and the story is set in the same year.

"I think that reaction shows people are paying more attention to racial and ethnic divisions, but those divisions were there all along," she said. "Maybe those readers are paying more attention to them now, but that doesn't mean that those divisions didn't exist before."

The book examines how people marginalized by American society — immigrants and people of color — construct an American identity. It narrows in on California, delving into the contradictions of a liberal and wealthy state that relies on working-class immigrant labor.

Lalami said the book reflects her own idiosyncratic view of California and America in 2014. What readers take away from the novel is up to them, she said.

"The goal of art is not to explain or console but to tell a story, and if you've done your job and told a story that is complex and full, then by necessity, that story is going to present an image that's truthful," she said. "When that happens, people are going to start seeing things in it and relating it to their own lives."

Lalami, who has lived in California for 25 years, said she chose to set her novel in small-town California in part because the state's large urban centers get more attention.

"We think of big cities in California as cosmopolitan, super liberal places — although I'm not sure that characterization is necessarily true," she said. "The rural areas are just as interesting to me because I think in some sense they're also microcosms of California. They have a richness and diversity to them that is very Californian to me."

The town's diverse cast of characters are still marginalized by white residents, however. More than a decade before Driss is killed in a hit-and-run, an arsonist burns his donut shop to the ground in the days following 9/11.

Although Santa Monica is a world away from the the book's rural setting, Lalami feels the same intolerance bubbling under its surface.

"A lot of people here believe themselves to be living in a liberal bubble and can be very dismissive of people who live in rural areas of California or in places like the Midwest," she said. "But I think that appraising eye that's cast outward rarely turns inward and examines itself. This is the place that gave the world Stephen Miller, and it's a place that can be extremely insensitive to class."

Lalami moved to Santa Monica 10 years ago after living in several parts of Los Angeles. She came to the city to complete a Ph.D. in linguistics at the University of Southern California after completing a master's degree at University College London. Lalami was raised in Rabat, Morocco, in a working-class family of voracious readers.

She intended to return to Morocco after completing her Ph.D., but she remained in America after meeting her husband at USC, becoming a citizen in 2000. She has since become a Pulitzer Prize finalist, a noted critic and commentator, a Fulbright and Guggenheim fellow and a professor of creative writing at the University of California, Riverside.

Lalami said she became an immigrant by chance, but her novels tell the stories of immigrants seeking a better life or, in the case of her third novel, taken by force. The Moor's Account, which was published in 2014, follows the true story of an enslaved Moroccan man who became the first black explorer of American in the 16th century.

Lalami's next work, Conditional Citizens, will be nonfiction and build on her analysis of how the relationship between the individual and the state is determined by immigration, race and class.

"It's about how those things affect whether you have access to the full rights, protections and liberties of citizenship," she said. "These are things I've been thinking about for a long, long, long time."

madeleine@smdp.com

COMMUNITY BRIEFS

Fairview Library

Music & Movement at the Library

Enjoy a fun way to develop early literacy skills in young children with music, dancing, singing, and stories at the Fairview Library on Friday, September 13, 2019 at 3:30 pm. This free, 30 minute program will be held in the Community Room and is for families with children ages 3-5. The Fairview Library is located at 2101 Ocean Park Blvd.

The Fairview Library is wheelchair-accessible. For special disabled services, call (310) 458-8681 at least one week prior to event. The Fairview Library is served by Big Blue Bus routes 8,16, and 44. Ride your bike. Bicycle parking racks are available at the library.

SUBMITTED BY CHRISTA MUSCATINE, YOUTH SERVICES LIBRARIAN

Fairview Library

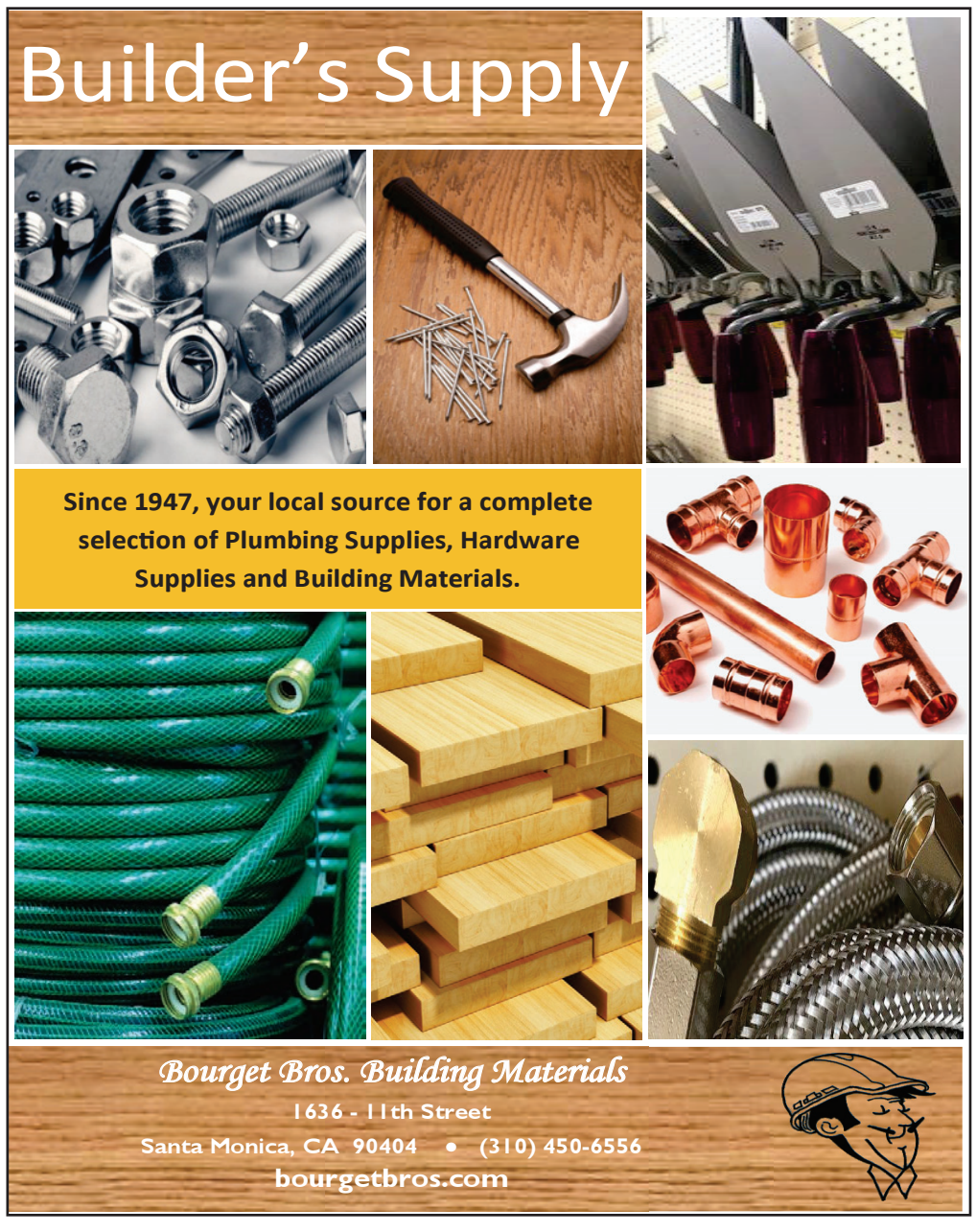
Sign & Tell Stories with Charles Katz

Join us as we welcome educator and storyteller Charles Katz for a special story time in American Sign Language (ASL) at the Fairview Library on Saturday, September 7, at 2 p.m.. In addition to telling stories in this dual ASL/spoken-word presentation, Charles will teach some basic signs and share information about deaf art and culture. This free, 45 minute program is for families and will be held in the Community Room. The Fairview Library is located at 2101 Ocean Park Blvd.

The Fairview Library is wheelchair-accessible. For special disabled services, call (310) 458-8681 at least one week prior to event. The Fairview Library is served by Big Blue Bus routes 8,16, and 44. Ride your bike. Bicycle parking racks are available at the library.

CHRISTA MUSCATINE, YOUTH SERVICES LIBRARIAN





TODAY'S BIRTHDAY (SEPTEMBER 02)

The solar return brings abundant health and vitality. You'll do what you set out to do, so make sure it's a terrific fit! Trial runs and tests are favored in the next six weeks. There's an advantageous financial arrangement in December. You'll advocate for someone in 2020; the karma you build with this will serve you later. Aries and Gemini adore you. Your lucky numbers are: 3, 2, 11, 18 and 40.

ARIES (March 21-April 19). Charisma is a mysterious magnet. People who have "It" often don't know they have "It" and this enables them to wield "It" mercilessly. Being totally unaware of your powers of attraction will work well for you.

TAURUS (April 20-May 20). If a method doesn't work to solve the problem it professes to, that doesn't mean the method doesn't work altogether. A successful solution to one problem will start as a failed solution to another.

GEMINI (May 21-June 21). Don't give up. You'll look at the distance ahead and, as impossible as it seems, you've already come really far. Take a rest if you have to. Replenish your energy, but only for a moment. Keep going.

CANCER (June 22-July 22). Not everyone in the general public represents the general public. And anyway, grouping people well will be key to getting the information and results you need for the optimum plan.

LEO (July 23-Aug. 22). The spirit of competition is alive today. It's more fun when everyone agrees on some level that it is a competition, and when the rules are more or less clear. The prospect of winning brings your best qualities to the fore.

VIRGO (Aug. 23-Sept. 22). The questions you ask yourself will matter a great deal to the direction you take, to your state of mind and to your satisfaction level in an experience. Asking yourself questions about what you appreciate will increase your appreciation.

LIBRA (Sept. 23-Oct. 23). Compromise is a skill. It requires humility and careful listening. It requires creativity and cooperation. There are many endeavors that will not be made any better through compromise, but none of those is on the agenda today.

SCORPIO (Oct. 24-Nov. 21). The people you are dealing with have shortcomings, just as we all do. You're better off knowing what they are so that you can focus on nurturing and leveraging the equal and opposite strength.

SAGITTARIUS (Nov. 22-Dec. 21). The value of a gift isn't something you will know as you unwrap it. Its value is not apparent all upfront. The value of a gift will grow and change over time as the gift gets used or not used.

CAPRICORN (Dec. 22-Jan. 19). No one wants to make a call and spend a long time on hold. Unfortunately, this is a metaphor for some relationships you've known, and you're careful to avoid the dynamic these days.

AQUARIUS (Jan. 20-Feb. 18). People adapt quickly to new rules and routines – much faster than you'd think. So don't be afraid to change the game. In fact, a new game is very much needed.

PISCES (Feb. 19-March 20). You're picking up skills, not all at once, but little by little over time. So don't allow yourself to become impatient or bored or to think that life isn't progressing fast enough. This timing you're experiencing is rather perfect.

To Labor or Not to Labor?

This Labor Day, the sun and Mars conjunction meld character and action into one seamless thrust. We are as we do, so it may be a little more difficult than normal to kick back and not do. Venus and Jupiter square off to highlight the many dangers of excess, including the excess of work. Just take the break. Chances are, you could use it.

ASTROLOGICAL QUESTIONS

"It feels like every bit of goodness and pleasure and happiness is all stuffed into this one person, and he doesn't love me back. I think of him a million times a day. I dream of us together. I drive by his house and go where I think he'll show up. We're perfect for each other. Why can't he see it? He's an Aries, and I'm a Leo." Your passionate fire sign nature and heightened imagination are getting the best of you, Leo. It doesn't take a scientist to figure out that people in love are not in their right minds, but scientists have proven this time and again. In his book, "Love Sick: Love as a Mental Illness" Dr. Frank Tallis equates the symptoms of being in love with the symptoms of obsessive or depressive disorders. Knowing that you are in an altered state, it's important that you have structure around you to keep you in line. Stick to a routine. Tell friends that you need extra care, and ask them to check in on you and do things with you. Avoid new stressors. Give yourself the tenderness and support you would need if you were physically sick. You will get through this and begin thinking rationally again.

CELEBRITY PROFILES

Happy birthday to Virgo actress, director and producer Salma Hayek, who has several projects lined up in the months to come including "Bliss," a sci-fi drama centered around a theory that humans live in "a harsh, alternative world simulation inside a beautiful, blissful reality." Hayek is a Virgo who uses her art to do the opposite of this premise; she turns the harsh realities of life and show business into beautiful creations. **Write Holiday Mathis at HolidayMathis.com**

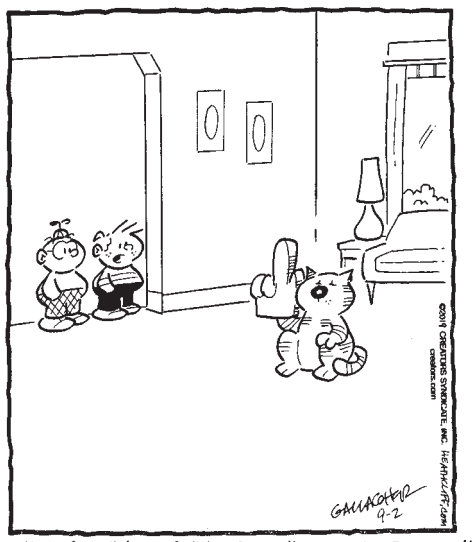
WORD UP!

Banalize

Verb (used with object) [buh-nal-ahyz, -nah-lahyz, beyn-l-ahyz]. To render or make devoid of freshness or originality; trivialize: Television has often been accused of banalizing even the most serious subjects

Heathcliff

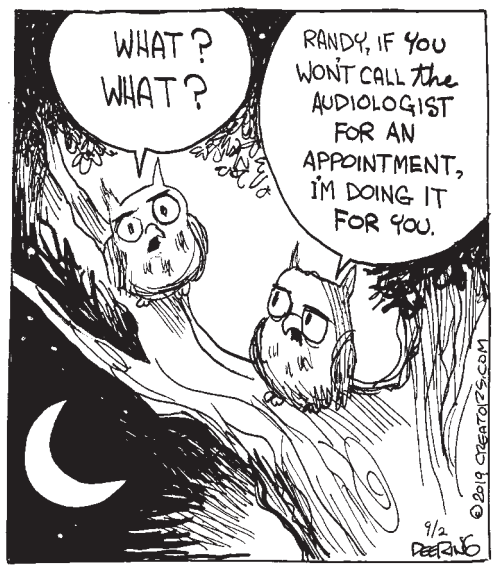
By PETER GALLAGHER



"IT'S HIS WAY OF SAYING HE'S NUMBER ONE."

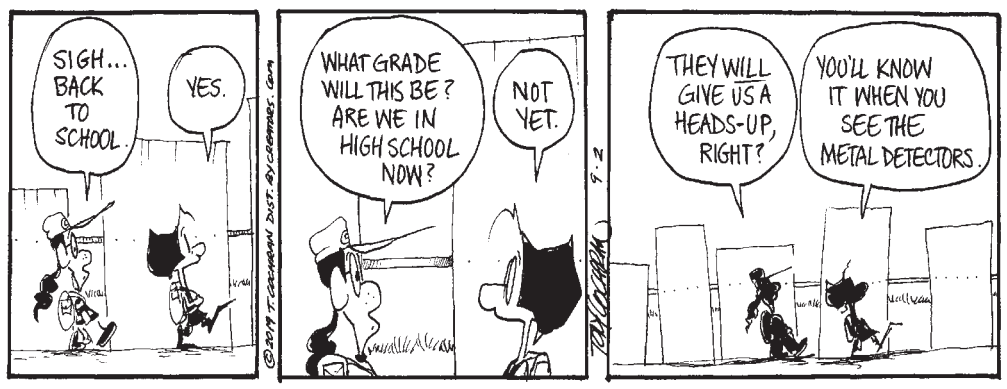
Strange Brew

By JOHN DEERING



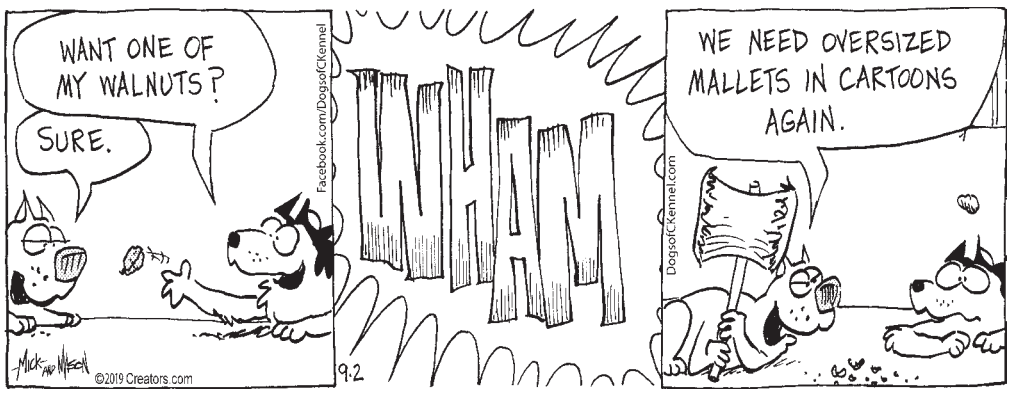
Agnes

By TONY COCHRAN



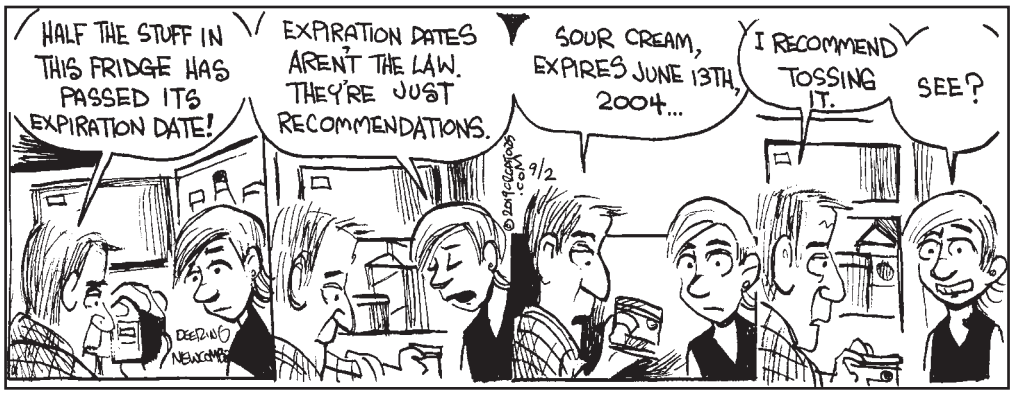
Dogs of C-Kennel

By MICK & MASON MASTROIANNI & JOHNNY HART



Zack Hill

By JOHN DEERING & JOHN NEWCOMBE



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DAILY LOTTERY

POWERBALL calottery
Draw Date:08/28
9 32 37 41 56
Power#: 14
Jackpot: 70 M

MEGA MILLIONS calottery
Draw Date: 08/27
8 12 23 39 43
Mega#: 6
Jackpot: 113 M

SuperLotto PLUS calottery
Draw Date: 08/28
14 16 21 31 39
Mega#: 3
Jackpot: 9 M

Fantasy 5 calottery
Draw Date: 08/29
7 24 28 30 34

Daily 3 calottery
Draw Date: 08/29
Midday: 7 7 9

Draw Date: 08/29
Evening: 8 9 5

Daily Derby calottery
Draw Date: 08/12
1st: 1 - GOLD RUSH
2nd: 5 - CALIFORNIA CLASSIC
3rd: 12 - LUCKY CHARMS
RACE TIME: 1:40.20

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



SURF FORECASTS

WATER TEMP: 72.1°

MONDAY - **FAIR** - SURF: 2-3ft knee to waist high
Minor S swell leftovers. New SW and S swell creep up further.

TUESDAY - **FAIR** - SURF: 2-3ft+ waist to stomach high
Modest new SW and S swells trend up a notch. Small NW energy.

SOLUTIONS TO YESTERDAY'S CROSSWORD

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

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.

SOLUTIONS TO YESTERDAY'S SUDOKU

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

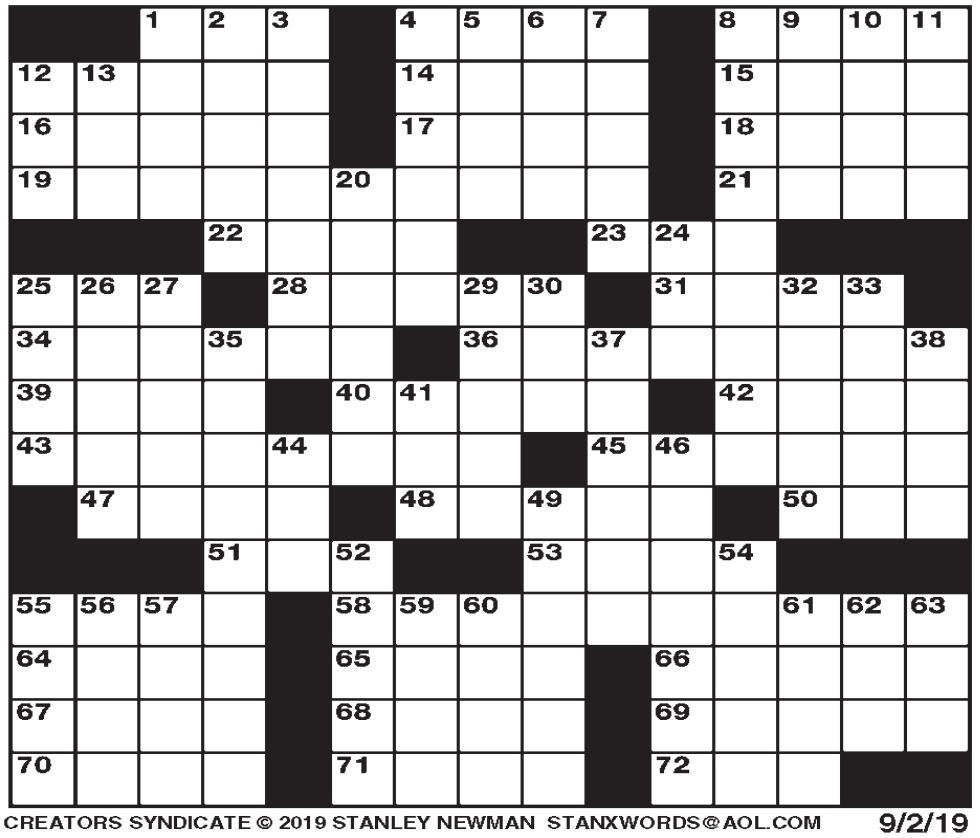
	2		1				8	
3	8				6		1	
	1		3		2	7		6
8		2		1				4
	7		8		4		9	
6				3		1		8
9		8	7		1		3	
	6		2				4	7
	3				8		6	

Newsday Crossword

LAST IS FIRST by Sally R. Stein
Edited by Stanley Newman
www.stanxwords.com

ACROSS
1 Gasoline consumption stat.
4 Group of ship's workers
8 Online auction website
12 Guide a car
14 Center of a bagel
15 Memo "to self"
16 Japanese maker of the Civic
17 Simplify
18 Singer Celine
19 Placed at risk
21 Shade trees
22 Isn't truthful
23 The Mediterranean, for one
25 School kid transportation
28 "Trick or __!"
31 Days before holidays
34 Hold in high regard
36 Cuts of steak
39 Adolescent
40 Theater walkway
42 Gather a harvest
43 __ Kid (Butch Cassidy's partner)
45 Wish to have
47 Motel's place to swim
48 Driver's full reversal
50 Ancient
51 Scarlet or maroon
53 Require
55 Hive dwellers
58 Major donations to colleges
64 20 Down auto
65 Trousers' belt holder
66 Not moving
67 Small songbird
68 Spot of land in an ocean
69 Opinion piece
70 Before __ (soon)
71 Had observed
72 Full collection

DOWN
1 Repair, as a garment
2 Brake or accelerator
3 Rock used for countertops
4 Cheddar or parmesan
5 Lion's sound
6 Otherwise
7 Unwanted garden growths
8 Serious efforts
9 Heat up, as water
10 Molecule part
11 Strong cravings
12 "Steady as __ goes"
13 Heavy weight
20 From Munich
24 "Electric" fish
25 Makes a wager
26 Deplete
27 Shorthand expert, for short
29 Thing of value
30 No later than, for short
32 ". . . had a farm, __"
33 Hair entanglement
35 Signing, as a check
37 Sketched again
38 Drove fast
41 Closely monitored hosp. ward
44 Pub beverage
46 Foes
49 Still sealed, as a package
52 Local food shops
54 Heavy, as fog
55 Cry loudly
56 Money in France
57 Biblical garden locale
59 One's sniffer
60 Parcel (out)
61 Home for hatchlings
62 __ la la (song syllables)
63 Pigpen



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DBA

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2019207824 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/30/2019 The following person(s) is (are) doing business as Kings Road Consulting . 851 N. Kings Rd Suite 307 , W. Hollywood, CA 90069. The full name of registrant(s) is/are: Elaine M. Polachek 851 N. Kings Rd Suite 307 W. Hollywood, CA 90069. 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/:Elaine M. Polachek. Elaine M. Polachek. This statement was filed with the County Clerk of LOS ANGELES County on 07/30/2019. 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 08/12/2019, 08/19/2019, 08/26/2019, 09/02/2019.
Archived Adst

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2019207119 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/29/2019 The following person(s) is (are) doing business as The Georgian Hotel . 1415 Ocean Blvd , Santa Monica, CA 90401 . The full name of registrant(s) is/are: Georgian Hotel, Inc 7316 E.Morninglory Way Orange, CA 92869. 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)08/1996. /s/: Diane S.Dodrill, CFO Georgian Hotel, Inc . Georgian Hotel, Inc .

DBA

This statement was filed with the County Clerk of LOS ANGELES County on 07/29/2019. 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 08/12/2019, 08/19/2019, 08/26/2019, 09/02/2019.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2019220245 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/13/2019 The following person(s) is (are) doing business as Socalo. 1920 Santa Monica Blvd , Santa Monica, CA 90071. The full name of registrant(s) is/are: BG SM20, LLC 445 S. Figueroa Ave Los Angeles, CA 90071. 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)08/2019. /s/: Mary Sue Milliken . BG SM20, LLC. This statement was filed with the County Clerk of LOS ANGELES County on 08/13/2019. 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 09/02/2019, 09/09/2019, 09/16/2019, 09/23/2019.

DBA

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2019221318 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/14/2019 The following person(s) is (are) doing business as BlueStone Contracting . 1101 16th St , Santa Monica, CA 90403. The full name of registrant(s) is/are: Ben Casillas 1101 16th St 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)04/2019. /s/: Ben Casillas . Ben Casillas . This statement was filed with the County Clerk of LOS ANGELES County on 08/14/2019. 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 08/19/2019, 08/26/2019, 09/02/2019, 09/09/2019.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2019230656 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/27/2019 The following person(s) is (are) doing business as Marisa Vitale Photography . 1021 Superba Ave , Venice, CA 90291. The full name of registrant(s) is/are: Marisa Vitale 1021 Superba Ave Venice, CA 90291. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)06/2019. /s/: Maris Vitale . Marisa Vitale . This statement was filed with the County Clerk of LOS ANGELES County on 08/27/2019. NOTICE:

DBA

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 09/02/2019, 09/09/2019, 09/16/2019, 09/23/2019

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2019213673 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/06/2019 The following person(s) is (are) doing business as Skill Range . 813 15th St. E , Santa Monica, CA 90403. The full name of registrant(s) is/are: Skill Stamp LLC 813 15th St. E 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)07/2019. /s/: Jessica Perkins. Skill Stamp LLC. This statement was filed with the County Clerk of LOS ANGELES County on 08/06/2019. 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 08/12/2019, 08/19/2019, 08/26/2019, 09/02/2019

DBA

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2019216215 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/06/2019 The following person(s) is (are) doing business as JSENW ADVERTISING . 1725 Ocean Ave #319 , Santa Monica, CA 90401. The full name of registrant(s) is/are: John Sen Wirianto 1725 Ocean Ave #319 Santa Monica, CA 90401. 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/:John Sen Wirianto. John Sen Wirianto. This statement was filed with the County Clerk of LOS ANGELES County on 08/06/2019. 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 08/12/2019, 08/19/2019, 08/26/2019, 09/02/2019.

Name Change

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. 19SMCP00361
Superior Court of California, County of Los Angeles
Petition of Barry Mark Sherman for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: Barry Mark Sherman filed a petition with this court for a decree of changing names as follows:A.) Barry Mark Sherman to Barron Bosch Kalifski Reskala. B.) Georgina Reskala to Georgina Falcone Reskala. C.) Renata Aida Kalifski to Renata Aida Kalifski ReskalaThe 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: 10-11-2019, Time: 8:30a.m, Dept: k, Room: A-203
The address of the court is SUPERIOR COURT OF CALIFORNIA – COUNTY OF LOS ANGELES, 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: August 7, 2018

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. 19SMCP00367
Superior Court of California, County of Los Angeles
Petition of Kelly Dawn Matthews for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: Kelly Dawn Matthews filed a petition with this court for a decree of changing names as follows: Kelly Dawn Matthews to Kelly Dawn Kearns. 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: 10-11-19, Time: 8:30a.m, Dept: k, Room: A-203
The address of the court is SUPERIOR COURT OF CALIFORNIA – COUNTY OF LOS ANGELES, 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: August 9, 2019

Name Change

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. 19SMCP00369
Superior Court of California, County of Los Angeles
Petition of Regina Valitova for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: Regina Valitova filed a petition with this court for a decree of changing names as follows: Regina Valitova to Regina Vincent. 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: 10/11/19, Time: 8:30 a.m, Dept: K, Room: A-203
The address of the court is SUPERIOR COURT OF CALIFORNIA - COUNTY OF LOS ANGELES, 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: Aug. 9th , 2019

Name Change

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. 19SMCP00386
Superior Court of California, County of Los Angeles
Petition of Analisa Lucia Rodriguez for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: Analisa Lucia Rodriguez filed a petition with this court for a decree of changing names as follows Analisa Lucia Rodriguez to Anna Lisa Rodriguez 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: Oct. 18, 2019, Time: 8:30 a.m, Dept: K, Room: A-203
The address of the court is SUPERIOR COURT OF CALIFORNIA - COUNTY OF LOS ANGELES, 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: August 19, 2019

Help Wanted

CAREGIVER NEEDED ~ job is for 5 Days a Week - 5 Hours per Day - Salary is $20 per Hour. For more details about the position, email me (jholtty147@gmail.com)

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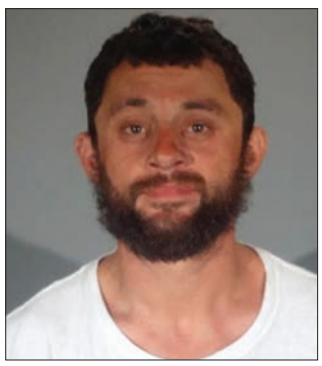
PLACE YOUR AD HERE

CRIME WATCH BY DAILY PRESS STAFF

Crime Watch is culled from reports provided by the Santa Monica Police Department. These are arrests only. All parties are innocent until proven guilty in a court of law.

ON AUGUST 22, AT 2:39 P.M.

Officers responded to Marisol restaurant located at 401 Santa Monica Pier. They were informed by restaurant staff that a male subject ate at their restaurant and then left without paying. The suspect was located on the pier ramp and positively identified. Charles Cleavs McCaslan, 33, from Agoura Hills was arrested for defrauding an innkeeper. Bail was set at $500.



File photo
CHARLES CLEAVES MCCASLAN

COMMUNITY BRIEFS

Citywide

The Prostate Cancer Foundation Appoints Christine Jones As Chief Operating Officer

The Prostate Cancer Foundation (PCF) has announced that Christine Jones has been appointed Chief Operating Officer effective immediately reporting to Jonathan W. Simons, MD, President and Chief Executive Officer (CEO).

In this role, Jones will contribute to the strategic growth of the PCF through the development of new business opportunities and the establishment of stronger corporate alliances. She will also oversee the PCF's daily operations and initiatives to help the organization achieve its mission to accelerate research for better treatments and cures.

Jones is the former Executive Vice President, General Counsel & Corporate Secretary for Go Daddy Operating Company LLC. She has also served as CEO of Great Hearts Academies, the largest provider of K-12 classical, liberal arts education in the nation.

"I am honored to assume this role at PCF, the world's premier foundation funding prostate cancer research led by Dr. Simons, a physician-scientist, medical oncologist and an internationally recognized leader in prostate cancer research," Jones said. "This is an exciting moment to join the team which has made more of an impact on this cancer than any other organization. I look forward to leading the charge to expand our global research enterprise and defeat prostate cancer once and for all."

"Christine's executive leadership credentials and proven capabilities will positively impact the PCF's future initiatives which include bringing precision oncology to the global community of men with prostate cancer along with their family, friends and loved ones," said Simons. "I look forward to collaborating with Christine as we work toward accelerating our ability to fund research that leads to treatments and cures."

Throughout her distinguished career, Ms. Jones has been at the forefront of the fight to make the Internet better and safer for users, particularly children. She has testified numerous times before U.S. Congressional Committees in Washington, D.C. about various issues related to the Internet. She also helped drive federal Internet-related legislation.

Prior to Go Daddy, Christine worked for a Phoenix law firm focusing primarily on commercial litigation. Before entering private practice, Christine worked for the Los Angeles District Attorney's Office, where she spent time in a variety of departments, including the Compton Special Investigations and Hard Core Gang Divisions. Prior to entering the practice of law, Ms. Jones practiced as a certified public accountant for several national and international banks in both retail and commercial banking.

Jones stays involved in many volunteer and charitable projects. She serves on the Board of Directors for her church, as well as multiple non-profits.

SUBMITTED BY DONALD WILSON

WESTSIDE

FROM PAGE 6

such as financial literacy, immigrant rights, and health and wellness. We are so grateful to our volunteers – we couldn't do the work we do without their help. To volunteer at St. Joseph Center's Food Pantry, contact Shelly Aydin at saydin@stjosephctr.org.

· If your family has children, inspire empathy at home: Talk about hunger and how we can all help. Start a donation jar and decorate it with your kids. Host a lemonade stand or birthday party where guest bring donations instead of gifts and then make a contribution to a local Pantry.

· For adults: Host a cocktail party where donations go to your favorite food pantry. Have a garage sale and earmark the proceeds for advocacy organizations that fight hunger, like Share Our Strength and Mazon: A Jewish Response to Hunger.

Finally, be an advocate for hunger relief! Write your councilperson, state senator, or representatives in Congress. Tell them you want more resources allocated to alleviating hunger. Tell them you don't want any of your neighbors to worry about where they will get their next meal.

Let's start now to bring hunger out of the shadows. We can work together to make sure that no one wonders if they can afford to eat, that no child goes to school with a rumbling tummy, and that no family must make the agonizing decision to pay for food or the rent. Join St. Joseph Center this September in committing to help end hunger in our community.

Paul Rubenstein is Vice President for Development & Communications at St. Joseph Center, which has been helping people find solutions to hunger and poverty since 1976.





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