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Santa Monica Daily Press
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Volume 14 Issue 262

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Council revises water waster fines

BY MATTHEW HALL
Daily Press Editor

Water wasters will get a break on initial fines this year thanks to an update to Santa Monica's water shortage response plan.

At their Sept. 8 meeting, the City Council approved modifications to the plan that codified formulas for setting water allowances, restructured fines for overages, allowed for an exemption to the first fine under some circumstances and modified the way water cuts are measured in the school district.

Santa Monica declared a Stage 2 water supply shortage in August of 2014 requiring a 20 percent reduction in usage by most customers. At the same time, the state of California imposed cuts on all water districts to fight the ongoing drought. Santa Monica has exceeded its state and local goals so far, averaging a savings of 22.5 percent over the first three months of measurements.

Those savings have been achieved largely through voluntary steps by water users such as reductions in irrigation, installation of improved appliances and better maintenance.

"What we have seen in my office from residents and businesses is Santa Monica is taking the drought very seriously," said Dean Kubani, director of Santa Monica's Office of Sustainability and the Environment.

However, the City's plans do allow for fines if water users exceed their allowances,

SEE WATER PAGE 7



Mixed bag for SMMUSD on new state tests

LOCAL STUDENTS OUTPERFORM PEERS, BUT ACHIEVEMENT GAPS LINGER

BY JEFFREY I. GOODMAN
Daily Press Staff Writer

Students in the Santa Monica-Malibu school district outperformed their peers on California's new academic aptitude tests, but officials stressed that the results are merely a baseline for the future and that more work must be done to close achievement gaps.

About 68 percent of SMMUSD students who took the California Assessment of Student Performance and Progress exams met or exceeded standards for English language arts and literacy, while 57 percent of students met or exceeded standards for math, according to data released this month by the state education department.

Those numbers compare favorably to the 44 percent of California students who met or exceeded English standards and the 34 percent who met or exceeded math standards.

Nearly 98 percent of eligible SMMUSD students took the new tests, which replaced the Standardized Testing and Reporting (STAR) system and which are given to students in grades 3-8, as well as high school juniors.

Santa Monica-Malibu district officials said the new tests offer valuable data and feedback for teachers and administrators, as they identify strengths and assist students in subjects needing improvement.

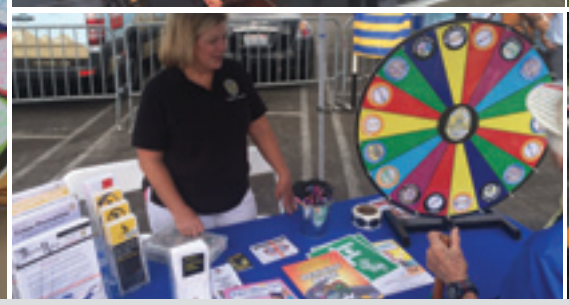
"We are carefully reviewing the results for SMMUSD students and appreciate the efforts of our teachers, staff and PTA groups for helping our parents understand the purpose of this

SEE TESTING PAGE 3













LOOKING OUT FOR EACH OTHER

Photos by Matthew Hall

Local businesses and non-profits gathered at the Santa Monica Wellbeing Buy Local Festival on Saturday, Sept. 12 to share their expertise, advice and products that promote a healthy and happy lifestyle for all of Santa Monica.

New format for CIFSS playoffs proposed

SYSTEM DESIGNED TO IMPROVE COMPETITIVE EQUITY COULD BE IMPLEMENTED IN 2016

BY JEFFREY I. GOODMAN
Daily Press Staff Writer

Last year, after the Santa Monica High football team finished the regular season with a mediocre 3-2 record, it was placed in the same postseason bracket as the top two squads from its league.

It seemed like a sign of potential trouble for the Vikings, who ended up bowing out in the first round of the Western Division playoffs with

SEE PLAYOFFS PAGE 9

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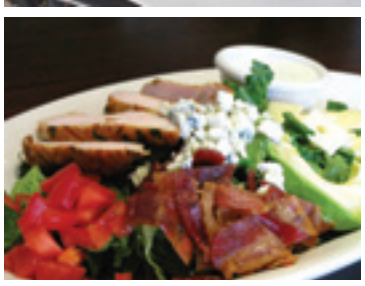


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What's Up Westside

OUT AND ABOUT IN SANTA MONICA

September 14

Preschool Story Time @ Montana Branch

Story time series for 3-5 year olds. August 17 - September 21 (No stories September 7). Montana Avenue Branch Library, 1704 Montana Ave., 11:15 - 11:45 a.m.

1450 Ocean: PIYO (Pilates + Yoga) with Patricia Peinado

PIYO combines the muscle-sculpting, core-firming benefits of Pilates with the strength and flexibility advantages of yoga. Define yourself in this class and prepare to sweat! Please bring a yoga mat, towel, and reusable water container (fountain onsite). Cost: $150 SM Residents/ $173 Non-residents
Register at the link above or call 310.458.2239. https://apm.activecommunities.com/santamonicarecreation/Activity_Search/47099. Palisades Park, 1:30 - 2:30 p.m.

High Holy Day Afternoon Service

Rosh Hashanah, "Tashlich on the Beach" At Tower 25 near Ocean Park Blvd. For more information call 310-453-4246 or visit www.thesms.org. Tower 25, 4 - 5 p.m.

Rebozos: Art, History, Culture, Fashion

Explore the history of rebozos, an important garment for women in Mexico and around the world, used, either as a luxury, for flirting or for the daily tasks, and even as a cradle for their children to carrying a baby or provide comfort relaxation and strength to women in labor or just for protection from the sun and cold. The lecture will be followed by a fashion show to enjoy the variety of craft skills and to highlight the art of the weaving rebozos. Pico Branch Library, 2201 Pico Blvd., 6:30 - 8 p.m.

Landmarks Commission Meeting

Regular meeting of the Santa Monica Landmarks Commission. City Hall, Council Chamber, 1685 Main St., 7 p.m.

September 15

Ocean Park Toddler Time

Join Mr. Jesse for some wonderful stories, rhymes, songs and puppets. This program is for children from 18-35 months. Registration required, 310-458-8683. Ocean Park Branch Library, 2601 Main St., 10 - 10:30 a.m.

Snapchat Teen Club

Love to Snapchat? Come with your mobile device or smartphone to create some fast and fun creative photos/videos. Refreshments will be provided. Pico Branch Library, 2201 Pico Blvd., 4 - 5 p.m.

STAR WARS: Absolutely Everything You Need to Know

Attention Star Wars Fans both young and old(er)! Help us celebrate the release of DK's "Absolutely Everything You Need to Know Star Wars" book with one of its authors, Michael Kogge. The author will be signing copies of the book which will be available for sale at the program. There will be a Star Wars Trivia Contest and we will be giving away Star Wars posters and stickers. Rumor has it that there may be a special surprise appearance by some well known Star Wars characters. This will be a program that any Star Wars fan will not want to miss! Tickets will be available at the branch on a first come basis at noon the day of the program. Ocean Park Branch Library, 2601 Main St., 4 - 5:30 p.m.

1450 Ocean: Knit Lab with Grace Akhrem

Reserve a spot for this monthly lab with knitwear designer Grace Ahkrem. Grace is available to answer questions

SEE **LISTINGS** PAGE 3

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

LISTINGS
FROM PAGE 2

about your ongoing projects, give design tips on creating a new knitwear item, and participants can also embark on a new knit-a-long with her! This fun open lab is for knitters of all levels. Some shared equipment and yarn available, otherwise bring your own. Cost: $20. Register by calling 310.358.2239 or go to https://apm.activecommunities.com/santamonicarecreation/Activity_Search/45848.

Writing Your College Essay: It's All About You
Forget the topic sentence! A college essay is meant to be personal - something that reveals a little bit about who you are as a person that the colleges would otherwise never know. It's a creative story about you. In this workshop, Diana Hanson of College Mentors share various strategies for writing the main essays (Common App and UC) as well as the "why this school" and "diversity" supplements. For grades 11-12 and parents. Main Library, Multipurpose Room, 2nd Floor, 601 Santa Monica Blvd., 7 - 8:30 p.m.

1450 Ocean: Zumba Craze with Diana Flores
Zumba is a latin-inspired, calorie-burning, dance-fitness experience. In this fitness party, you will burn more calories than you thought you could. Join us for a workout that is so much fun you won't even feel like you're working out. All fitness levels welcome. Drop-in available for $10. Cost: $83, Non-resident: $95, Drop-In $10. Please register at https://apm.activecommunities.com/santamonicarecreation/Activity_Search/45877 or call 310-458-2239. Palisades Park, 7:30 - 8:30 p.m.

September 16

Beach=Culture: Morning Beach Walk with Rebecca Bruno
Start your day connecting with the natural elements! Beach House Choreographer-in-Residence Rebecca Bruno leads a group beach walk informed by her dance practice. This will be a very casual walk down the beach as a group, sharing some of the meditative movement processes that Bruno and dancer/collaborator Samantha Mohr have been developing during the development of Bruno's new work, Elemental Forms. We will tune into the movement, sound, and sensations of the ocean, allowing our bodies to move in response. Please wear sun protection and comfortable shoes. RSVP at http://annenberg-beachhouse.com/beachculture.

Coastal Cleanup Education Day
Join Heal the Bay at Tower 18! Learn about wastewater and environmental stewardship. For more information call 800-HEAL-BAY or visit www.healthebay.org/ccd. Tower 18, 9:30 a.m. - 1 p.m.

Commission for the Senior Community Meeting
Regular meeting of the Santa Monica Commission for the Senior Community. Ken Edwards Center, 1527 4th St., 1:30 p.m.

1, 2, 3 Launch Tube!
Build mini vehicles from recycled materials and launch them with reDiscover Center's wind tube. For ages 4 and up. Pico Branch Library, 2201 Pico Blvd., 3:30 - 5 p.m.

Planning Commission Meeting
Regular Meeting of the Santa Monica Planning Commission. City Hall, Council Chamber, 1685 Main St., 7 p.m.

1450 Ocean: Bollywood Bhangra Beats
Learn the art of Bollywood dancing from Jon Paul, principal dancer of the world-renowned Blue13 Dance Company, the contemporary Indian dance theatre ensemble responsible for teaching LA's longest-running and most popular Indian dance classes. Bollywood Bhangra Beats is an electrified whirlwind of heart-pumping, shoulder bumping, hopping, jumping Indian dance for ALL levels of women and men, and incorporates warm-up, technique, and choreography in Bollywood and Bhangra styles of the subcontinent. This is a pure Bollywood power hour that happens to be a great, sweat-drenched cardio dance class! Cost: $147, Non-resident: $169. Please register at https://apm.activecommunities.com/santamonicarecreation/Activity_Search/46149 or call 310-458-2239. Palisades Park, 7 - 8 p.m.

TESTING
FROM PAGE 1

testing and providing support to their students in preparation for these rigorous exams," district Supt. Sandra Lyon said in a release.

The new exams are designed to be taken on computers and tablets, and they are fundamentally different in how they evaluate student knowledge. Emphasizing critical-thinking and problem-solving skills over memorization and multiple-choice guessing, the so-called Smarter Balanced assessments are aligned with Common Core principles and give students harder questions when they answer correctly.

"California is in the process of transforming its schools with increased funding, higher academic standards, more local control, and additional support for students and schools with the greatest needs, and this will take time," state schools Supt. Tom Torlakson said in a press release. "This is our first academic check-up on how that work is going, and so I ask parents and educators to take that into account, use this information wisely to help their students, and understand this is a baseline that we will build upon."

Locally, the data paints an alarming portrait of achievement as SMMUSD continues working to reduce longstanding gaps in academic performance between black and Latino students and their peers.

Pass rates in English varied greatly along racial lines, from 45 percent among African-American students and 48 percent among Hispanic students to 78 percent for white students and 83 percent for Asians.

Similar disparities were found in math, where just 30 percent of black SMMUSD test-takers and 33 percent of Latino students met or exceeded standard. Those rates jumped to 69 percent and 77 percent for white and Asian students in the district, respectively.

Stark gulfs existed across socioeconomic lines as well. Half of students determined to be economically disadvantaged met or exceeded English standards, compared to 71 percent of their better-off peers. Just 37 percent of poorer students met or exceeded the math standards, while 60 percent of their wealthier peers reached or surpassed the benchmarks.

The data arrive following the district's hiring of educator and sociologist Pedro Noguera, who is tasked with improving equity at local schools.

"Clearly, we must continue working to eliminate these gaps," Torlakson said.

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My Write

Bill Bauer

Send comments to editor@smdp.com

City Hall's expensive new PR machine

WE'VE BEEN HEARING FOR YEARS ABOUT the coming City Hall fiscal "bomb" when the cost of retirement packages employee benefits and rapidly rising health care costs will outstrip revenues. Nearly 2,200 people are currently on the city payroll. That's roughly one city employee for every 42 residents, a ratio that far exceeds the employee-to-resident ratio of most other U.S. cities.

Santa Monica has a high degree of activism. That's led to a great deal of criticism of elected and appointed officials as well as city staff who many view as overpaid and underworked.

So, what's a new City Manager to do? Rick Cole has only been here a few months. Last Tuesday evening, he made a presentation to council that would create a new and costly municipal Office of Communications. "We need to do a better job on communication," he told council. "We want to have a first class, two-way communications function. We think there is an opportunity to do it right and the staffing plan I presented you tonight is the way to 'do it right.'"

"There are all kinds of challenges to communicating in a modern world and we intend to do a great job and this is what we think this will do," he said. "The city needs to embrace new communication technologies; Twitter, Tumblr, Pinterest, Facebook … Plugging the new people in requires that much more effort. Not just 'PR,' but engagement … active, continuous, two way dialog with our customers…" The staff report adds, "The [new] team would convey city information to people who live, work and visit Santa Monica to encourage civic engagement, inspire community dialogue, raise awareness and a deeper understanding of City government."

Keep in mind that most of the municipality's communications have been handled piecemeal on a department-by-department basis. Specialists produce the Seascape and operate City TV, Channel 16 on Time Warner cable. Public relations and general press information now comes from the assistant City Manager.

Can City Hall afford a gold-plated public communications team? Former City Manager Rod Gould was so concerned about looming deficits that he backed a ballot measure in November 2010 that increased the sales and use tax by a half of a percent. Voters approved Measure Y which promised to raise $6 million annually to forestall deficits created by accelerating costs for retirement packages and health care.

Despite an improving economy, dire deficit predictions continued. At a Jan. 22, 2013 council meeting, staff warned that a deficit as high as $29 million was possible by the summer of 2018 unless expenses were reduced or alternate sources of funding were found. "In the best case, the general fund would see a deficit of almost $9 million starting in FY 2014-15…" Without cuts and adjustments, the city could face a $29 million deficit in five years Gould said at the time.

A news article in the Feb. 18, 2014 Daily Press quoted Finance Department director Gigi Decavalles-Hughes as saying that property, sales and business tax revenues were higher than expected, but City Hall is projecting a $3.2 million deficit by fiscal year 2017-18 that could still reach $9.2 million by 2017.

A special thanks to councilwoman Sue Himmelrich who pulled this item from the consent calendar for discussion because she questioned the need for an additional expense of so many new employees. At least someone on the dais is watching the municipal purse strings.

This seems to be an expensive undertaking. I, along with others working in the local news media, wonder if Cole's plan is overkill; too much, too expensive or really needed? With the rush by council to get this program started and spend money, it appears that worries about long-term deficits and seas of red ink have fallen by the wayside.

The new Office of Communications will be supervised by Debbie Lee, City Hall's Communications and Public Affairs officer who was hired last July for at a $155,784 annual salary (plus benefits). Her department promises to facilitate the delivery of City Hall's news and public relations messaging, in addition to absorbing the Community & Government Relations functions from the city manager's office.

Council unanimously and enthusiastically approved this major expansion of the city's public communications efforts including adding five new job classifications at a cost of $539,649 (plus benefits) for the rest of this fiscal year. A couple of existing staff positions will be redefined and moved to the Office of Communications. Additional expenses and overhead could easily push this new PR department into the million-dollar club, annually.

Here are the new salaried positions council approved: In addition to Lee and an administrative services officer (no salary disclosed), there's a cable TV manager at $10,270 month, senior marketing manager at $10,270 month, public information officer at $10,270 month and a marketing/communications assistant at $5,143 month - all plus benefits.

A full-time web developer will support the new department along with a staff assistant and a (part time) graphic designer. They'll all be paid out of the 2015-2017 biennial budget general fund.

We've recently witnessed a major disconnect between City Hall and residents over major community priorities. There have been major differences between residents and City Hall on handling traffic, overdevelopment and parking policies, low-income housing, the Hines project and now, the proposed downtown Fourth/Fifth Streets/Arizona Avenue tower.

We must make sure the new Office of Communications isn't used to stifle legitimate differences of opinion and "outshout" citizens who disagree with municipal policies.

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COMMUNITY BRIEFS

SMC

SMC announces fall 2015 Global Connections Lectures

Santa Monica College has announced the lineup of the Fall 2015 Global Connections Lecture Series starting Sept. 22 with "Selling Vacuum Cleaners in Tokyo and Shampoo in Paris: Adventures of a Female Engineering Graduate," by Sarah Bloomfield.

The lecture series is free and seating is on a first-arrival basis. All lectures are at 11:15 a.m. in the Humanities & Social Science Lecture Hall 165 on the main SMC campus, 1900 Pico Blvd.

Sarah Bloomfield is a senior lecturer in business at Bath Spa University in the UK. She will talk about her experiences teaching English in Indonesia, managing onsite retail activity for Kodak in Nagano at the 1998 Winter Olympic Games, helping launch the Dyson vacuum cleaner in Japan, and managing a multimillion-dollar marketing budget for L'Oréal in the UK.

The remaining lineup in the Fall 2015 Global Connections Lecture Series is:

Nov. 5 - "Opportunities and Challenges in Global Supply Chain Management," with Dr. Guillaume Roels, associate professor and current faculty director of the Easton Technology Leadership Program at the UCLA Anderson School of Management. He will talk about recent challenges and opportunities for managing today's global supply chains.

Nov. 17 - "Working Together to Support Civilians Affected by Violent Conflict," with Zahra Ismail, program officer at the University of San Diego's Joan B. Kroc School of Peace Studies. She will discuss her work abroad with nongovernment organizations (NGOs) supporting community level mediation, international development, violence prevention, human rights and conflict resolution.

The series is sponsored by the SMC Global Citizenship Council, SMC Office of Public Programs, and the SMC Associates (www.smc.edu/associates), a private organization that funds speakers and special programs on campus.

For more information please call (310) 434-4100.

- SUBMITTED BY GRACE SMITH

Montana Ave.

Award-Winning documentary and discussion from Human Rights Watch

The Oscar-nominated filmmaker Gini Reticker's "The Trials of Spring" will have its Los Angeles premiere on Sept. 20. The film will be presented by the Human Rights Watch Film Club at the American Cinematheque Aero Theater (1328 Montana Ave.)

"The Trials of Spring" follows three Egyptian women: Hend Nafea, a young religious Muslim from the countryside who is now facing a likely jail sentence for her role in the uprisings; Mariam Kirollos, a young, urban Christian who has long been passionate about women's rights; and Khadiga Hennawi, a formerly veiled widow in her 60s who earned the nickname "Mama K" for assuming the role of caretaker of the revolutionaries. Their stories illuminate the roles women play as they risk everything to bring change in their country.

Immediately following the screening, there will be a panel discussion focused on Middle East activism, the pioneering role of women, and the legacy of the 2011 "Arab Spring" uprisings. It will feature Nafea, along with Professor Sherine Hafez, an expert on Islamic activism; Beth Levison, the film's producer; and Sarah Leah Whitson, Middle East & North Africa director at Human Rights Watch.

Panelists include:

Hend Nafea, human rights activist: One of three Egyptian women followed in "The Trials of Spring," Nafea is a human rights activist living in exile.

Beth Levison, producer: As a director, producer, and story editor, Levison has received two Emmys and three Peabody Awards.

Sherine Hafez, associate professor, UC Riverside: Professor Hafez's interests center on women studies in Middle Eastern and Muslim majority cultures. She has done research on women's Islamic activism in Egypt.

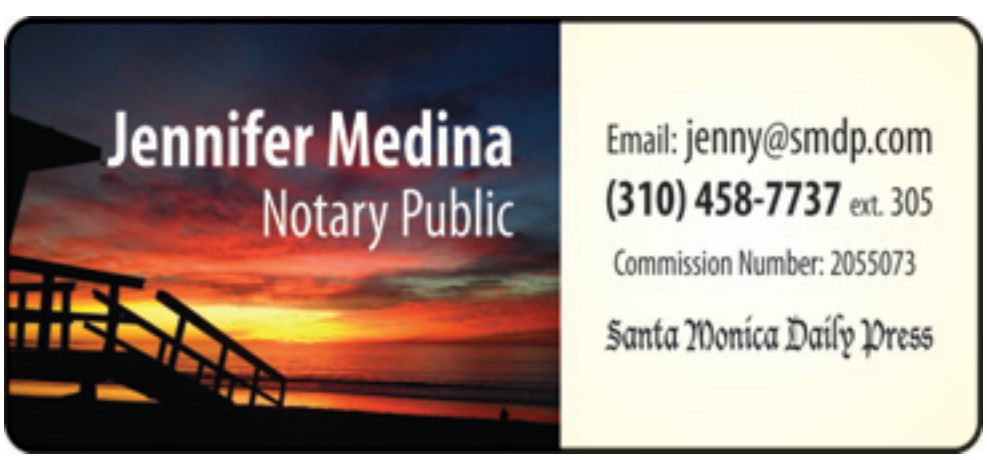
Sarah Leah Whitson, director of the Human Rights Watch Middle East and North Africa Division: Whitson oversees the work of the division in 19 countries, with staff located in 10 of them.

Doors will open at 4:30 p.m. with an opportunity to meet Whitson before the film. The "Trials of Spring" will screen at 5:30 p.m. followed by the panel discussion. A reception with Middle Eastern food and drinks will begin at 7:30 p.m. The American Cinematheque Aero Theater is located at 1328 Montana Ave., Santa Monica. General admission tickets are $30, students $15. To buy tickets: http://ttos.bpt.me

- SUBMITTED BY JUDY ARTHUR

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SEPTEMBER EVENTS



Sept 12
Wellbeing/Buy Local Festival
Civic Parking Lot 11a-4p

Sept 12-20
Buy Local/Give Local Week
buylocalsm.com/events

Sept 18-19
10th Annual Alt Car Expo
Civic Parking Lot 10a–5p

Sept 19
Coastal Clean-up Day
Santa Monica Beach near Pier 9a–noon

Sept 24
2015 Green Prize for Sustainable Literature presents Paul and Anna Cummins : A Father and Daughter in Conversation
Santa Monica Main Library 7p

Sept 26
Citywide Yard Sale
Citywide, times vary

Sept 30
DamNation – A Sustainable Movie
Aero Theater (1328 Montana Ave) 7:30p

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KNOW BEFORE YOU GO



EXPO LIGHT RAIL LINE:

The Expo Light Rail Line extension from Culver City to Santa Monica is scheduled for train testing activities in Santa Monica this week and will continue for several months. The trains are now operated on their own power. Testing will be ongoing along the entire alignment in Los Angeles and Santa Monica. The testing activity will test train clearances, the Overhead Catenary System which powers the trains, the crossing gates and traffic signals, and all related systems before the project is turned over to Metro for pre-revenue operations.

Safety Tips:

Please obey all warning signs and traffic signals when crossing the tracks. Always look both ways before crossing any street. Never walk on railroad tracks. Watch for trains from both directions. Use the crosswalks. Do not jaywalk across the tracks.

Scheduled traffic signal outage: 4th/Colorado on Tuesday 9/15/15 8 a.m.-3:30p.m.
Scheduled traffic signal outage: 5th/Colorado on Tuesday 9/15/15 8 a.m.-3:30p.m.
Scheduled traffic signal outage: Stewart and Olympic on Thursday 9/17/15 8 a.m.-3:30 p.m.
Colorado Avenue between 5th & 18th Streets - Expect westbound and eastbound street closures during daytime hours. Alleys on the North side of Colorado between 6th and 18th Street will have limited access at Colorado.
Olympic Blvd. between 20th St. and Stewart St. - Eastbound and Westbound lane closures 24 daytime hours Monday to Saturday.
Stewart St. between Olympic Blvd. and Exposition Blvd.- Northbound and Southbound lane closures during daytime hours.
Cloverfield Blvd. between I-10 Freeway and Broadway .- weekend lane closures 24 hours per day.
For more information about the Expo Line project, visit BuildExpo.org or call (213) 922-EXPO (3976).

CITYWIDE BUS STOP SHELTERS:

Citywide installation of new bus shelters will continue. Construction will involve stop closure, intermittent vehicle lane, bicycle lane, and sidewalk closures, in addition to the use of parking lanes. Construction will take place at the following stops:
4th Street
425 4th St. between Georgina & Marguerita (East Side 4th Street)
516 4th St. between Marguerita & Alta (West Side 4th Street)
957 4th St. between Idaho & Washington (East Side 4th Street)
1010 4th St between Washington & California (West Side 4th Street)
14th Street
903 14th St. between Washington & Idaho (East Side 14th)
1339 14th St. between Santa Monica & Arizona (East Side 14th)
20th Street
1222 20th St between Wilshire & Arizona (West Side 20th)
San Vicente
1660 San Vicente between 17th & 16th (South Side San Vicente)
2050 San Vicente between 21st & 20th (South Side San Vicente)
Montana
2400 Montana between 25th & 24th (South Side Montana)
Santa Monica
2211 Santa Monica between 17th & 16th (North Side Santa Monica)
2208 Santa Monica between 18th & 17th (South Side Santa Monica)
Wilshire
1330 Wilshire between 14th & Euclid (South Side Wilshire)
Traffic control measures will be employed in all work zones. Use alternate routes whenever possible. For all bus boarding information, please visit www.bigbluebus.com/bsip or call (310) 451-5444. For construction information, please contact Alex Parry, Project Manager at (310) 458-8981.

COLORADO ESPLANADE:

Construction work on Colorado Ave. will continue daytime Monday through Friday. Pedestrian access is accommodated by use of temporary barricaded pathways marked with signage. Please use caution when navigating through the work zones on Colorado Ave. at 4th St., Main St., 2nd St., and Ocean Ave. For more information contact Gene Higginbotham, Project Manager, at (310) 458-8729.

CALIFORNIA INCLINE BRIDGE REPLACEMENT PROJECT:

The California Incline will be closed until Summer 2016 while construction crews demolish the existing structure and build the new bridge and roadway. Motorists are advised to use Ocean Avenue (via Moomat Ahiko Way) and Lincoln Boulevard as alternate routes. For more information on this project, please contact: (888-303-6026 or incline@smgov.net).

WATER MAIN REPLACEMENT PROJECT:

The contractor will be testing the new water main on Centinela Ave between Montana Ave and Lipton Ave. The contractor will also be connecting the new water main to the existing water main on Wilshire Blvd. and 20th Court, Euclid Court at California Ave. and restoration work on Wilshire Blvd at Euclid Court and 20th Court. Centinela Ave. will be closed to through traffic. Local access will be provided to residents and deliveries. During construction the roadway will be reduced to one lane of traffic in each direction. Please use alternate routes when possible and expect some delays. For more information, please contact Eric Schoenen, CM/Inspector at (424) 625-3445 or the City's contact Carlos Rosales at (310) 458-8721, x2620.

SEE **KBUG** PAGE 7

KBUG

FROM PAGE 6

WASTEWATER MAIN REPLACEMENT PROJECT:

The contractor will continue sewer main installation on Euclid Street between Oak Street and Ocean Park Boulevard. The street will be closed to through traffic. Please use alternate routes when possible and expect some delays. Should you have any questions, please contact Carlos Rosales at (310) 458-8721, ext. 2620.

SAFE ROUTES TO SAMOHI:

For the week of September 14, 2015, work will include striping and traffic signal work at Pico / 7th Street and at Pico / 6th. Landscape will be planted along the entire project. At least one lane of traffic will be open in each direction of Pico Blvd at all times.. Should you have any questions, please contact: Hany Demitri, Civil Engineer, 310-458-8721 ext. 5385

CROSSWALK RENEWAL PROGRAM

For the Week of September 14, 2015,Contractor crews will be conducting daytime crosswalk removal and restriping at the intersections of - Broadway/16th, 18th, 19th, Near on/off ramp I10 fwy and 20th St, Arizona/17th, Ashland/25th, 200 Midblock 26th St. Please be advised that striping removal will generate noise and dust. Temporary traffic control signs will be deployed to guide vehicular traffic in and around work areas. Please contact Kori Jones, Street & Fleet Services (310) 458-2201 ext. 5002 with any questions/concerns regarding this project.

SAN VICENTE PUMP STATION EMERGENCY GENERATOR

For the Week of September 14, 2015, the contractor's work will include removal and replacement of the existing engine driven standby generator with a new engine driven standby generator and street improvements on the south side of San Vicente Blvd and 25th Street. 25th Street at San Vicente Blvd will be closed. Should you have any questions, please contact Carlos Rosales (310) 458-8721 ext. 2620

PALISADE BLUFFS DRAINAGE PROJECT

For the week of September 14, 2015 work will continue between Idaho Ave and Wilshire Blvd to install storm drain pipes and inlets. The contractor will erect temporary fences around the work areas. There'll be no impact to vehicular traffic on Ocean Ave but pedestrian traffic within the park will be detoured around the work areas. Should you have any questions, please contact: Hany Demitri, Civil Engineer, City of Santa Monica (310) 458-8721 ext. 5385 or Dan Patterson, Owner, STL Landscape (323) 519-7587

Facebook page SMConstructs, and the construction notice at
https://www.facebook.com/SMConstructs
http://www.smgov.net/departments/publicworks/civeng_kbug.aspx

WATER

FROM PAGE 1

and the structure of those fines has change.

Initial plans for the fines called for a fee per cubic feet of overage. However, staff said the implementation and automation of that system proved both difficult and controversial. Instead, they said a series of fees per violation would be easier to manage and would allow staff to focus on the most significant violators.

"We will use [fines] as one of several tools to control exceptional water waste and to meet or exceed our water conservation goals, but we're going to focus on the most significant water wasters," Kubani said.

The fine for a first violation will be $250, a second violation within 12 months of the first will be $500 and a third in a 12-month period will be $1,000. Customers that reach three violations could be required to perform a water audit, and those that exceed seven violations could have a flow restrictor installed on their meter.

Customers can avoid the first fee if the attend a live or web-based water school that explains the need for regulations and provides information on how to meet water conservation goals.

Kubani said the new system would allow staff to differentiate between users who are trying but may have exceeded their allowances by small amounts and those that are making no efforts whatsoever.

"The top 100 users use a lot of water, some of those users have made very strong efforts to cut their water use; some have cut their water use by 20 percent or more, some haven't quite got there but are really trying," he said. "Other ones haven't made an effort at all. So in that top 100 list, the users that haven't made any effort are likely to be the ones that we're going to use this tool of a penalty to try to help convince them that they should be conserving more water."

Fines will begin to accrue in October and could be issued in December of this year.

Some public speakers questioned the need for water conservation given an impending El Niño, and one asked for tougher measures on for profit businesses.

Andrew Hoyer said El Niño wasn't a bankable solution to the crisis and praised the City's efforts. "I see a lot of great things in this plan," he said. "I think you should move forward with it whole heartedly, the fines if anything are not high enough, especially as you can get out of the first one free."

In addition to the fee restructuring, the council codified language that defines user limits. While those limits are already in place, formally adopting the formulas provides a point of reference for future discussions.

The formal language defines those limits as, "The average daily baseline use per billing period x the % of water available or the residential threshold; whichever is higher." In this case, that equates to 80 percent of the 2013 usage, or their residential threshold. The thresholds are finite caps on usage that vary by housing type and are a means of protecting residents that implemented significant water savings prior to the mandatory cuts.

The council also approved a modification to the way the schools count water savings. Previously, the district was required to cut by a specific amount per meter. Now they are required to cut by a total amount and can balance those cuts across meters as they choose.

EDITOR@smdp.com

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Earth Talk
By the editors of E Magazine

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How companies can reduce their paper usage

Dear Earthtalk:

My company talks the talk when it comes to the environment but could do so much more to reduce paper use. Do you have any tips to help get the higher-ups on board to reduce paper use company-wide?

Elena Sepulveda
White Plains, NY

CUTTING BACK ON PAPER MAY SEEM "so 1990s" given the current focus of environmental organizations on climate change and related global issues. But reducing paper use is still one of the best ways companies, government agencies and institutions can help the environment during the course of day-to-day activities.

Getting a handle on just how much paper your entity could save is the first step. The non-profit Environmental Paper Network (EPN)-an umbrella group launched in 2002 and made up of more than 100 organizations working to reduce paper production and consumption and clean up the inefficient yet still expanding paper industry-makes it easy with its Paper Calculator. The free online tool compares the environmental impacts of competing paper products and assesses the larger impacts of paper use.

According to EPN, some of the tangible results of its work include legal protection for millions of acres of endangered forests, significant increases in the number of paper-related certifications and forest acres certified by the Forest Stewardship Council (FSC), a marked increase in the number of large companies developing environmental paper policies, vastly increased availability of genuine environmental papers for consumers, and increased demand for, and use of, recycled fibers.

EPN also makes available easy-to-read reports outlining the benefits of making more sustainable paper choices. Showing companies the economic advantages of reducing their paper usage and greening other aspects of operations has been key to building EPN's membership and expanding its influence overall.

While joining EPN may be more of a commitment than some entities are willing to make, there are plenty of other free resources to help reduce paper use and green business operations. The non-profit Natural Resources Defense Council (NRDC) offers up a plethora of tips on responsible paper consumption via its Greening Advisor program. A few examples include more double-sided printing and the use of smaller type fonts, eliminating paper coffee cups, and e-billing (invoicing clients via e-mail instead of paper).

NRDC also emphasizes that saving paper helps the bottom line: "A typical office disposes of about 350 pounds of wastepaper per employee per year…Identifying ways to reduce paper use can save money."

Yet another great resource is the U.S. Environmental Protection Agency's (EPA's) WasteWise program, which offers free information and assistance for corporate environmental sustainability efforts. Hundreds of companies have already partnered with EPA on the program. One of the biggest WasteWise partners, Bank of America, has saved upwards of $1 million annually since syncing up with the program.

CONTACTS: Environmental Paper Network, www.environmentalpaper.org; Forest Stewardship Council,www.fsc.org; NRDC Greening Advisor, www.nrdc.org/enterprise/greeningadvisor/; EPA WasteWise,www.epa.gov/wastes/conserve/smm/wastewise/index.htm.

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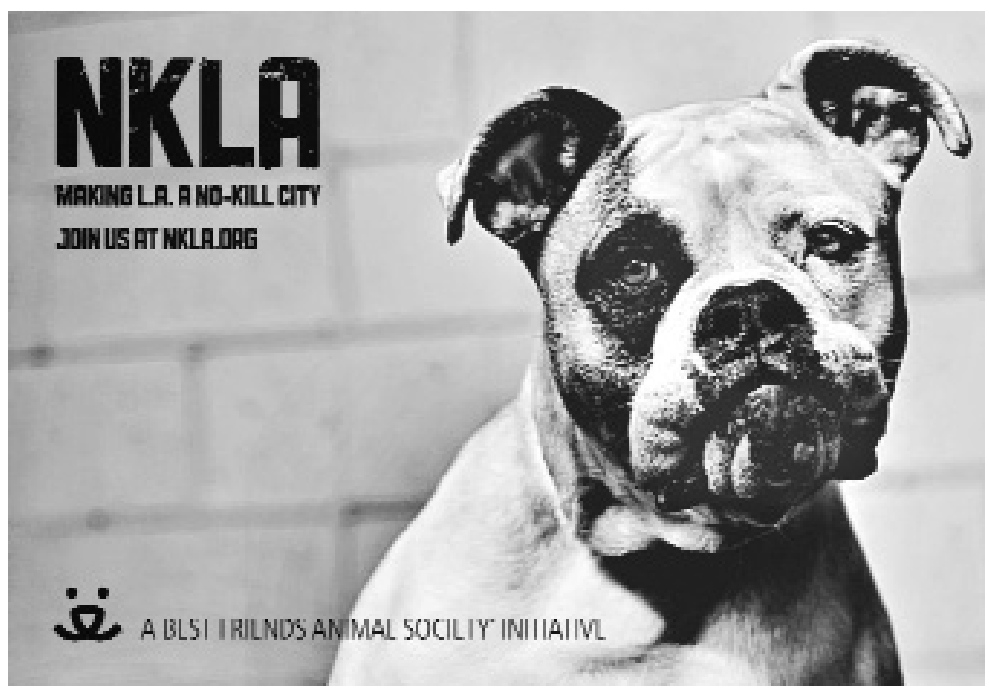
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PLAYOFFS

FROM PAGE 1

a 34-18 loss to Torrance-West.

In a different system, Samohi might have enjoyed a longer postseason. And a different system could be coming soon.

A recently proposed arrangement that has gained traction in the CIF Southern Section eschews geographical proximity in an attempt to improve competitive equity in the playoffs.

"A lot of people are interested in the concept," section commissioner Rob Wigod said in a recent phone interview. "This is a potential major change for our section, but something that moves us forward and addresses the most important issue that people want addressed: competitive playoffs. If you look at it that way, the potential for this to make a difference in our sports is very significant."

The proposal will be submitted to the section council for review in early October, and a vote on the matter is expected in January. If approved, the new playoff system would be implemented in the fall of 2016.

The changes would impact football as well as basketball, soccer, water polo, girls volleyball and girls tennis, Wigod said.

Instead of league teams being placed in the same playoff divisions, schools would be grouped based on two years of data on regular-season results, strength of schedule and section playoff performance.

The formula would produce power rankings that would then be split into competitively balanced playoff divisions.

"You're grouping schools that are competitive with each other and having them compete in divisions for division championships," Wigod said. "Say there's a certain league with a very strong team and two others that aren't to their level. If they all go to the same division, two of those teams have no business being there. This way, all the teams from that league are placed where they can compete because they all have about the same performance level."

First-year Samohi coach Ramsey Lambert generally supported the philosophy behind the proposal, the specifics of which he had not yet analyzed.

The former La Canada coach said the proposed system probably would have made a difference for his team last year, when it lost 48-0 to Ontario-Colony in the first round of the Central Division playoffs.

"In many ways, it makes sense," he said. "I think it's good. It keeps some equity."

One potential consequence, Lambert said, could be long road trips in the postseason. Teams traveling to play competitively similar opponents will likely venture well beyond their league regions.

"I'm sure they're trying to level the playing field a little bit with the best intentions," he said. "It still won't make everybody happy."

For now, Lambert is focusing on getting the Vikings qualified for this year's postseason. Their campaign continues Sept. 18 with a nonconference game at Simi Valley-Grace Brethren, which lost in the section's East Valley title game last year.

"Our schedule doesn't get any easier," he said. "We're just going to put our head down and go to work."

JEFF@smdp.com

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Presenter:
Nick Shamie, MD
Orthopedic Spine Surgeon

RSVP:
(310) 774-4114

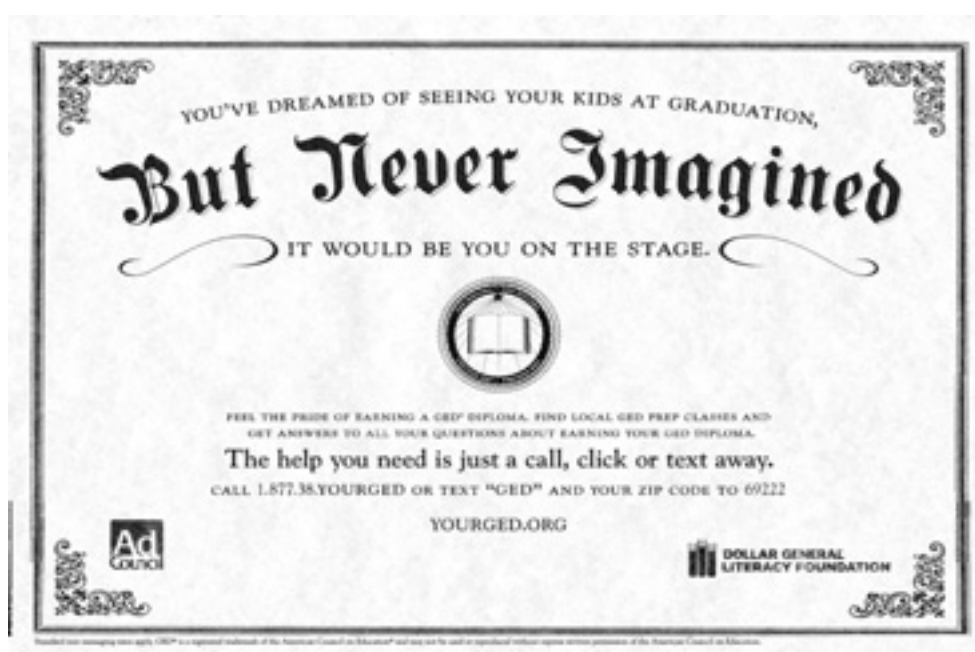
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More than 180 homes destroyed by 2 California blazes

BY ELLEN KNICKMEYER & OLGA R. RODRIGUEZ
Associated Press

MIDDLETOWN, Calif. Two of California's fastest-burning wildfires in decades overtook several Northern California towns, destroying more than 180 homes and sending residents fleeing Sunday on highways lined with buildings, guardrails and cars still in flames.

At least 100 homes were destroyed by a wildfire north of San Francisco in Lake County that raced through dry brush and exploded in size within hours, officials said. The devastation comes after a separate wildfire to the southeast destroyed at least 81 homes.

Residents fled from Middletown, dodging smoldering telephone poles, downed power lines and fallen trees as they drove through billowing smoke.

Whole blocks of houses were burned in parts of the town of more than 1,000 residents that lies about 20 miles north of the famed Napa Valley. On the west side of town, house after house was burned to their foundations, with only charred appliances and twisted metal garage doors still recognizable.

Firefighters on Sunday afternoon could be seen driving around flaming utility poles to put out spot fires. Homeowner Justin Galvin, 33, himself a firefighter, stood alone at his house, poking its shin-high, smoking ruins with a piece of scrap metal.

"This is my home. Or it was," said Galvin, who spent all night fighting another fire in Amador County.

Wind gusts that reached up to 30 miles per hour sent embers raining down on homes and made it hard for firefighters to stop the Lake County blaze from advancing, California Department of Forest Protection spokesman Daniel Berlant said.

Four firefighters who are members of a helicopter crew were injured Saturday while battling the flames. They remained hospitalized in stable condition Sunday, Berlant said.

There's no official tally of the destruction yet because firefighters are focused on new evacuation orders and on residents' safety, he said.

People were ordered Sunday to evacuate a stretch along Highway 281, including Clear Lake Riviera, a town with about 3,000 residents, Cal Fire said.

George Escalona told The Associated Press that in some areas of town "there is nothing but burned houses, burned cars," adding that all he had left were the clothes he was wearing.

The 78-square-mile fire erupted Saturday afternoon and rapidly chewed through brush and trees parched from several years of drought, Cal Fire said. Entire towns as well as residents along a 35-mile stretch of State Route 29 were evacuated. Gov. Jerry Brown on Sunday declared a state of emergency to free up resources.

Brown had already declared a state of emergency for the separate 101-square-mile wildfire about 70 miles southeast of Sacramento that has destroyed at least 81 homes and 51 outbuildings and turned the grassy, tree-studded Sierra Nevada foothills an eerie white.

Fire officials had earlier counted 86 homes destroyed, but issued the new figure Sunday morning. Crews increased containment on that blaze to 20 percent.

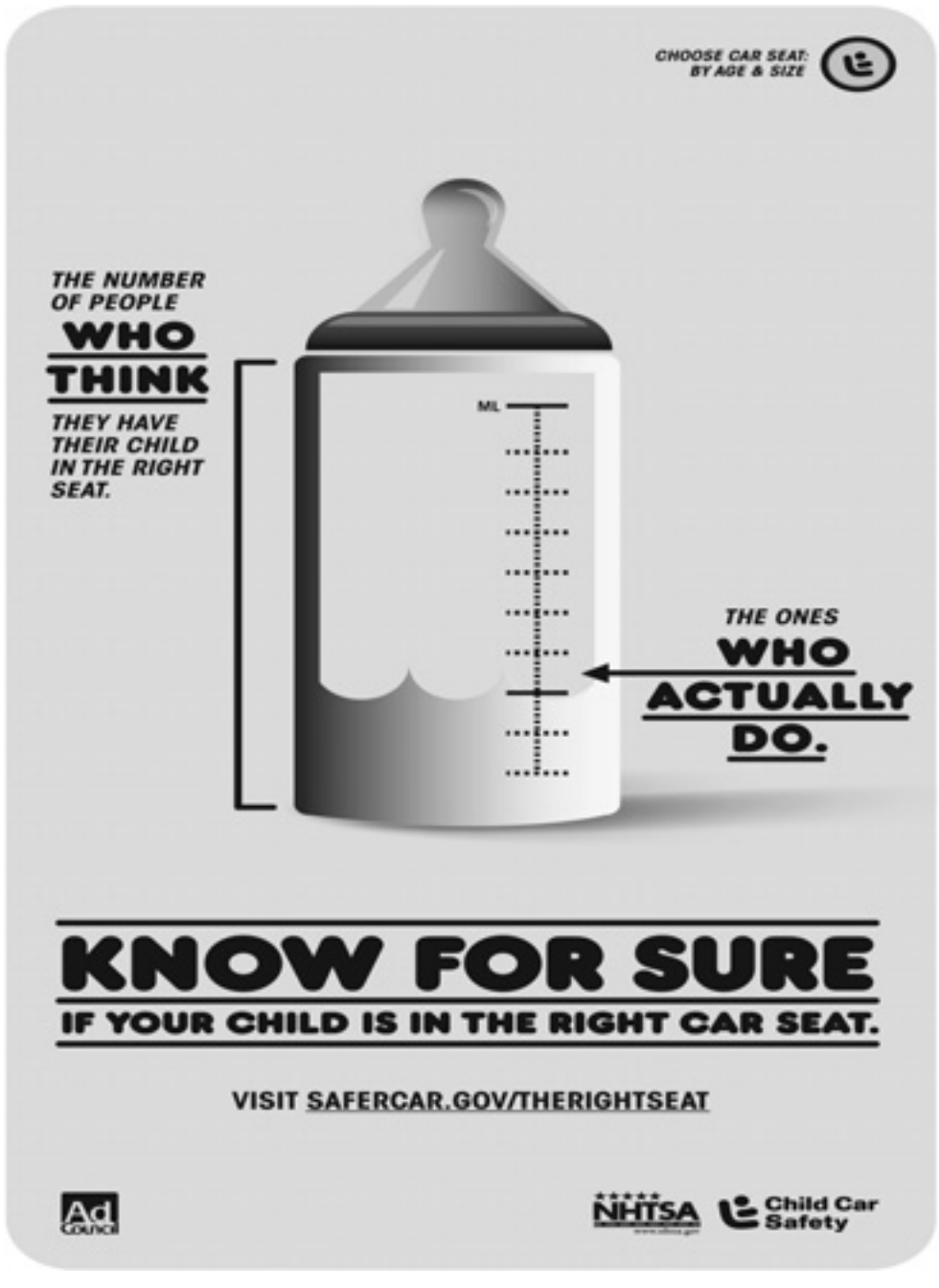
The fire, which broke out on Wednesday was threatening about 6,400 more buildings.

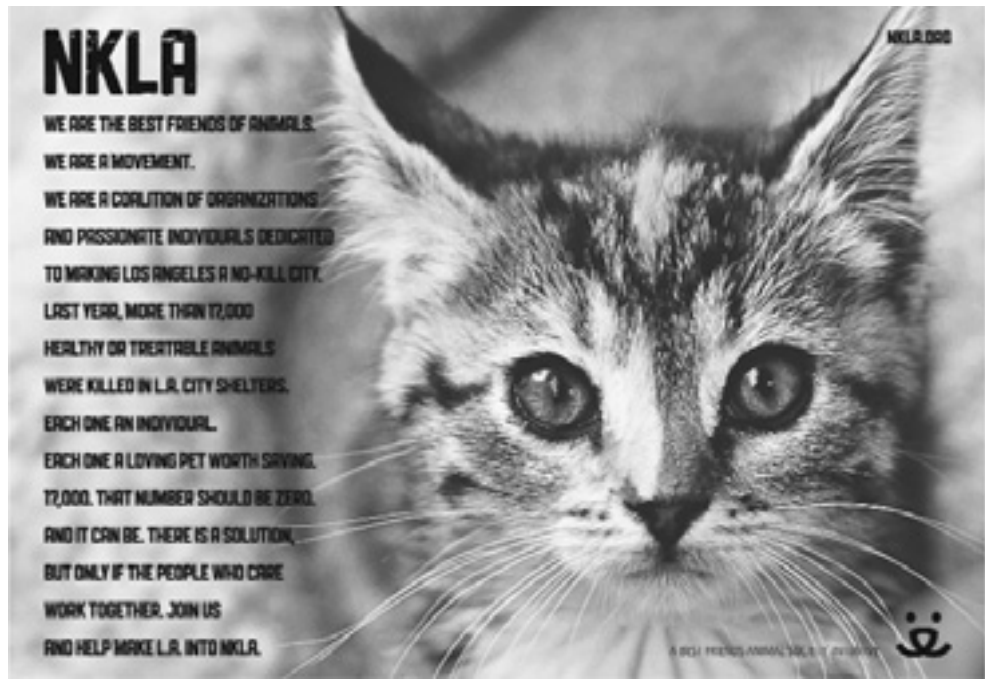
Mark Ghilarducci, director of the Governor's Office of Emergency Services, said this summer's fires are the most volatile he has seen in 30 years of emergency response work. The main cause behind the fast-spreading fires is dry conditions from the four-year drought, he said.

"The bushes, the trees have absolutely no moisture in them, and the humidities are so low that we are seeing these 'fire starts' just erupt into conflagrations," Ghilarducci said, according to the Sacramento Bee.

In Fresno County, the largest of 13 wildfires in the state continued to march westward as firefighters increased the areas of their backfires to try to stop the weeks-long advancement, fire spokesman Dave Schmitt said. The fire, sparked by lightning on July 31, has charred 203 square miles and was 31 percent contained Sunday, the U.S. Forest Service said.

Firefighters have maintained a precautionary line around Grant Grove, an ancient grove of Giant Sequoia trees, and set prescribed burns to keep the flames from overrunning it. The grove named for the towering General Grant tree that stands 268 feet tall. There are dozens of Sequoia groves in the Sierra Nevada, and some trees are 3,000 years old.







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SURF REPORT



SURF FORECASTS

WATER TEMP: **61.4°**

TUESDAY – **POOR TO FAIR** – SURF: **1-3 ft** ankle to waist high
Potential rebound in WNW energy, showing more size in the PM

WEDNESDAY – **POOR TO FAIR** – SURF: **2-3 ft** knee to chest high
Potential WNW energy to hold

THURSDAY – **POOR TO FAIR** – SURF: **2-3 ft** knee to waist high
WNW energy to ease

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 **January 12, 2015**

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

QUICK STATS (for the last 30 days)

- Number of sewage spills -- 0
- Number of beach closures due to a sewage spill -- 0
- Number of wet days -- 14
- Number of A grades for dry/wet weather -- 33/20
- Number of (C,D,F) grades for dry/wet weather -- 5/19

The Beach Report Card is made possible by: SMA Swain Barber Foundation

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

LOCATION	DRY	WET
Leo Carrillo Beach, at Arroyo Sequit Creek mouth.	A+	A+
Nicholas Beach at San Nicholas Canyon Creek mouth.	A+	A+
El Pescador State Beach, between Lechusa and Los Alisos creeks.		
Encinal Canyon at El Matador State Beach.	A+	A+
Broad Beach at Trancas Creek mouth.	B	A+
Zuma Beach at Zuma Creek mouth.	A+	A+
Walnut Creek, projection of Wildlife Rd. (private).	A+	F
Paradise Cove Pier at Ramirez Canyon Creek mouth.	F	A+
Escondido Creek, just east of Escondido State Beach.	A+	F
Latigo Canyon Creek mouth.	F	A+
Solstice Canyon at Dan Blocker County Beach.	A+	D
Puerco State Beach at creek mouth.	A+	A+
Marie Canyon storm drain at Puerco Beach, at 21572 Malibu Rd..	A+	F
Surfrider Beach at Malibu Colony fence.	A+	F
Surfrider Beach (broach location)- daily.	A	F
Malibu Pier - 50 yards east.	ns	F
Carbon Beach at Sweetwater Canyon.	A+	F
Las Flores State Beach at Las Flores Creek (point zero).	A+	A+
Big Rock Beach at 19948 PCH stairs.	A+	A+
Pena Creek at Las Tunas County Beach.	A+	F
Tuna Canyon.	ns	ns
Topanga State Beach at creek mouth.	A	B
Castlerock Storm Drain at Castle Rock Beach.	ns	ns
Santa Ynez Storm Drain at Castle Rock Beach.	B	F
Will Rogers State Beach at 17200 PCH (1/4 mile east of Sunset drain).	B	A+

LOCATION	DRY	WET
Will Rogers State Beach at Bel Air Bay Club drain near fence.	A+	A+
Will Rogers State Beach at Pulga Canyon storm drain.	A	F
Will Rogers State Beach at Temescal Canyon drain.	A+	A+
Will Rogers State Beach at Santa Monica Canyon drain (Chautauqua).	B	B
Santa Monica Beach at Montana Ave. drain.	A+	A+
Santa Monica Beach at Wilshire Blvd. drain.	A+	F
Santa Monica Municipal Pier.	C	C
Santa Monica Beach at Pico/Kenter storm drain.	A	D
Santa Monica Beach at Strand St. (in front of the restrooms).	A+	A+
Ocean Park Beach at Ashland Ave. drain.	A+	B
Venice City Beach, at the Rose Ave. storm drain.	A+	F
Venice Beach at Brooks Ave. drain.	A+	A+
Venice Beach at Windward Ave. drain.	A	F
Venice Fishing Pier - 50 yards south.	F	A+
Venice Beach- projection of Topsail St..	A+	D
Marina del Rey, Mothers' Beach- lifeguard tower.	F	B
Dockweiler State Beach at Ballona Creek mouth.	ns	ns
Dockweiler State Beach at Culver Blvd. drain.	A	F
North Westchester Storm Drain at Dockweiler State Beach.	B	B
Dockweiler State Beach at World Way (south of D&W jetty).	A+	A+
Dockweiler State Beach at Imperial Hwy drain.	A+	F
Dockweiler Beach- opposite Hyperion Treatment Plant.	A+	A+
Dockweiler State Beach at Grand Ave. drain.	A+	A+

LEGEND

DRY -- each location is graded on an A - F scale based on bacterial pollution levels present in the surf zone
WET -- grades for days of recorded rainfall and the following 3 days
ns -- no sample taken

Heal the Bay is a nonprofit environmental organization making Southern California coastal waters and watersheds, including Santa Monica Bay, safe, healthy and clean. We use science, education, community action and advocacy to pursue our mission.

Heal the Bay

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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.

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 SEPT. 2 AT APPROXIMATELY 8:15 P.M.

Santa Monica police officers were dispatched to a store in the 2400 block of Pico Boulevard in regards to a call reporting a man with a knife. An employee of the store walked out holding a man, telling police that the man was the suspect. He was later identified as Pius Walters, 67, of Santa Monica. According to employees, Walters was yelling at customers and when he was asked to leave the store, he proceeded to threaten an employee. Walters went on to reach into his right pants pocket and threaten the employee by saying he was going to pull out a gun. After multiple attempts of reaching into his pocket, Walters pulled out a knife. The employee became scared for his safety and ran into the stock room and called the police. Walters was arrested on criminal threats. Bail was set at $50,000.

DAILY POLICE LOG

The Santa Monica Police Department responded to 375 calls for service on Sept. 12.

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

Battery 7th / Santa Monica 12:44 a.m.
Stakeout 12th / Carlyle 12:55 a.m.
Fight 3rd Street Prom / Broadway 1:04 a.m.
Party Complaint 2200 block of 4th 1:59 a.m.
Indecent Exposure Lincoln / Santa Monica 4:21 a.m.
72 Hour Psychiatric Hold 1400 block of Santa Monica 6:24 a.m.
Burglary 200 block of Santa Monica 9:34 a.m.
Grand Theft Auto 800 block of 21st 9:59 a.m.
Drinking In Public 1100 block of 3rd 10:47 a.m.
Hit and Run 500 block of 14th 10:51 a.m.
Hit and Run Yale / Arizona 10:54 a.m.
Burglary 900 block of Euclid 10:59 a.m.
Child Abuse 0 block of Pico 11:15 a.m.
Traffic Accident Yale / Arizona
Traffic Accident Franklin / Santa Monica 12:19 p.m.
DUI 1600 block of Santa Monica 1:43 p.m.
Burglary 100 block of Palisades 2:40 p.m.
Petty Theft 2800 block of Santa Monica 4:19 p.m.
Assault With a Deadly Weapon 2200 block of Colorado 4:28 p.m.
Domestic Violence 2200 block of Colorado 4:29 p.m.
Family Disturbance 1500 block of Stanford 5:27 p.m.
Party Complaint 2300 block of 33rd 5:39 p.m.
Drinking In Public 300 block of Santa Monica Pier 5:43 p.m.
Burglary 2200 block of Wilshire 6:29 p.m.
Public Intoxication 400 block of Palisades Beach 6:53 p.m.
Urinating/Defecating In Public 1500 block of Ocean 6:57 p.m.
Critical Missing Person 1700 block of Ocean Front Walk 7:05 p.m.
Battery 1200 block of 25th 7:24 p.m.
Counterfeit Money 1500 block of Pacific Coast Hwy 7:31 p.m.
Battery 1400 block of Olympic 7:43 p.m.
Critical Missing Person 300 block of Santa Monica Pier 9:11 p.m.
Traffic Accident 0 block of Bay 9:11 p.m.
Hit and Run 2nd / Arizona 9:17 p.m.
Battery 900 block of Santa Monica 9:46 p.m.
72 Hour Psychiatric Hold 500 block of Colorado 9:46 p.m.
Traffic Accident 4th / Arizona 10:07 p.m.
Party Complaint 600 block of San Vicente 10:27 p.m.
Grand Theft 1300 block of Ocean 10:39 p.m.
DUI Lincoln / Broadway 10:49 p.m.
Public Intoxication 1300 block of Ocean 11:14 p.m.

DAILY FIRE LOG

The Santa Monica Fire Department responded to 37 calls for service on Sept. 12.

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

EMS Ocean / Colorado 12:24 a.m.
EMS 1400 block of 21st 1:21 a.m.
Automatic Alarm 2000 block of Santa Monica 3:40 a.m.
EMS 1700 block of Pico 3:55 a.m.
EMS 200 block of 14th 7:25 a.m.
EMS 800 block of 2nd 8:50 a.m.
EMS 3300 block of Virginia 9:12 a.m.
EMS 1300 block of 20th 9:19 a.m.
Flooded Condition 2800 block of Airport 9:31 a.m.
EMS 1400 block of 14th 9:32 a.m.
Automatic Alarm 1500 block of Ocean 10:41 a.m.
EMS 700 block of Montana 11:02 a.m.
EMS 500 block of Colorado 11:33 a.m.
EMS 100 block of Bay 11:37 a.m.
EMS 2000 block of Ocean 11:39 a.m.
EMS Franklin / Santa Monica 12:18 p.m.
Automatic Alarm 1200 block of 15th 12:36 p.m.
Wires Down 1400 block of 1400blk 10th 1:01 p.m.
EMS 1400 block of 3rd Street Prom 1:07 p.m.
EMS 4th / Broadway 1:10 p.m.
Assist LAFD 100 block of Ocean Lan 1:18 p.m.
EMS 200 block of 200blk Bay 2:39 p.m.
EMS 400 block of Palisades Beach Rd 3:23 p.m.
EMS 300 block of Santa Monica 3:26 p.m.
EMS 1400 block of Ocean Park 3:58 p.m.
EMS 1600 block of Ocean Front Walk 4:06 p.m.
Automatic Alarm 1700 block of Ocean 4:07 p.m.
EMS 1200 block of 15th 4:56 p.m.
EMS 2000 block of Ocean 6:36 p.m.
EMS 1200 block of 25th 7:55 p.m.
EMS 4th / Arizona 10:07 p.m.
EMS 1300 block of 20th 10:49 p.m.
EMS 1200 block of California 11:40 p.m.
EMS 12th / California 11:55 p.m.

CROSSWORD
By THOMAS JOSEPH

ACROSS

1 Angel hair, for example
6 Bellhop's rewards
10 Pop star John
11 Take as one's own
13 Snoozed
14 Composer Erik
15 "Mazel —!"
16 Many a time
18 Egg layer
19 Johnny Depp role
22 Auction signal
23 Lotion ingredient
24 Stone worker
27 Forgo frugality
28 Margarine
29 Look upon
30 Johnny Depp role
35 — Dhabi
36 Skillet
37 Memorable time
38 Heart part
40 Venice sight
42 Online messages
43 Fill with joy
44 Asia's — Sea
45 Store events

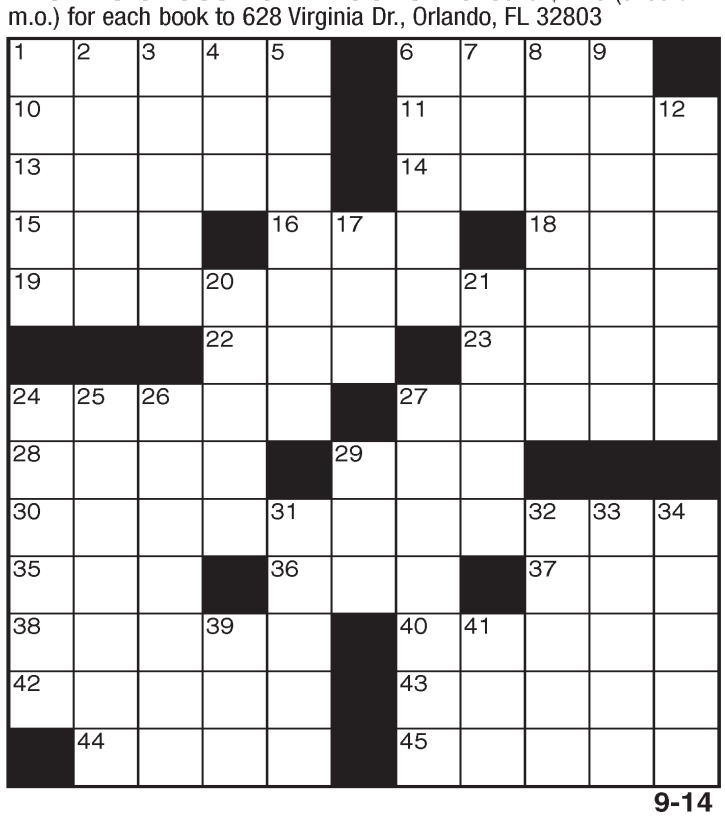
DOWN

1 Nuisances
2 Permit
3 Canyon of comics
4 Spinning toy
5 Justice Scalia
6 Delicious
7 Lupino of films
8 Driving hazard
9 Watched secretly
12 Looked after
17 Nourished
20 Downloadable read
21 Become narrower
24 California desert
25 Crimson Tide's home
26 Worldly
27 Medium sessions
29 Sauna site
31 Period of time
32 Of the kidneys
33 Make a speech
34 Cardiff's land
39 By way of
41 In the style of

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

Saturday's answer

THOMAS CROSSWORD BOOKS 1-8! Send $4.75 (check/m.o.) for each book to 628 Virginia Dr., Orlando, FL 32803



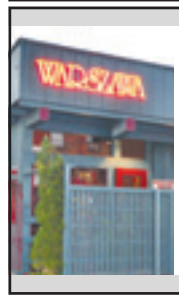
9-14

MYSTERY PHOTO

Matthew Hall *matt@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*.



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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 ★

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

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

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

King Features Syndicate

DAILY LOTTERY

POWERBALL Draw Date: 9/9
44 45 47 50 51
Power#: 8
Jackpot: 167M

MEGA MILLIONS Draw Date: 9/8
19 20 36 41 46
Mega#: 7
Jackpot: 106M

SUPER LOTTO Draw Date: 9/9
9 15 18 21 22
Mega#: 26
Jackpot: 7M

Fantasy 5 Draw Date: 9/10
14 31 32 33 34

DAILY 3 Draw Date: 9/11
MIDDAY: 1 1 3
Draw Date: 9/10
EVENING: 0 5 3

DAILY DERBY Draw Date: 9/10
1st: 06 Whirl Win
2nd: 08 Gorgeous George
3rd: 07 Eureka
RACE TIME: 1:46.46

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**

WORD UP!

genesis 1. an origin, creation, or beginning.

TODAY IN HISTORY

1969 - The US Selective Service selects September 14 as the First Draft Lottery Date.

1975 - The first American saint, Elizabeth Ann Seton, is canonized by Pope Paul VI.

1979 - Afghan President Nur Muhammad Taraki is assassinated upon the order of Hafizullah Amin, who becomes the new president.

1982 - President-elect of Lebanon, Bachir Gemayel, is assassinated.

1984 - Joe Kittinger becomes the first person to fly a gas balloon alone across the Atlantic Ocean.

1985 - Penang Bridge, the longest bridge in Malaysia, connecting the island of Penang to the mainland, opens to traffic.

1987 - The Toronto Blue Jays set a record for the most home runs in a single game, hitting 10 of them.

1992 - The Constitutional Court of Bosnia and Herzegovina declares the breakaway Croatian Republic of Herzeg-Bosnia to be illegal.

1994 - The Major League Baseball season is canceled because of a strike.

1995 - Body Worlds opens in Tokyo, Japan

NEWS OF THE WEIRD BY CHUCK SHEPARD

■ Because temperatures were in the high 90s the last weekend in August, tourists visiting the historical Auschwitz concentration camp in Poland were greeted by the outdoor sprinkler system dousing them near the gates. It was intended as relief, said operators, to keep guests from fainting, but, as one Israeli visitor said, "It was a punch to the gut" -- too reminiscent of Auschwitz's gas chamber. (Jewish prisoners had been marched calmly to their deaths under the pretense that they were only being taken for showers.)

■ DIY dentistry seemed off-limits -- until amateur orthodontia got a boost from a 2012 YouTube video in which Shalom DeSota, now 17, praised rubber bands for teeth-straightening. DeSota's family lacked dental insurance at the time, so the would-be actress experimented by looping rubber bands around two front teeth she wanted to draw together. Many painful days later, she succeeded. The American Association of Orthodontists expressed alarm in August at the video's recent popularity. So much could go wrong -- infection, gum-tearing, detachment between tooth and gums -- that DeSota, the organization said, had simply been lucky.

giive a (bleep)

Activism • Animals • Arts • Community • Education • Environment • Health

The Hipster Barbie in all of us

by Mikey Tittinger

Everybody else is living a perfectly spectacular life, so what's your problem?

Look at Instagram — everyone's cool friends, how beautiful they are, their pictures from just last weekend (brewing fresh coffee on a mountaintop? swimming at the base of a waterfall?) What did YOU do this weekend?

If your life isn't amazing, it's not worth sharing, right? Just ask Hipster Barbie.

Prolonged social media use is hazardous to your health. Projecting an inflated image leads to anxiety, depression and, ironically, low self-esteem. The message behind Hipster Barbie — where our favorite unrealistic image of plastic beauty has traded in her stiletto heels and pink convertible for a beanie hat, dark-rimmed glasses and an adventurous life in the Pacific Northwest — is to be "authentic". It's satirical message has resonated with a million followers on Instagram.

She professes "authentic living" as she



life shames the rest of us by reading The New York Times, lying in a bubble bath and relaxing in a hammock "in the most absurd places".

It's a brilliant piece of social commentary, using the medium of social media to mock social media. Are we portraying our true selves online or are we all Hipster Barbies? It's a question worth asking yourself. Be your own #glorious, #blessed, #authentic self because that's perfectly beautiful, even if you're curled up with the dog and a movie on a Saturday afternoon.

Feeling adventurous? Search the Causes directory at giive.org for nonprofits that authentically effect change.

GET THE WHOLE STORY@ GIIVE.ORG/BLOG/

Vanish while you can, Scorpio

ARIES (March 21-April 19)
★★★★ Reassess a professional relationship. Ask yourself how hard you really are trying to please a parent or higher-up. In hindsight, you might feel as if you have deferred too much. Go forward, not backward. Be willing to state your limits. Tonight: Say "yes" to an offer.

TAURUS (April 20-May 20)
★★★ Focus on your daily life, and refuse to engage in heavy discussions. Don't forget to schedule an appointment for a checkup, a massage or maybe a new haircut. Decide to take a trip or perhaps a workshop that exposes you to new concepts. Tonight: Use your imagination.

GEMINI (May 21-June 20)
★★★ You might opt to stay home today. Try discussing a long-term desire with those who can give meaningful advice. It could be a good time to launch into action in order to achieve this goal or any matter that involves property and/or your domestic life. Tonight: Hang close to home.

CANCER (June 21-July 22)
★★★★★ There could be a miscommunication between you and someone you care a lot about. Fortunately, you both have a great sense of humor. A partner will step up to the plate if you flounder. This person understands the pressure that surrounds you. Tonight: Return calls.

LEO (July 23-Aug. 22)
★★★★ You will have a lot to say. Communicate clearly so others understand exactly what you mean. Unfortunately, you still might run into a problem. Prepare to explain an idea or a thought more thoroughly. Have patience with friends and loved ones. Tonight: Hang out late.

VIRGO (Aug. 23-Sept. 22)
★★★ Allow more creativity to flow. You can tap into your imagination without taking unreasonable risks. Test out your ideas on someone who has sound financial judgment. Be aware that he or she could nix what you think is an excellent idea. Tonight: Be near good music.

LIBRA (Sept. 23-Oct. 22)
★★★★★ You feel empowered. When you are at your best, you have a profound impact on others and how they feel. You might misread what someone says and not even realize it. Don't worry; this person will understand that you are coming from a good place. Tonight: In the limelight.

SCORPIO (Oct. 23-Nov. 21)
★★★ Let others pitch in, even if you feel you could do a better job. Remain open and listen to someone else's ideas. Accept different styles. Get past a problem with promptness. Someone might be upset about your decision, and you'll hear about it. Tonight: Vanish while you can.

SAGITTARIUS (Nov. 22-Dec. 21)
★★★★ A meeting with a group of friends could evoke a strong response. Your emotions are likely to come out in a discussion. Recognize how others might hear your words. You'll want to make a major change with fiscal spending and expectations. Tonight: Follow someone else's lead.

CAPRICORN (Dec. 22-Jan. 19)
★★★★★ You might feel as if you have no choice but to act. However, you do have a choice. Back off until you are more secure with the different elements you are handling. Someone else might have a stronger sense of direction than you do. Tonight: Out and about.

AQUARIUS (Jan. 20-Feb. 18)
★★★★ You are more than capable of distancing yourself and seeing a situation for what it is. Don't push so hard to have others think like you. Listen to your sixth sense, but don't depend on it alone. You need to think intellectually and make decisions. Tonight: Let your mind drift.

PISCES (Feb. 19-March 20)
★★★★ Your emotions might spin out of control. You'll wonder what is going on. Listen to a friend, but count on a partner being more realistic and coming from an anchored space. You also have more common interests on this matter. Tonight: Spend quality time with a loved one.

Monday, September 14, 2015

This year you feel as though your luck has changed, and you will try to funnel more positive energy into your finances. You will see the results of a decision you have made to enhance your fiscal security. If you are single, the world is your oyster. Just pick whomever you want to be your sweetie. If you are attached, the two of you enjoy hanging out together even more than in the past. You could become quite egotistical if you are not careful. Remember, your relationship is a two-way street. LIBRA knows how to spend your money!

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

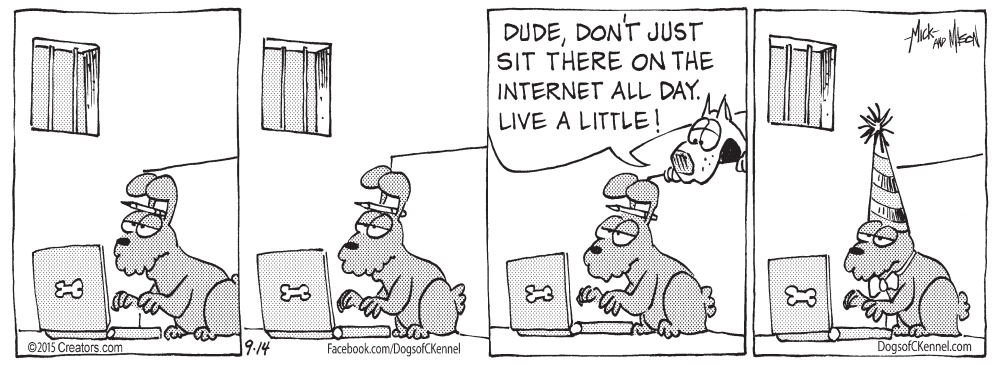


Strange Brew By John Deering



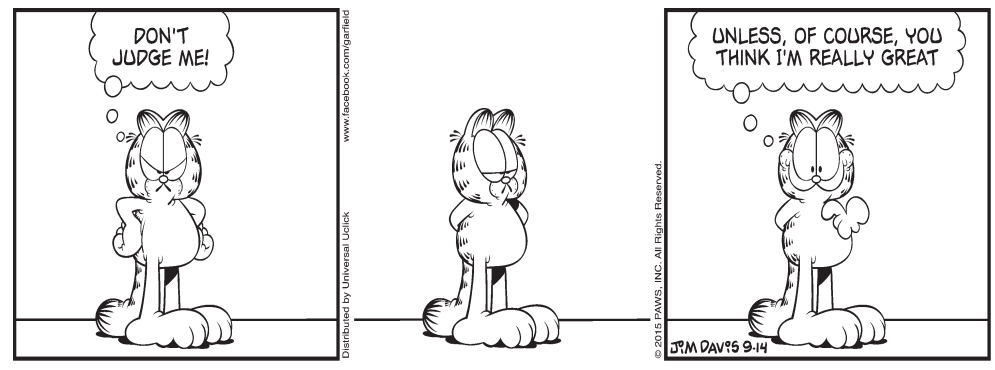
Dogs of C-Kennel

By Mick and Mason Mastroianni



Garfield

By Jim Davis



The Meaning of Lila

By John Forgetta & L.A. Rose



Santa Monica Daily Press

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DBAS

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015211869 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/14/2015 The following person(s) is (are) doing business as OBJET D ART LA. 331 SAGE LANE , SM, CA, 90402. The full name of registrant(s) is/are: MYSTIC 13, INC 331 SAGE LANE SM, CA, 90402. 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/:MYSTIC 13, INC. MYSTIC 13, INC. This statement was filed with the County Clerk of LOS ANGELES County on 08/14/2015. 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 08/24/2015, 08/31/2015, 09/07/2015, 09/14/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015211576 NEW FILING This statement was filed with the County Clerk of LOS ANGELES on 08/13/2015 The following person(s) is (are) doing business as ZBRA STUDIOS, ZBRA DESIGNS. 3101 1/2 SILVER LAKE BLVD , LOS ANGELES, CA, 90039. The full name of registrant(s) is/are: ZOEY SMITH 3101 1/2 SILVER LAKE BLVD LOS ANGELES, CA, 90039. 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/:ZOEY SMITH, (OWNER). ZOEY SMITH. This statement was filed with the County Clerk of LOS ANGELES County on 08/13/2015. 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 08/24/2015, 08/31/2015, 09/07/2015, 09/14/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015212096 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/14/2015 The following person(s) is (are) doing business as NICHE. 1515 7TH ST STE 92 , SANTA MONICA, CA, 90401. The full name of registrant(s) is/are: CAMILLE HENDERSON DAVIS 1515 7TH ST STE 92 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/:CAMILLE HENDERSON DAVIS. CAMILLE HENDERSON DAVIS. This statement was filed with the County Clerk of LOS ANGELES County on 08/14/2015. 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 08/24/2015, 08/31/2015, 09/07/2015, 09/14/2015.

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DBAS

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 08/24/2015, 08/31/2015, 09/07/2015, 09/14/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015211870 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/14/2015 The following person(s) is (are) doing business as ZEN IMPORTS. 2901 SANTA MONICA BLVD , SANTA MONICA, CA, 90404. The full name of registrant(s) is/are: ZENTEAK IMPORTS 814 N. LA BREA LOS ANGELES, CA 90038. 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/:ZENTEAK IMPORTS. ZENTEAK IMPORTS. This statement was filed with the County Clerk of LOS ANGELES County on 08/14/2015. 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 08/24/2015, 08/31/2015, 09/07/2015, 09/14/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015214492 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/18/2015 The following person(s) is (are) doing business as SUPERTOTS SPORTS ACADEMY. 435 LOMITA STREET , EL SEGUNDO, CA, 90245. The full name of registrant(s) is/are: LEAP SPORTS ACADEMY LLC 435 LOMITA STREET EL SEGUNDO, CA 90245. 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/:LEAP SPORTS ACADEMY LLC. LEAP SPORTS ACADEMY LLC. This statement was filed with the County Clerk of LOS ANGELES County on 08/18/2015. 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 08/24/2015, 08/31/2015, 09/07/2015, 09/14/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015205530 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/06/2015 The following person(s) is (are) doing business as REBORN SKYDIVING. 1418 7TH ST UNIT 507 , SANTA MONICA, CA, 90401. The full name of registrant(s) is/are: NATHAN LEIF HANANGER 1418 7TH ST UNIT 507 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/:NATHAN LEIF HANANGER. NATHAN LEIF HANANGER. This statement was filed with the County Clerk of LOS ANGELES County on 08/06/2015. 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 08/24/2015, 08/31/2015, 09/07/2015, 09/14/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015209665 ORIGINAL FILING This statement was filed with the County Clerk of LOS

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ANGELES on 08/12/2015 The following person(s) is (are) doing business as MA SPACE LOUNGE BAR. 1045 E. VALLEY BLVD. STE 102A , SAN GABRIEL, CA, 91776. The full name of registrant(s) is/are: YING QIN CHEN 1045 E. VALLEY BLVD. STE 102A SAN GABRIEL, CA, 91776. 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/:YING QIN CHEN. YING QIN CHEN. This statement was filed with the County Clerk of LOS ANGELES County on 08/12/2015. 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 08/24/2015, 08/31/2015, 09/07/2015, 09/14/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015217907 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/21/2015 The following person(s) is (are) doing business as IMAGINE1DAY, IMAGINE 1 DAY USA, IMAGINE ONE DAY, IMAGINE1DAY FOUNDATION, IMAGINE1DAY USA. 604 ARIZONA AVE. NO. 216 , SANTA MONICA, CA, 90401. The full name of registrant(s) is/are: FRIENDS OF IMAGINE1DAY, INC. 604 ARIZONA AVE. 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/:FRIENDS OF IMAGINE1DAY, INC.. FRIENDS OF IMAGINE1DAY, INC.. This statement was filed with the County Clerk of LOS ANGELES County on 08/21/2015. 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 08/31/2015, 09/07/2015, 09/14/2015, 09/21/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015213805 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/17/2015 The following person(s) is (are) doing business as UNITED NATIONS OF THE WORLD, UNW, AMERICAN BALLET OF LOS ANGELES, ABLA, ABLA INTERNATIONAL, UNIVERSAL PHOENIX. 3661 S. BENTLEY AVENUE , LOS ANGELES, CA, 90034. The full name of registrant(s) is/are: EDUARDO CUETO 3661 S. BENTLEY AVENUE LOS ANGELES, CA, 90034. 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/:EDUARDO CUETO. EDUARDO CUETO. This statement was filed with the County Clerk of LOS ANGELES County on 08/17/2015. 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 08/31/2015, 09/07/2015, 09/14/2015, 09/21/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015230170 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/04/2015 The following person(s) is (are) doing business as Sound Roads. 3313A Ocean Park Blvd , Santa Monica, CA, 90405. The full name of registrant(s) is/are: Thomas Farrell 3815 McLaughlin Ave Apt. 205 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/:Thomas Farrell. Thomas Farrell. This statement was filed with the County Clerk of LOS ANGELES County on

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09/04/2015. 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 09/07/2015, 09/14/2015, 09/21/2015, 09/28/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015230169 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/04/2015 The following person(s) is (are) doing business as Fluent, Think Fluent. 615 Hampton Dr., Unit A101 , Venice, CA 90291. The full name of registrant(s) is/are: Infomercial TV, Inc 615 Hampton Dr., Unit A101 Venice, CA 90291. 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/:Infomercial TV, Inc. Infomercial TV, Inc. This statement was filed with the County Clerk of LOS ANGELES County on 09/04/2015. 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 09/07/2015, 09/14/2015, 09/21/2015, 09/28/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015210928 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/13/2015 The following person(s) is (are) doing business as ACCESSION SYSTEMS LLC. 847 5TH ST APT 205 , SANTA MONICA, CA, 90403. The full name of registrant(s) is/are: ACCESSION SYSTEMS LLC 847 5TH ST APT 205 SANTA MONICA, CA, 90403. 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/:ACCESSION SYSTEMS LLC. ACCESSION SYSTEMS LLC. This statement was filed with the County Clerk of LOS ANGELES County on 08/13/2015. 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 08/31/2015, 09/07/2015, 09/14/2015, 09/21/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015222878 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/27/2015 The following person(s) is (are) doing business as INTEGRITY CONSULTING SERVICES. 890 N MICHIGAN AVE , PASADENA, CA, 91104. The full name of registrant(s) is/are: ELIZABETH ANN EASTON 890 N MICHIGAN AVE PASADENA, CA, 91104. 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/:ELIZABETH ANN EASTON. ELIZABETH ANN EASTON. This statement was filed with the County Clerk of LOS ANGELES County on 08/27/2015. 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 08/31/2015, 09/07/2015, 09/14/2015, 09/21/2015.

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Statement of Abandonment of Use of Fictitious Business Name
Document Record # 2015076586
Current File No.# 2015210097
State of California, County of Los Angeles
The following person(s) has/have abandoned the use of the fictitious Business name:
NEW CREDIT AMERICA. 5230 LAS VIRGENES ROAD, SUITE 265, CALABASAS, CALIFORNIA 91302.
The fictitious business name referred to above was filed on 03/20/2015 in the county of LOS ANGELES.
Registered owners: PRS LOANS, LLC. 5230 LAS VIRGENES ROAD, SUITE 102, CALABASAS, CA 91302. This business is conducted by: A LIMITED LIABILITY COMPANY /s/
This statement was filed with the County Clerk of Los Angeles County on 08/12/2015
Published: SANTA MONICA DAILY PRESS: 09/07/2015, 09/14/2015, 09/21/2015, 09/28/2015.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2015215334 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/19/2015 The following person(s) is (are) doing business as AGV STORE. 3416 MANNING AVE APT#1704 , LOS ANGELES, CA, 90064. The full name of registrant(s) is/are: WILLIAM AUNG LEYRAUD 3416 MANNING AVE APT#1704 LOS ANGELES, CA, 90064. 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/:WILLIAM AUNG LEYRAUD. WILLIAM AUNG LEYRAUD. This statement was filed with the County Clerk of LOS ANGELES County on 08/19/2015. 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 09/14/2015, 09/21/2015, 09/28/2015, 10/05/2015.

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. SS028413
Superior Court of California, County of Los Angeles
Petition of EVGENIA KOKAREVA for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: EUGENIA KOKAREVA filed a petition with this court for a decree of changing names as follows: EVGENIA IGOREVNA KOKAREVA to EVGENIA ZOE REEVA OZEROVA 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: 10/16/2015, Time: 8:30 AM, Dept: K, Room:
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 21, 2015

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Business Opportunities

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