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MONDAY, SEPTEMBER 15, 2014
Volume 13 Issue 257

Santa Monica Daily Press

We have you covered

MY WRITE
SEE PAGE 4

THE TRANSIT OPTIONS ISSUE



A TRAIN IS COMING

Matthew Hall matt@smdp.com

Construction of the Expo lines is ongoing but several sections are beginning to look like actual train stations.

Plastic bag ban deemed success after three years

BY DAVID MARK SIMPSON
Daily Press Staff Writer

CITYWIDE Assuming Gov. Jerry Brown signs SB 270 (which he's said he likely will) California will become the first state to enact a plastic bag ban.

But for Santa Monica it's old news. City Hall launched its own ban three years ago this month, and environmentalists have deemed it a huge success.

"We've reduced the amount of plastic bags by 78 million plastic bags since our ordinance went into effect," said Josephine Miller, a sustainability analyst with City Hall's Office of Sustainability and the Environment.

In three years she's received only 98 officials complaints and, of the 1,871 retailers impacted by the ban, no one has requested an exemption.

There have been 162 warnings given to retailers and only two citations, which, she said, were quickly remedied.

The ban, Miller said, went hand-in-hand with the polystyrene ban in 2007.

"We were so successful with implementing that polystyrene ban, with very little push-back from the stores, a lot of support," she said, "that getting the bag ordinance through in 2011, the community was really ready for it and very impatient for it."

City Hall has purchased 44,000 washable, reusable bags from Green Vets L.A., which employs veterans to make the bags. City Hall distributes these bags for free.

"We have made great steps," Miller said, "but, of course, all of the trash comes down and runs into our bay from L.A. County so we definitely celebrate a statewide ordinance that will help reduce all the litter that comes down to the bay."

Still, Miller said, Santa Monica's ban is

SEE BAG PAGE 11

VSS fundraising moving faster than last year

BY DAVID MARK SIMPSON
Daily Press Staff Writer

SMMUSD HDQRTRS Vision for Student Success (VSS) is ahead of where it was this time last year, according to Santa Monica-Malibu Education Foundation representatives.

VSS, an initiative managed by the foundation to fund learning programs evenly across the Santa Monica-Malibu Unified School District, brought in $3.2 million over 15 months last year. The Board of Education covered the $800,000 gap, allowing the Ed Foundation to reach its $4 million goal.

At last weeks board meeting, members voted to change the fundraising calendar to align with the school year. Previously, the Ed Foundation was expected to turn over its check on Jan. 31.

"It really did create difficulty and confusion for parents," said district Superintendent Sandra Lyon. "If I gave in the fall, now you're starting a new campaign in the spring and we're still in the same school year."

District officials figured out that they could make a new calendar work, Lyon said. "When (we) looked at it, we realized we would have enough lead time - if we weren't on target for making that funding - that we needed to be able to notice employees if there was going to be an impact on programming," Lyon told the board.

As a result, the fundraiser will now dovetail with the end of the school year.

"This will make it much easier for families to understand what years they are giving in," said Ed Foundation Executive Director Linda Gross.

Earlier this year, the Ed Foundation raised more than $110,000 at its Pier Party kick-off event.

"This year, we are really off to a great start," Gross said.

This time last year, the Ed Foundation had raised about $92,000. This year, they've raised about $148,000, a 60 percent increase.

The average gift, so far, has been $758 compared to $251 in all of last year. So far

SEE FUNDING PAGE 7


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WISE & Healthy Aging
1527 4th Street, 2nd Floor, Santa Monica

www.wiseandhealthyaging.org

What's Up Westside

OUT AND ABOUT IN SANTA MONICA

Monday, September 15

Hatch Chile Festival
Coast Restaurant at
Shutters on the Beach
1 Pico Blvd,
In New Mexico, the season of Hatch Chile's is a revered one! Enjoy Chef Isaac Gamboa's limited-time menu celebrating this Southwest tradition. Featuring culinary creations centered around the Hatch Chile, this three-course flavor festival is best paired with a new specialty cocktail - the "Chefs Smoky Bandito" - a fiery blend of mescal, pineapple ice, hatch chile, & ginger beer. Admission is $34 per person.

Homework Help
Fairview Branch Library
2101 Ocean Park Blvd., 3:30 p.m.
Get help with your homework! This drop-in program offers a separate study area, basic supplies, and friendly volunteers to assist with homework questions. For students in grades 1-5 only.

Just Crafts
Fairview Branch Library
2101 Ocean Park Blvd., 4:30 p.m.
Join organizers to make a craft you can take home. All supplies provided.

Learn to knit
Fairview Branch Library
2101 Ocean Park Blvd., 6 p.m.
All levels welcome. Bring your own supplies. Ages 8 & up. For more information go to: www.fairviewknittingcircle.blogspot.com.

Architectural review Board
City Hall
1685 Main St., 7 p.m.
The ARB generally meets on the first and third Mondays of each month unless there is a holiday. Visit http://www.smgov.net/Departments/PCD/Boards-Commissions/Architectural-Review-Board for more information.

Library Apps Class
Montana Avenue Branch Library
1704 Montana Ave, 7 p.m.
Find out about the latest library applications used for downloading ebooks, finding the latest movies, and many more useful tasks. Bring your smart phone or tablet to practice.

Tuesday September 16

Sustainable landscape architecture
Santa Monica College Bundy Campus
3171 Bundy Dr. 4 p.m.
Learn how to draw up a planting specification plan including soil reports, plant spacing details, and proper tree planting. Find out how to create a water budget. Learn how to create tree protection plans. Discover how to improve soil structure, analyze deficiencies and specify the correct amendments. Also learn about mycorrhizal fungi and soil biota. Class is intended for professional landscape architects and requires a working knowledge of AutoCAD and Sketchup.

How to write the personal statement
Main Library
601 Santa Monica Blvd. 7 p.m.
College essay coach Nancy Gottesman provides tips on what colleges want in a personal statement (and what to avoid), how to choose a topic, and basic rules of essay writing. Grades 11-12

Homework help
Pico Branch Library
2201 Pico Blvd., 3:30 p.m.
Get help with your homework! This drop-in program offers a separate study area, basic supplies, and friendly volunteers to assist with homework questions. For students in grades 1-5 only.

Toddler dance party
Ocean Park Branch Library
2601 Main St., 3:30 p.m.
Toddlers and Preschoolers are invited to come wiggle and move, giggle and groove at Ocean Park Branch Library's Toddler Dance Party. This program is children ages 2-5

Wednesday, September 17

Knitting
1450 Ocean Ave., 6 - 8 p.m.
Knit a Darling Baby Wash Cloth with Teri of Wildfiber Studio: Simple stitches, sumptuous organic cotton and a fun little technique unite in Teri Artinyan's short and sweet class.

Third Street Promenade's 25th Anniversary Symposium
Santa Monica Bay Woman's Club
2001 Santa Monica Blvd,
6:30 - 8:30 p.m.
It didn't just happen. Learn how civic leaders, elected officials, business owners and residents came together in the late 1980s to create what has now become one of the most celebrated and successful pedestrian malls in the world - Third Street Promenade. Hear from urban planning and retail experts about the process used to create and manage the promenade and learn what's in store for the future.

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

COMMUNITY BRIEFS

Colorado

The City Shakespeare Company branching into film

The City Shakespeare Company has kept Santa Monica humming with Shakespeare for the last two years, and now they're taking their ensemble to Colorado for a month to tackle the next hurdle: independent film.

Company founders Brooke Bishop and Allison Volk are co-producing the project together under the name Aura Productions. Bishop is directing the film, and Volk will play the Lady Macbeth character. She also wrote the screenplay.

The script is a modern English/Shakespearean text hybrid, which zooms in on one night in the Macbeths' story: the night of King Duncan's murder. Although it is inspired by Macbeth, and borrows text from the original play, it isn't a strict adaptation. Volk added characters, changed names and flushed out many components that are only hinted at in the original text.

Volk said, "We wanted to really look at what that night was like. What would it really take to kill your king? What circumstances have to already be in place in order to make that option look appealing?"

The cast is heavy with Los Angeles- and Denver- based Shakespearean actors, including Gregory Linington as Duncan (who recently played Mercutio in SCLA's production of Romeo & Juliet) and Colin Martin (who recently played Hamlet with The California Shakespeare Company) as Eónan, the Macbeth character.

Cast List

Gregory Linington as Duncan, Colin Martin as Eónan, Allison Volk as Katherine, Jason Coviello as Patrick, Caylie Kalmbach as Jeni, David Hartstone as Kevin, Mallory Wedding as Natalie, Gilbert Martinez as Desmond, Jennifer DeDominici as Aileen, Leslie O'Carroll as Karen, Jen Jorgensen as Witch, Olivia Hendrick as Witch, Daniel Landberg as Lenox, Kieffer Denning as Angus, Kristin Keating as Janice.

Shooting begins Sept. 25 outside of Denver, Colorado, and the company plans to submit the film to festivals mid-2015.

For more information, please visit www.cityshakes.org.

EDITED BY MATTHEW HALL

Citywide

"Fizz, Boom, Read" Summer reading program participation explodes

The library's 2014 summer reading program for babies through teenagers saw an increase over last year of 20 percent (786 more signups), with over 4,800 children and teens participating. For the first time, the Independent Reader Club (for grades 1-5) exceeded 2,000 participants. The Teen Club (for grades 6 - 12) exceeded 1,000 participants for the first time. The Montana Branch exceeded 1,000 for the first time, as did the brand new Pico Branch, during its very first summer.

The Friends of the Santa Monica Public Library sponsored printed materials, programs and prizes for the 10-week program, which is designed to help children and teens maintain and increase literacy skills during the summer months while on their school break.

The library offered 370 story times and reading-related programs during the summer, with 14,326 in attendance. Kids and teens also wrote 533 book reviews as a result of the program, which were posted for other students to read and get recommendations on what to read next.

This summer's reading program again included the "Baby & Me" club, which engages parents and their babies by providing them with a free board book to add to their baby's library and get a head start on literacy.

Teen participation was stronger than ever, and those who completed the program (reading 30 hours or more) attended an end-of-the-summer pizza party to celebrate their achievements. Other teen programs included a Teen Writers' Workshop, in which teen writers met for six sessions over two weeks with local award-winning authors. In addition, 535 free copies of David Levithan's "Every Day," the SAMOHI summer reading book selection, were given out to SAMOHI students. This book giveaway was sponsored by the Santa Monica Kiwanis Club.

For more information about free library programs, visit smpl.org or call the Youth Services Department at (310) 458-8621.

- MH

SMC

SMC presents fall literary series

Santa Monica College will present the Fall 2014 Literary Series, featuring a line-up of distinguished authors and poets discussing and reading from their works. The series starts on Tuesday, Sept. 16.

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

The Fall 2014 series line-up is:

Sept. 16: Miriam Pawel: "Cesar Chavez: The Man, the Myth, and the Legacy." The Pulitzer-winning editor is the author of "The Union of Their Dreams" - the first comprehensive biography of United Farm Workers founder Cesar Chavez - an independent scholar, and the recent recipient of a fellowship from the National Endowment for the Humanities.

Oct. 16: Patty Seyburn: "Perfecta and Other Poems of Chance: A Reading." The Assistant Professor in the English Department at California State University, Long Beach is an award-winning author of four books of poetry, and co-editor of POOL (poolpoetry.com), a Los Angeles-based journal.

Nov. 6: Charles Yu: "Some Remarks on the Archaeology of Fictional Worlds." The author of the imaginative novel "How to Live Safely in the Science Fictional Universe" - a New York Times Notable Book - and two short-story collections: "Third Class Superhero," which received the National Book Foundation's 5 Under 35 Award, and "Sorry Please Thank You."

Now in its 12th year, the SMC literary series has brought to campus such acclaimed writers as Khaled Hosseini (author of the bestselling "The Kite Runner"), Audrey Niffenegger (author of the bestselling "Time Traveler's Wife"), and Jonathan Safran Foer (author of "Extremely Loud and Incredibly Close").

The series is sponsored by the SMC Associates (www.smc.edu/associates) - a private organization that funds speakers and special programs on the Santa Monica College campus - and the SMC English Department.

- MH

Los Angeles

Girl Scouts seeking new members and volunteers

Girl Scouts of Greater Los Angeles (GSGLA) is making its end-of-summer push for girls and adult volunteers to join Girl Scouts, the country's preeminent leadership development organization for girls. With families already thinking about how to allocate their time during the new school year, Girl Scouts has released new data showing the organization's benefits for both girls and volunteers.

Results of a summer 2014 pulse poll conducted with more than 3,500 volunteers and parents of Girl Scouts show positive effects on members of all ages. Ninety-seven percent of parents agree that Girl Scouts has been a positive activity for their daughter, that she has had fun and exciting new experiences (95 percent), and that she has learned or tried something new (96 percent). In addition, 94 percent of parents say that because of Girl Scouts their daughter feels special, has more friends (95 percent), and is happier (89 percent).

The data also shows it is not just girls who benefit: 94 percent of volunteers have made new friends, 88 percent believe their life is better because they volunteer with Girl Scouts, and two-thirds believe their volunteer experience has helped them professionally. Ninety-five percent of Girl Scout volunteers are happy knowing they are making girls' lives better.

In greater Los Angeles, there are currently 40,000 girls registered as Girl Scouts - that's four percent of the one million girls in grades K-12 in the region. The council already has approximately 6,500 girls waiting to start their Girl Scout adventure; all that's missing is volunteers - mainly troop leaders and co-leaders - to lead the way.

"Girl Scout volunteers help us bring fun, friendship, and new confidence-building experiences to girls ages 5-17. Imagine what that can do to shape the next generation of female leaders," said Lise L. Luttgens, GSGLA chief executive officer. "We want every girl in greater LA to have the opportunity to join Girl Scouts and gain the courage, confidence, and character she needs to realize her full potential - but we need volunteers to help make this happen."

Girl Scouts helps foster a lifetime passion for learning and offers a variety of unique opportunities to girls, including programs in robotics and rocketry, community service, leadership and public speaking, travel, outdoor adventure, arts and culture, and more.

Girl Scouts is open to all girls from kindergarten through grade 12. Adults over age 18 may become volunteers and can come from all walks of life; they are men, women, young professionals, retirees, college students, and more. To join or volunteer, please visit girlscoutsla.org.

- MH

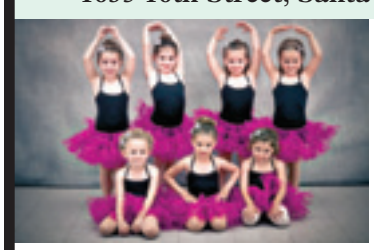
Malibu

Pacific Coast Highway Closure

The California Department of Transportation (Caltrans) will close one lane north- and southbound Pacific Coast Highway (SR-1) between Heathercliff Road and Deer Creek Road Saturday, September 13 and Sunday, September 14 from 5 a.m. to 1 p.m. for an event.

An encroachment permit was issued for the "Nautica Malibu Triathlon." Motorists should expect delays at this location. Signs will be posted for motorists' convenience. Caltrans advises motorists to "Slow for the Cone Zone."

– MH

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LETTERS TO THE EDITOR

Send comments to editor@smdp.com

Monkey business

Editor:

If the City Council Members allow MonkeyParking (SMDP 9/11/14) to operate in Santa Monica they will have proved beyond any doubt that we have the wrong people representing us.

Not only does this "service" use public property for private gain as declared by the City of San Francisco, it will result in reducing parking opportunities for the public at large and attract hordes of people to our City for the sole purpose of tying up parking space after parking space to get their cut.

The last thing Santa Monica needs is to further constrain the parking supply, encourage more traffic caused by parking spot seekers, and one more reason to piss off real visitors who intend to spend money in our City.

Joseph Palazzolo
Santa Monica

Xenophobia

Editor:

In as nice a display of xenophobia as one is likely to encounter, two of your readers offer simplistic ways to evaluate the two ballot measures on the November ballot that concern our 100 year old municipal airport. At their root, both their arguments are ad hominem and fail entirely to address the substance of either measure. Rather than basing your decision on what either measure will actually do, they ask that you watch murder mysteries on PBS and pretend you are a tedious little Belgian detective. But, really, there is no mystery here. It is much more to the point to just simply read the official ballot for yourself.

Measure D is supported by various groups and individuals that believe that aviation in general and our airport in specific are important assets to Santa Monica's health and well-being. They know that the airport brings in about a quarter of a billion dollars a year in revenue with the least impact of any land in the city. I challenge anyone to show another 200+ acres in Santa Monica that operates only 15 out every 24 hours, has zero crime, is safer, or uses fewer resources than our airport.

Measure D would take control of the airport land use decisions involving closure or reconfiguration of the airport out of the City Council and put it in the hands of the people where it belongs. Day to day operations, leasing, etc., would remain at the council level. I suggest that you turn off the TV and go read the ballot language for yourself.

The City sponsored measure is LC, which the airport neighbors call "local control." Local control betrays their desire to close the airport for their own selfish ends at the expense of the rest of the city. These few local-to-the-airport neighbors would deprive the entire city of an asset and so impose a tax burden on everyone to make up for the lost revenue. LC, of course, better stands for Less Control or Lost Control, because it specifically puts any land use decisions in the hands of seven council members without a vote of the public; these same council members who have squandered more than 6 million of your tax dollars on meritless lawsuits. Read LC carefully and ask yourself what the "replacement of existing cultural, arts and education uses" might mean in light of the fact that we have a very ambitious city college looking to expand in the city. Would you not want a vote on that?

If you think the City Council has been making wise land use decisions, by all means vote for the city measure. If, on the other hand, you are sick and tired of traffic, noise, pollution and ever-increasing development density, perhaps you should consider taking the single largest land use decision in the city's history into you own hands by voting Yes on D this November.

Bill Worden
Venice

✉WHAT DO YOU THINK?
■ Send letters to **editor@smdp.com**



My Write

Bill Bauer Send comments to editor@smdp.com

Has Santa Monica lost its way?

FOR OVER THREE DECADES WE'VE BEEN promised a livable city as a result of sustainable smart-growth practices that adhere to a clean, safe and bright future. Instead of practical planning we get pie-in-the sky idealism and social engineering agendas that've turned our city into a crowded, dirty and unsustainable place.

Nowhere is that more true than in the way City Hall handles traffic. One of the first city-sponsored meetings I attended in the 1980's was structured to sell "traffic calming" to us rubes - promises to "reduce traffic, make our streets safer and more livable."

The presentation presented speed bumps, planted center medians, narrowing and removing traffic lanes - all to eliminate the open road aspect and slow traffic. Curb extensions and bump outs promised more pedestrian friendly streets - and less bicycle friendly, as it turns out.

Traffic signals are deliberately timed to cycle red and repeatedly stop traffic. Stop signs are placed on major streets solely to stop cars and reduce spending - except it too doesn't work. Traffic roundabouts, flashing crosswalks, traffic diverters, and dedicated bike lanes have replaced driving lanes. Over thirty years, our streets have become increasingly hazardous and unfriendly obstacle courses for everyone who uses them.

It's snarled Santa Monica traffic to the point where it has become the most congested in Southern California. It's a monumental failure from the resident point of view but a success from the bureaucrat's point of view - even though numbers of cars on the road still increase annually.

Despite the gridlock, city leaders opt for more and more new development. When presented with the 142.5 acre Bergamot Area Plan which included over 2,351,000 square feet of proposed development, we were told, "It'll generate 700 fewer car trips daily."

When the real number of new car trips - 23,000 - was revealed, this changed to, "No net new p.m. (afternoon) trips." Head shake.

My favorite myth is that "people living on/near transit routes will use mass transit and won't own cars." That's just one more nugget in a constant stream of exaggeration, conjecture and outright B.S. that City Hall has been feeding us for decades.

Santa Monica's planning policies, including the recently approved Land Use and Circulation Element (LUCE), are predicated on fuzzy reasoning, wishful thing and outright fantasy.

Planners and politicians alike are embracing higher density, smaller apartments and expanded transit as the best way to deal with urban growth. Blocks of tiny, market rate apartments are supplemented by street level boutiques, wine bars, Starbucks, Subways and Chase mini-Banks. The new urbanite has everything he/she wants.

But, if you need a big hardware store or price-sensitive outlet such as Target, Costco or Walmart, better jump in your car and drive out of town. No car? Load the family onto a bus.

The current thinking is fine for young, single hipsters, but what about middle class families with children or seniors? Santa Monica's urban planning model does nothing for them.

City Hall policy-makers consistently overlook the fact that most Americans want home ownership, good schools, low crime rates, convenient access to employment throughout the metro area and "human scale" neighborhoods.

In Santa Monica, we build apartments - thousands of them - and politicians emphasize "no condos" thus ignoring the vast majority of people who want to own homes, not rent.

Another mistake that policy makers consistently make is focusing on "creative types" to move into and work in cool Santa Monica while ignoring less glamorous or hip industries with accounting, clerical or blue collar positions - except for hotel workers, of course. It's cultural snobbery.

Our city, like many urban luxury centers, has seen a decline in minorities. Santa Monica's African American and Hispanic population is shrinking as its middle class has almost disappeared. To make up for it, city leaders prioritize public housing that is only available to those on the lowest income scales recruited to move here from outside the city.

At the other end are the privately owned, single family homes and condominiums affordable to only those in the top income levels. As they are increasingly taxed to pay for our flawed social engineering programs, this housing becomes further out of reach for the average person.

Santa Monica's regulatory and tax policies work against that very cultural and economic diversity that City Hall and its powerful Santa Monicans for Renters' Rights leadership claim is so vital.

Nevertheless, Santa Monica is a luxury city and its poorer neighborhoods are gentrifying at a fast rate. A recent example of this was a proposed Condominium project on 21st Street and Virginia Avenue scheduled to replace decades-old, rent-controlled apartments.

Wouldn't it be better if our housing policies encouraged families, mid-income young professionals and managers of various colors and cultures who could restore real diversity and resident longevity?

The future of Santa Monica cannot continue with a planning model that only recognizes the bottom rung of the economic ladder while exploiting the top rung. We must provide the basic elements of the middle-class American dream: a wide variety of decent jobs and home ownership that's affordable for struggling mid-level income earners, to start.

APOLOGIES TO SUE HIMMELRICH

In last week's column about outsourcing City hall jobs versus employing from within, I quoted her as saying, "…this (outsourcing) is not social engineering but simply sound policy." The "outsourcing" in parenthesis is mine, not hers, and it should have read, "…this (keeping jobs in house) is not social engineering but simply sound policy."

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Your column here

Ron Goldman

Send comments to editor@smdp.com

The Value of Our Boulevards

BOULEVARDS PROVIDE A VARIETY OF positive roles in our environment. They give form to an entire metropolitan area as well as determine the framework of cities. Boulevards respond to many issues central to city life - livability, mobility, safety, economic opportunity, and open space.

When one thinks of great boulevards - Paris' Champs Elysee or Barcelona's Rambla - they are tree-lined and elegant with generous areas for pedestrians to gather and stroll, with stores, theatres, restaurants and residential quarters in unending procession. Some are wide enough for café seating, bookstalls, or even book fairs.

The boulevard, a French word, has its origins in Middle Ages as promenades providing an environment for social interaction and pleasure. The first promenades in late 16th century were tree-lined paths within private gardens. These garden alleys were then extended beyond private walls to become public promenades, which eventually became known as boulevards. Early on, pedestrians were allowed, but carts and commercial vehicles prohibited.

In mid-19th century, boulevards became part of large-scale city planning, becoming wide, tree-lined streets separating pedestrians, and various vehicles. In late 19th century, bicycles added to the mix having their own paths in center medians. With motorized vehicles in the early 20th century pedestrians were restricted to sidewalks.

Eventually streetcars and commercialization degraded the bucolic nature of boulevards as traffic engineers grappled with ways to speed flow.

By the 1950's, emphasis was on unencumbered vehicle movement - moving people and goods and allowing easy access for police, fire, and ambulance. Concern for vehicles was efficiency and safety with little concern for pedestrians or environmental quality of streets - resulting in extreme imbalance on "public" streets. Motorized vehicles now dominate this public space, shifting its value from local people to people who just drive through it!

How do Santa Monica's boulevards stack up? The LUCE discusses 8 of 9 boulevards leading into and providing structure to our city - Wilshire, Santa Monica, Broadway, Colorado, Olympic, Pico, Ocean Park, and Lincoln - leaving out bucolic San Vicente as no land use, pedestrian, or landscape changes are envisioned.

A primary way we experience our boulevards are the 900 buildings which line these 8 streets, 85 percent of which including Wilshire are 1 and 2 stories, along with 70 percent in the downtown area. LUCE allows tripling these densities. Is this sustainable? Is the trade-off of "community benefits" for increased building density, and associated traffic, an exchange that serves our community in the long run?

Trees are also a defining characteristic of our boulevards. The coral trees in the medians of San Vicente and Olympic contrast sharply with the negligible impact of palm trees lining Wilshire or the intermittent tree canopy on Lincoln and Broadway.

For a city to hold onto its civic life, the pedestrian realm has to be expanded and protected on all its boulevards. Currently our sidewalks vary from only 7 feet to 12 feet on the wider boulevards. We need to substantially broaden the feeling and character of our boulevards which are a far cry from days when they were lively public spaces serving diverse uses. We need to again think of the boulevard as a linear park accommodating a variety of activities.

How do we accomplish this? First we must understand that boulevards are the primary gateways to our city as well as the primary structure. Each boulevard has its own scale and character. By enhancing civic life, LUCE aims to create vibrant, diverse, walkable streets with mixed-use retail and residential development, stepping down to respect adjacent neighboring residential properties. Clear design guidelines are needed to achieve this.

Landscape is one of the defining features. Continuous tree canopy where sunlight filters through branches and leaves provides both spaciousness and intimacy. Tree canopy needs to be added or augmented, especially along Lincoln, Broadway, Santa Monica and Colorado as well as replacing the ineffective palm trees lining Wilshire. Adding low shrubs along curblines will partially separate pedestrians from moving cars. Landscaped medians to a great extent, determine the form and character of the boulevard. Five of the city's nine boulevards currently have landscaped medians. They could easily be added in the center lanes separating or adjacent to left-turn pockets along the remaining four.

Providing a special pedestrian experience is as important to city life as vehicular movement. Sidewalks provide places to socialize, recreate, and do business and should be increased from existing 7 - 12 feet to 15 - 20 feet by simply requiring a 5 percent front yard setback with new construction or substantial remodeling. An alternative where necessary would be removing the parking lane as was done at Downtown's Grand Central Market on Broadway. Parklets, bollards, gravel, and bike racks provided a successful, flexible, and inexpensive solution. Pedestrian amenities should include kiosks, fountains, flower stands, bike racks, low level lighting, generous café seating, and even fixed tables for a daily card game - all contributing to a strolling, relaxed feeling in our beach community.

The third of the three design elements that define the character and scale of the boulevards are the building facades. LUCE generously allows tripling densities with heights possible from 60 - 81 feet. With 85 percent of buildings lining our boulevards being one and two stories, is more than 100 percent growth in square foot area necessary or desirable? With a three story, 40 foot height limit along the boulevards, and 50 feet at transit nodes, we could retain 33 percent of the 1 and 2 story buildings and still double existing floor area while retaining the scale and character of our city. Manhattan Beach has a two-story limit, Laguna Beach three stories, and Santa Barbara four stories - even in their downtown areas.

Our city needs to go further in establishing policies and incentives that encourage adaptive re-use of existing one and two story buildings, especially on narrower lots that don't allow reasonable development. If we can preserve some historic buildings lining our eight boulevards, we will help to maintain our heritage as well as lower rents for "startup" businesses and workforce housing.

We need a creative zoning code that has the simplicity of a 40 foot height limit on our boulevards. Our tiered Development

SEE **BLVD** PAGE 7

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Support for California death penalty slipping

JULIET WILLIAMS
Associated Press

SACRAMENTO Support for California's death penalty has fallen to its lowest level in more than 50 years after a judge ruled it unconstitutional, according to a Field Poll released Friday.

The poll found 56 percent of registered voters support keeping the death penalty, a decline of 12 percentage points in just the last three years, when Field found 68 percent support for the death penalty. The new survey found 34 percent of respondents support abolishing it and 10 percent have no opinion.

It is the lowest level of support since 1971, when 58 percent of Californians supported the death penalty and 34 percent opposed it.

U.S. District Judge Cormac Carney in Los Angeles ruled in July that California's death penalty is unconstitutional because it takes too long to carry out, and that unpredictable delays are arbitrary and unfair. The judge noted that since the current death penalty system was adopted more than 35 years ago, more than 900 people have been sentenced to death but only 13 have been executed.

State Attorney General Kamala Harris, a Democrat, is appealing the ruling, arguing that the lengthy waits ensure those who are condemned receive due process.

Friday's Field Poll also asked registered voters what the state should do in response to the ruling. Fifty-two percent support speeding up the execution process, while 40 percent favor replacing the death penalty with life in prison without the possibility of parole.

California voters rejected Proposition 34 in 2012, which would have repealed the death penalty in California, with 48 percent in favor and 52 percent opposed.

Executions are on hold in California regardless. The state has not executed any inmates since 2006 after another federal judge ordered an overhaul of the state's lethal injection procedures.

The Department of Corrections and Rehabilitation is drafting new lethal injection regulations after Gov. Jerry Brown, a Democrat, said the state would switch from a mixture of three drugs to a single-drug lethal injection. No executions can occur until the new rules are adopted.

The Field Poll surveyed 1,280 registered voters from Aug. 14-28. The poll has a sampling error margin of plus or minus 3.2 percentage points.

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Elemental Strings and Band will hold auditions in late September. Please visit www.elementalstrings.com/auditions for more information.
Elemental Strings and Band





NEW HEROES

Photos by Fabian Lewkowicz and April Rocha

Held annually by the Santa Monica Chamber of Commerce, New Heroes Celebration is an opportunity for the business community to welcome Santa Monica's newest public servants, including educators, police officers and firefighters to the community. Six Inspirational Heroes from Santa Monica are honored for their tremendous contributions and outstanding work in the community. The honorees are Dee Menzies, of Carlthorp School, Captain Raymond Bottenfield, of SMC Security, Santa Monica Police Department's Officer Jason Salas, and Officer Robert Sparks. This year, the Young Inspirational Heroes are Santa Monica Police Explorer Christopher Lopez, and Stephanie Cohen from Assemblymember Richard Bloom's office.

BLVD

FROM PAGE 5

Agreement system with multiple alternatives is way too complicated and the biggest cause of distrust as it allows excessive development and backroom deals. D.A.'s are allowed by state code, but we can and need to just say no, except in the unique circumstance where it is truly benefiting the community.

Finally, regarding parking, linear or spot parking structures should be part of a long term plan, ideally located at gateway entrances of the 4 major boulevards to coordinate with a local public transit system.

We should focus more on opportunity streets than on opportunity sites. We need a "great streets" program that brings the eight boulevards up to the grandness of San Vicente Boulevard … and rivals those abroad. Every city needs to pursue its highest and best interest - what is ours?

FUNDING

FROM PAGE 1

they're at 4 percent participation with the rest of the school year to go.

"We've been collaborating so well with our (parent-teacher associations) and our Ed Foundation chairs," Gross said. "We've been to many Back to School Nights and everyone is talking about it."

Numbers were lower at the Malibu schools last year, where some parents have resisted donating because they were opposed to a switch to the centralized fundraising model, which inhibited their ability to give money directly to their child's school.

There is tension between Malibu parents and the district. Some parents would like to form their own school district and feel they are not properly represented. Currently no school board member resides in Malibu.

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Surf Forecasts

Water Temp: **70.4°**

MONDAY – **POOR** – SURF: **2-4 ft** knee to shoulder high
Long period new SW groundswell builds in - larger sets for long period focal points through the PM; most size showing out west in the region

TUESDAY – **POOR** – SURF: **4-6 ft** shoulder high to 1 ft overhead
Long period SW groundswell expected to top out; larger sets for long period focal points - most size showing out west in the region

WEDNESDAY – **POOR** – SURF: **4-6 ft** shoulder high to 1 ft overhead occ. 7ft
Long period SW groundswell holds; SSE groundswell builds in; most size showing out west in the region; watching the tropics for more SE swell; stay tuned

THURSDAY – **POOR TO FAIR** – SURF: **4-6 ft** shoulder high to 1 ft overhead
Long period SW groundswell holds/eases; SSE groundswell holds; most size showing out west in the region; watching the tropics for more SE swell; stay tuned

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 **August 27, 2014**

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 -- 1
Number of beach closures due to a sewage spill -- 2
Number of wet days -- 8
Number of A grades for dry/wet weather -- 40 / xx
Number of (C,D,F) grades for dry/wet weather -- 2 / xx

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+	xx
Nicholas Beach at San Nicholas Canyon Creek mouth.	A+	xx
El Pescador State Beach, between Lechusa and Las Alisa creeks.		
Encinal Canyon at El Matador State Beach.	A+	xx
Broad Beach at Trancas Creek mouth.	A+	xx
Zuma Beach at Zuma Creek mouth.	A+	xx
Walnut Creek, projection of Wildlife Rd. (private).	A+	xx
Paradise Cove Pier at Ramirez Canyon Creek mouth.	A+	xx
Escondido Creek, just east of Escondido State Beach.	A+	xx
Latigo Canyon Creek mouth.	A+	xx
Solstice Canyon at Dan Blocker County Beach.	A+	xx
Puerco State Beach at creek mouth.	A+	xx
Marie Canyon storm drain at Puerco Beach, at 21672 Malibu Rd..	B	xx
Surfrider Beach at Malibu Colony fence.	A+	xx
Surfrider Beach (breach location)- daily.	A	xx
Malibu Pier - 50 yards east.	A	xx
Carbon Beach at Sweetwater Canyon.	A+	xx
Las Flores State Beach at Las Flores Creek (point zero).	A+	xx
Big Rock Beach at 19948 PCH stairs.	A+	xx
Pena Creek at Las Tunas County Beach.	A	xx
Tuna Canyon.	xx	xx
Topanga State Beach at creek mouth.	A+	xx
Castlerock Storm Drain at Castle Rock Beach.	xx	xx
Santa Ynez Storm Drain at Castle Rock Beach.	A+	xx
Will Rogers State Beach at 17200 PCH (1/4 mile east of Sunset drain).	A+	xx

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

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
xx -- no sample taken

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.

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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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.

KNOW BEFORE YOU GO



Expo Light Rail Line

For the week of Sept. 15, 2014 please note the following activities: 5th Street Between I-10 Freeway and Colorado - Southbound street closures during daytime hours. Local access via northbound 5th and u-turn per detour.
26th St. between Olympic Blvd. and Cloverfield Ave. - Full closure at intersections for track work and roadway improvements from 7 a.m. Sept. 15 to 6 a.m. Sept. 20th. For more information, visit KBUG or our Facebook page SMConstructs, https://www.facebook.com/SMConstructs, http://www.smgov.net/departments/publicworks/civeng_kbug.aspx
16th St and Colorado - Roadwork on 16th from Colorado. Access from Olympic Blvd.
6th & Colorado scheduled signal outage - Sept. 15th to 19th from 9 a.m. to 3 p.m.
Colorado Avenue between 5th & 18th Streets - Expect westbound and eastbound lane closures during daytime hours. Alleys on the north side of Colorado between 6th and 18th Street will have limited access at Colorado.
16th St. and Colorado Ave: Closure on 16th from Colorado.
17th St. and Colorado Ave: Eastbound Colorado Ave. and northbound right-turn lane closures during daytime hours.
20th St. between Colorado Ave. and Olympic Blvd.- Northbound and southbound lane closures during daytime hours.
Cloverfield Ave. and Olympic Blvd. - Eastbound Olympic right turn lane and southbound Cloverfield lane closures.
Stewart St. b/w Olympic Blvd. and Exposition Blvd.- Northbound and southbound lane closures during daytime hours, traffic will be maintained.
Olympic Blvd. between 20th St. and Stewart St. - Eastbound and westbound lane closures between 9 a.m. and 3 p.m.
For more information about the Expo Line project, visit BuildExpo.org or call (213) 922-EXPO (3976).

Bus Stop Improvement Project (BSIP)

For the week of Sept. 15, 2014, citywide installation of new bus shelters will continue. Construction will involve intermittent vehicle lane, bicycle lane, and sidewalk closures, in addition to the use of parking lanes. Construction will take place at the following stops:
Lincoln
2602 Lincoln Blvd btw Ocean Park Blvd and Oak St. (West side Lincoln)
2807 Lincoln Blvd btw Hill St. and Ashland St. (East side Lincoln)
Ocean Park
814 Ocean Park Blvd btw Lincoln Blvd and 11th St. (South side Ocean Park)
Pico Blvd
711 Pico Blvd btw 7th St. and Lincoln Blvd. (North side Pico)
Santa Monica
1020 Santa Monica Blvd btw 10th St. and 11th St. (South side Santa Monica)
WILSHIRE
1401 Wilshire Blvd. btw 14th St. and 15th St. (North side Wilshire)
2616 Wilshire Blvd. btw 26th St and Princeton St. (South side Wilshire)
2601 Wilshire Blvd. btw 26th St and Princeton St. (North 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.

Annual Tree Trimming

For the week of Sept. 15, the City's annual tree pruning program will take place on Olympic Blvd. - Main to 4th St. to Ocean Park to 29th St. - Lincoln - Pico to City Limits South. Partial lane closures will occur. All work will take place between 8 a.m. - 5 p.m. For further information, please contact Matthew Wells, Urban Forester at (310) 458-8974.

SEE **TRAFFIC** PAGE 9

TRAFFIC

FROM PAGE 8

Annual Paving and Moomat Ahiko Rehabilitation Project

For the week of Sept. 15 thru October 6, the Annual Paving and Moomat Ahiko Rehabilitation Project will take place on Moomat Ahiko Rd resulting in a full closure between Ocean Ave and Pacific Coast Highway (PCH), 24-hours-a-day, seven days a week. During construction PCH can be accessed by using the California Incline as well as State Route I-10. The downtown area can also be accessed using Lincoln Bl. from the eastbound 1-10. Concurrently with the work mentioned above, there will be sidewalk repairs at various locations in preparation of the upcoming paving. Please expect delays and use alternate routes whenever possible. For more information, please contact Hany Demitri, Civil Engineer, and (310) 458-8721 ext. 5385.

Water Main Replacement Project

For the week of Sept. 15, the contractor will begin set up of the construction site and potholing for existing utilities on Colorado Avenue between 4th Street and Ocean Avenue and on Ocean Avenue between Moomat Ahiko Way and Colorado Avenue. 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 City's contact: Carlos Rosales, PM at (310) 458-8721, x2620.

Private Development

Southern California Edison (SCE) - Underground Electrical Vault Replacement
For the week of Sept. 15, 2014, there will possible be an intermittent lane closure on the south side of Broadway between 2nd St. and 3rd Street Promenade during the hours of 9a.m. to 4pm M-F. Please use alternate routes whenever possible. For more information, please contact Chris Navarre, Project Superintendent at (562) 233-6880 for a 24hr response.
Southern California Gas Company - Gas Main Installation Project
For the week of Sept. 15, 2014, there will be an eastbound lane closure on Colorado Blvd from Ocean Ave to 4th Street during the hours of 8am and 4pm daily. Please use alternate routes whenever possible. For more information on this project, please contact Mike Grimm, Project Manager at (310) 605-4180 or via email at MGrimm@semprautilities.com.
Santa Monica Place Theatre - Beginning on Monday, June 2, 2014, there will be lane closures on 4th St and Colorado Ave.
Santa Monica-Malibu USD - Lincoln Middle School. Beginning on Monday 12/24/12, 14th street between California and Washington will have fencing installed in the northbound lane. The center turning lane will be used by northbound traffic. The Southbound lane will remain open. Estimated date of completion is by Sept., 2014.
Santa Monica-Malibu USD - Santa Monica High School. 7th Court between Olympic Drive and Michigan Ave will be closed for ongoing Construction Work. For more information, please contact Gary Bolin at 310-399-5865 ext.79-394.









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20
COASTAL CLEAN UP DAY
Hit the beach as part of the largest volunteer day on the planet.
Saturday, 9 AM - 12 PM
Santa Monica Beach by the Pier, Ocean Park or Bay Street

21
FARMERS MARKET BRING A BAG, GET A BAG EVENT
Bring bags to share or grab a new locally made bag.
Sunday, 10 AM - 12 PM
Heritage Square, 2640 Main Street

22 – 28
BUY LOCAL SANTA MONICA WEEK: BUYING LOCAL GIVES BACK
Visit local businesses partnering to give back to the community. Festivities include sidewalk sales, canned food drives & happy hour fundraisers.
Citywide

23
BEYOND SUSTAINABILITY: INNOVATIVE BUILDING DESIGN IN THE POST-CARBON CITY
Architects Eric Corey Freed and Thom Mayne discuss living and working spaces of the future.
Tuesday, 6:30 PM - 8 PM
Annenberg Beach Community House

24
GREEN PRIZE FOR SUSTAINABLE LITERATURE PRESENTS THE LEGACY OF JOHN MUIR
Mike Brune (Sierra Club) and Ruskin Hartley (Heal the Bay) reflect on Muir's impact on modern environmentalism.
Wednesday, 7 PM
Santa Monica Public Library, Main Branch

25
FED UP – MOVIE SCREENING
The film the food industry doesn't want you to see, followed by a discussion with Evan Kleiman, Stephanie Soechtig Clare Fox, Ann Gentry, and Dean Kubani.
Thursday, 7:30 PM
Aero Theatre, 1328 Montana Avenue

27
COMPOST GIVEAWAY
Haul off free compost. Five reused burlap coffee sacks will be provided to each resident.
Saturday, 9 AM - 2 PM
City Yards, 2500 Michigan Avenue

Sustainable Santa Monica uses the power of community to enhance our resources, prevent harm to the natural environment and human health, and benefit the social and economic well-being of the community for the sake of current and future generations.

City of Santa Monica
Construction Project **Notice**

City of Santa Monica®

MOOMAT AHIKO WAY REHABILITATION PROJECT

Dear Business Owners & Residents,

This Notice is to advise you that the City of Santa Monica has contracted with Sully-Miller Contractors to perform roadway rehabilitation on Moomat Ahiko Way. This work was necessitated by the deteriorating condition of the roadway surface. We have timed this project to take place after the busy summer season.

Location:
Moomat Ahiko Way between Ocean Avenue and Pacific Coast Highway (PCH)

Scope of Work:
Repairs and re-paving of existing roadway and sidewalks, new roadway striping

Schedule:
7am Monday, September 15th through 7am Monday, October 6th, 2014

Impacts:
Full closure of Moomat Ahiko Way between Ocean Avenue and PCH, 24 hours a day, 7 days a week for a period of 21 days. During this closure, PCH can be accessed by using the California Incline as well as Interstate I-10. Detours shall be clearly posted during the closure period. Please expect delays when commuting through this area and use alternate routes whenever possible.

We will make every effort to minimize any inconvenience that this work may cause you and we thank you for your patience and cooperation.



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File photo

NO BAGS: **Santa Monica has had a plastic bag ban in place for years.**

BAG
FROM PAGE 1

having an obvious impact. Others agree.

"We are hearing anecdotally that there are fewer bags being found at clean-ups but don't have data at this point," said Kirsten James, a spokesperson for the Santa Monica-based nonprofit Heal The Bay.

Benjamin Kay, a Santa Monica High School teacher, worked with students on a 19-month study that examined the impacts of the ban. Kay, along with the students and a UCLA statistics professor, are pursuing publication of the study, which found that before the ban 70 percent of grocery store patrons used plastic bags. Now, according to the study, no one is using plastic bags, 30 percent of those surveyed are using paper bags, another 30 percent are using reusable bags, and 40 percent are opting not to use bags at all.

After the polystyrene ban, Miller noticed that people began to feel ashamed to be seen with Styrofoam.

"The same trend is happening now," she said. "People are embarrassed to be seen with a plastic bag. You're seeing more and more people embrace the hip, reusable bag. For me, the litmus test is the high school. There's a lot more ownership of having a cool bag."

dave@smdp.com

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NFL: 3 in 10 ex-players face Alzheimer's, dementia

MARYCLAIRE DALE
Associated Press

PHILADELPHIA The NFL estimates that nearly three in 10 former players will develop debilitating brain conditions, and that they will be stricken earlier and at least twice as often as the general population.

The disclosure Friday comes in separate actuarial data the league and players' lawyers released as part of their proposed $765 million settlement of thousands of concussion lawsuits.

Both the league and lead players' lawyers expect about 6,000 of the 19,400 retired players, or 28 percent, to develop Alzheimer's disease or at least moderate dementia. Dozens more will be diagnosed with Lou Gehrig's or Parkinson's disease during their lives, according to the data.

The reports were prepared for Senior U.S. District Judge Anita B. Brody, who is presiding over the class-action lawsuit in Philadelphia that accuses the NFL of hiding information that linked concussions to brain injuries.

The NFL report said the ex-players' diagnosis rates would be "materially higher than those expected in the general population" and would come at "notably younger ages."

The proposed settlement includes $675 million for player awards, $75 million for baseline assessments, $10 million for research and $5 million for public notice. It wouldn't cover current players.

Both sides have insisted that $675 million would be enough to cover awards for 21,000 former players, given fund earnings estimated at 4.5 percent annually. Brody initially had concerns the money might run out, while critics complained the NFL's offering is a pittance given its $10 billion in annual revenues.

The NFL, in its report, said its estimates were "reasonable and conservative," and erred on the side of "overstating the number of players who will develop (illnesses)" to ensure the fund would be sufficient.

The league agreed this summer to remove the cap on its contributions, saying it would pay out more than $675 million if needed, and pay more over time if needed. Brody then granted preliminary approval of the plan and scheduled a fairness hearing on the proposed settlement for Nov. 19, when critics can challenge it.

"This report paints a startling picture of how prevalent neurocognitive diseases are among retired NFL players," lead player lawyers Christopher Seeger and Sol Weiss said in a statement.

Lawyers for some players have complained that the negotiations have been cloaked in secrecy, leaving them unsure of whether their clients should participate or opt out.

With an Oct. 14 deadline looming, "we still lack 'an informed understanding of the dynamics of the settlement discussions and negotiations.' Indeed, we have zippo understanding," lawyer Thomas A. Demetrio, who represents the family of Dave Duerson, wrote in a motion Thursday. Duerson, the popular Chicago Bears safety, committed suicide in 2011.

The family of former linebacker Junior Seau, who also committed suicide, has announced plans to opt out. He and Duerson are among about 60 former players diagnosed after their deaths with the brain decay known as chronic traumatic encephalopathy. Known as CTE, it can only be diagnosed after death.

Friday's release of the actuarial data was designed to address some of the complaints.

Critics also lament that the settlement plan offers no awards to anyone diagnosed with CTE in the future, and that the Alzheimer's and dementia awards are cut by 75 percent for players who also suffered strokes.

The plan would pay up to $5 million for players with amyotrophic lateral sclerosis, also known as Lou Gehrig's disease; $4 million for deaths involving CTE; $3.5 million for Alzheimer's disease; and $3 million for moderate dementia and other neurocognitive problems.

However, only men under 45 who spent at least five years in the league would get those maximum payouts. The awards are reduced, on a sliding scale, if they played fewer years or were diagnosed later in life.

The players' data therefore predicts the average payouts, in today's dollars, to be $2.1 million for ALS, $1.4 million for a death involving CTE, and $190,000 for Alzheimer's disease or moderate dementia. The average ex-player being diagnosed with moderate dementia is expected to be 77 with four years in the NFL.

Only 60 percent of those eligible for awards are expected to enter the program, based on prior class-action litigation. The payouts would top $900 million, adjusted for inflation.

The 21,000 class members also include the estates of 1,700 deceased players.

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Many obstacles stand in Rice's path to a comeback

EDDIE PELLS
AP National Writer

It's an enduring fact of life in the NFL: If a player has talent, a team will find a place for him, no matter how bad his off-the-field profile might be.

Ray Rice is putting that maxim to the test, as much for the deed he did as the fact that it was documented in a stomach-turning video that will be available forever.

After suspending him indefinitely, NFL commissioner Roger Goodell left the door open for Rice's return, telling CBS, "We would have to make sure that we are fully confident that he is addressing this issue. Clearly, he has paid a price for the actions that he has already taken."

Second chances are nothing new in the NFL. The most notable recent case involved Michael Vick's return after serving what amounted to a two-year suspension for running a dogfighting ring - a crime for which he served 18 months in prison.

There was no video evidence in the Vick case as visceral and direct as what's available at the click of a button in Rice's case.

That, along with the obvious - Vick was torturing dogs while Rice landed a punch to his fiancee's face - are the key differences that will make Rice's road back that much more difficult, says crisis-management expert Jonathan Bernstein.

Bernstein says any thoughts Rice is giving to rehabilitating his public image should be focused on things outside the football field.

"I'd say, you go deep under cover, stay out of the public eye," Bernstein said. "Let it be known through other people what you're doing to rehabilitate your behavior, then, ultimately, start getting involved in charitable things and other do-good efforts to show you care about this issue."

Time does allow people to forgive and forget, Bernstein says. But he adds that it is hard to imagine any team signing a player whose reputation is forever sullied by a video that will show up every time his name is typed in on Google.

"There have been examples of people who committed a violent crime and got away with it at a time when the public could hear the allegation but not see the blatant evidence," Bernstein said. "That's not the case here, and you can't put that cat back in the bag."

Bernstein said he was stunned Goodell hadn't completely shut the door on Rice. "After everything that has happened, that's insane. It calls into question his entire credibility as a representative for the NFL," he said.

The commissioner's credibility gap has only grown since he made that statement, most notably after The Associated Press reported a league official had been provided the Rice video back in April, which countered Goodell's statement that the NFL asked for but had not received it.

The league responded to that news by putting former FBI director Robert S. Mueller III in charge of an investigation into the league's handling of the case.

Attorney Harvey Steinberg, who has represented numerous NFL players in cases against the league, believes the NFL's lack of credibility leaves an opening for Rice, who could argue he's been dealt with arbitrarily. First, Rice was given a two-game suspension. Then, the NFL created a new policy that called for a six-game suspension for first-time domestic violence offenders. Then, Goodell suspended Rice indefinitely, even though that wasn't an option spelled out under the new policy.

"Obviously, Ray Rice is a pariah and it's easy for the NFL to dump on a pariah," Steinberg said. "It's much more difficult for them to stand up and say, 'Look, we made a decision based on the facts. The only thing that's different is, now there's a video that's problematic, graphic and abhorrent, but it simply confirms what we already knew, so we have to stand by our decision.' That's what I'm concerned about."

If Rice were to be cleared, there's also the matter - trivial as it may seem in the light of his transgression - of whether he can still play.

He is 27 - on the old side for a running back in a league that doesn't value that position as much anymore - and his 2013 rushing numbers (660 yards) were about 40 percent lower than in 2012.

It shouldn't matter but it almost certainly does in a league that welcomes back Vick, a league that still hasn't shut the door on Richie Incognito, the offensive lineman suspended last season for bullying a teammate while in Miami. The Tampa Bay Buccaneers gave him a tryout last month.

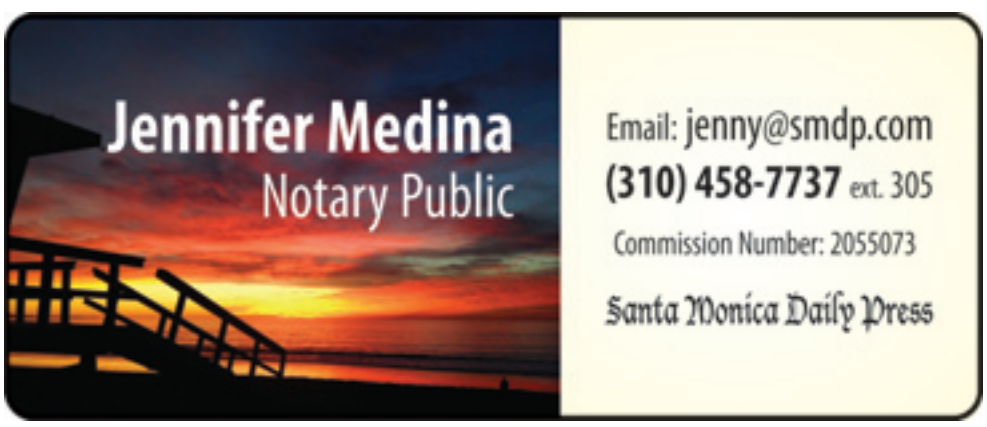
Vick, now playing for the Jets after making his initial comeback with the Eagles, said almost everyone deserves a second chance, including Rice.

"But there's going to be a grace period and we all just have to sit back and reflect on what's been done," Vick said.

But his opinion is hardly unanimous. In addition to deciding whether they want to deal with the public-relations backlash that would come with signing Rice, an NFL team would have to make a judgment on whether Rice's presence would tear apart a locker room.

"I don't think there's any place for him," said Broncos defensive tackle Terrance Knighton, a vociferous critic of Rice's as soon as the video came out. "I wouldn't want him to play on this team. I wouldn't talk to him. I wouldn't speak to him. I wouldn't engage anything with him off the field. That's just something I strongly believe in."

AP Sports Writer Pat Graham in Denver and Dennis Waszak Jr., in New York contributed to this report.





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MOVIE TIMES

Aero Theatre
1328 Montana Ave.
(310) 260-1528

no movie

AMC Loews Broadway 4
1441 Third Street Promenade
(310) 458-3924

Boyhood 2:43 (R)
1 p.m., 6:55 p.m.

The Hundred-Foot Journey 2:02 (PG)
1:15 p.m., 4:05 p.m., 7 p.m., 9:50 p.m.

Something Wicked 1:35 (R)
1:30 p.m., 4:20 p.m., 7 p.m., 9:35 p.m.

Teenage Mutant Ninja Turtles 1:41 (PG-13)
1:45 p.m., 4:15 p.m., 6:45 p.m., 9:15 p.m.

The Giver 1:37 (PG-13)
4:30 p.m., 10:25 p.m.

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

Dolphin Tale 2 1:47 (PG)
11 a.m., 1:35 p.m., 4:15 p.m., 7 p.m., 9:45 p.m.

Guardians of the Galaxy 2:01 (PG-13) 3D
1:50 p.m., 7:30 p.m.

Guardians of the Galaxy 2:01 (PG-13)
11 a.m., 4:40 p.m. 10:20 p.m.

If I Stay
11:30 a.m., 2:10 p.m., 4:45 p.m., 7:30 p.m., 10:05 p.m.

Let's Be Cops 1:44 (R)
11:45 a.m., 2:30 p.m., 5:15 p.m., 7:45 p.m., 10:15 p.m.

No Good Deed 1:24 (PG-13)
11 a.m., 1:15 p.m., 3:30 p.m., 5:45 p.m., 8 p.m., 10:15 p.m.

The November Man 1:48 (R)
11:15 a.m., 1:50 p.m., 4:25 p.m., 7:15 p.m., 9:50 p.m.

The Drop 1:46 (R)
11:30 a.m., 2:15 p.m., 5 p.m., 7:40 p.m., 10:15 p.m.

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

LET LOOSE TONIGHT, AQUARIUS

ARIES (March 21-April 19)
★★★★ You'll speak your mind as you typically do, yet your tone could motivate others to take action. Make sure your information is correct. You might want to move in a new direction because of a partner. Tonight: Don't hold back.

TAURUS (April 20-May 20)
★★★ Be aware of what is going on within you. You will gain a new perspective if you slow down. Follow your instincts. New information comes forward that could cause you to reorganize your plans. Tonight: Keep stress levels low.

GEMINI (May 21-June 20)
★★★★★ You'll flourish despite someone else's attempt to put you down. You understand the relevance of this behavior and how to bypass it. You could be challenged by a friend who acts in a most unexpected way. Tonight: Do what would make you most happy.

CANCER (June 21-July 22)
★★★ Take your time in how you deal with someone and the choices you make. You will need to take your time and look within yourself in order to find the right answer. Don't allow someone's attitude to distract you. Decide if taking action is necessary. Tonight: Keep an easy pace.

LEO (July 23-Aug. 22)
★★★★ You'll be able to visualize a good idea and then make it a reality. One person inevitably will give you flak, but the majority of people will support you. News from a distance could surprise you. Resist a tendency to be fussy. Tonight: Let it all hang out, even if it is Monday!

VIRGO (Aug. 23-Sept. 22)
★★★ You'll have a tendency to feel overconfident -- that is, until you have a discussion with someone you look up to. Use this conversation to clarify your views and understand others. Defer to someone who might be more creative and diplomatic. Tonight: Burn the midnight oil.

LIBRA (Sept. 23-Oct. 22)
★★★★ Use your ability to stay above the fray. Take a complete overview of an event that might have caused a difficult situation. This perspective will be needed when dealing with a key person in your life. You could be taken aback by a loved one. Tonight: Opt to make a change.

SCORPIO (Oct. 23-Nov. 21)
★★★★ You might want to listen to news with a bit of cynicism. Just because someone says a situation is a certain way does not mean it is; that person's perception simply defines the matter in that way. Decide to gain your own perspective. Tonight: Togetherness works.

SAGITTARIUS (Nov. 22-Dec. 21)
★★★★ You might want to ease some of today's tension. Detach from an immediate situation, rather than add to your stress level. Sometimes you need to back off and give a situation or others a break. Tonight: Share with a dear friend or loved one.

CAPRICORN (Dec. 22-Jan. 19)
★★★ Keep an even pace, and attempt to see how you can delegate certain tasks, or find a shortcut. Use your leadership skills and efficiency to head down a new path -- not only for you, but for others as well. Tonight: Happy at home.

AQUARIUS (Jan. 20-Feb. 18)
★★★★★ Your playfulness might not work with friend who has a solemn attitude. Be smart, and try to avoid this situation. If possible, take off in the evening and do something just for you. Allow greater give-and-take with a child or new friend. Tonight: Let loose!

PISCES (Feb. 19-March 20)
★★★★ Relate to others directly, and avoid getting involved in any gossip. Your personal touch will make all the difference in your dealings. A family member might want your attention. Tonight: Enjoy being home.

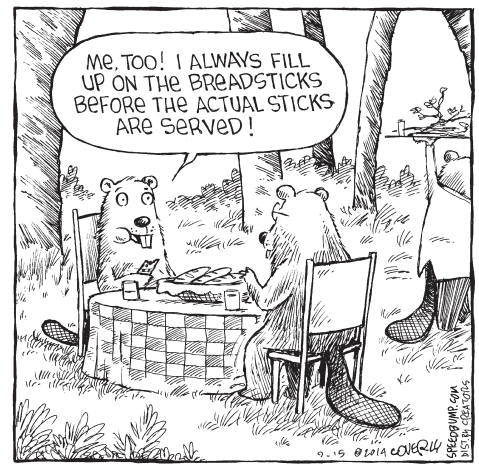
Monday, September 15, 2014

This year you often send out mixed messages. Be aware of this tendency, as it could make others crazy. Listen carefully if someone gives you feedback. You are likely to do a lot personal work on yourself and move quickly through any issues you encounter. You also will want to examine your life and try to tweak whatever is not working. If you are single, get to know someone very well before making any commitments. You will have a tendency to attract people who are emotionally unavailable. If you are attached, your relationship benefits from weekend dates and vacations away. Being alone together strengthens your bond. GEMINI can irritate you, but he or she has great ideas.

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

INTERESTED IN YOUR DAILY FORECAST?
Check out the HOROSCOPES above!
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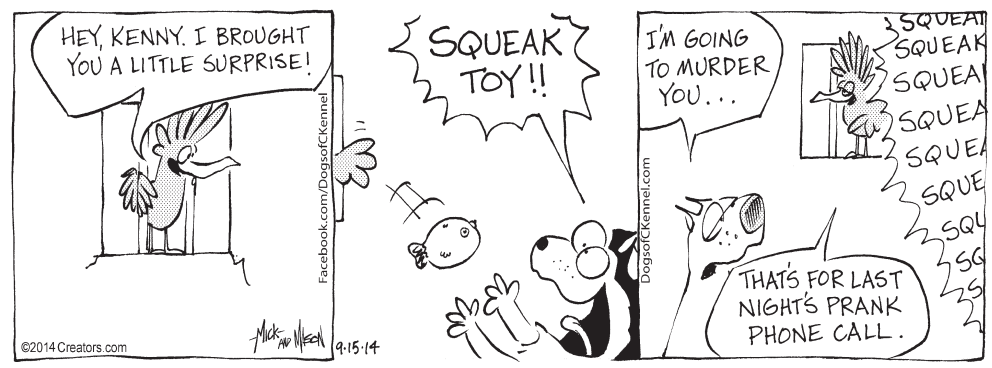
Speed Bump
By Dave Coverly



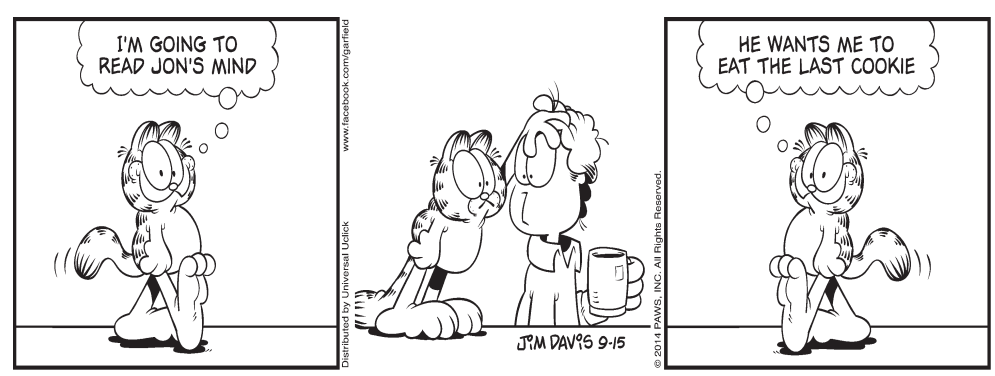
Strange Brew
By John Deering



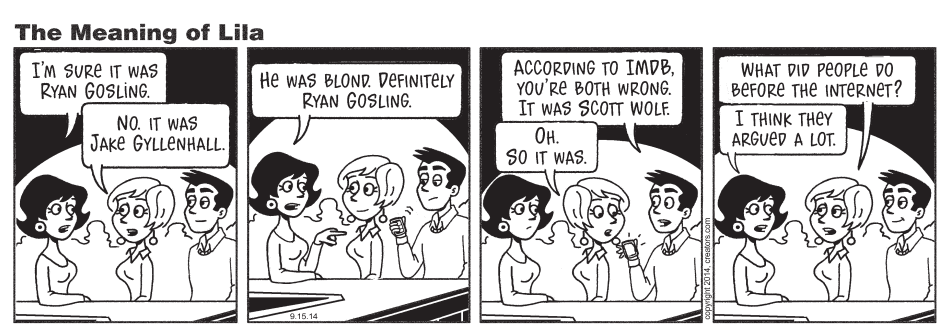
Dogs of C-Kennel
By Mick and Mason Mastroianni



Garfield
By Jim Davis



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



Sudoku

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

Difficulty Level ★

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

King Features Syndicate

GETTING STARTED

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

SOLUTIONS TO YESTERDAY'S PUZZLE

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

Procrastination is a problem when it comes to doing my disaster plan. As a business owner I have a lot to do. It's not like **a disaster** is going to happen tomorrow. Besides, we have that new business pitch. I've been **waiting** for this **to** happen for a while now. I'll get the disaster plan finished eventually. Nothing to worry about, it'll **happen.**

Whether natural or man-made, at least one in four businesses affected by a disaster never reopen. Though emergencies are unpredictable, when you have a plan in place you can adapt, recover and stay in control.

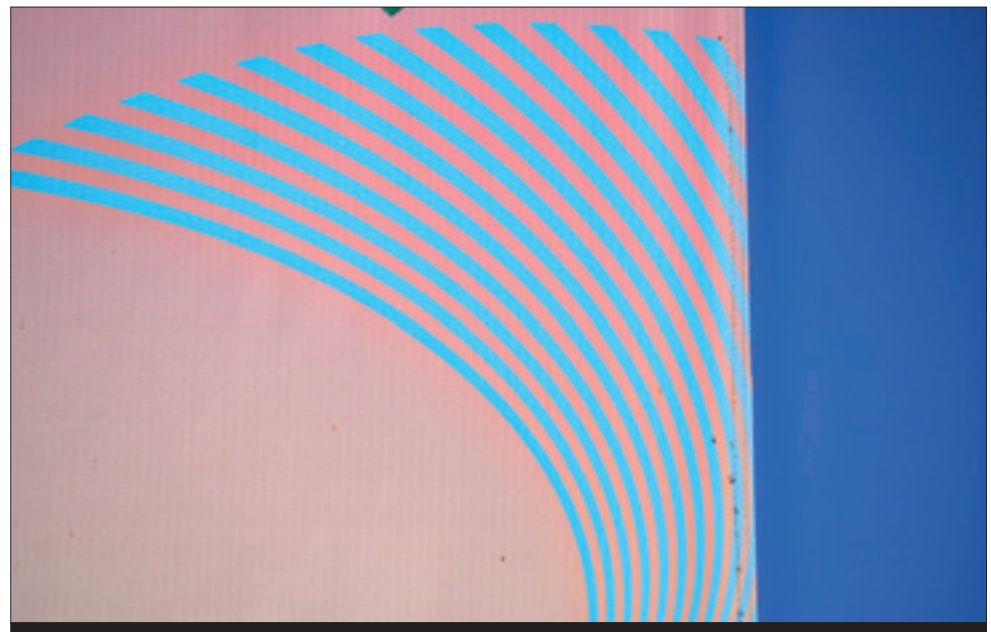
It's never too late to protect your business until it is.

Make a plan.

READY.GOV

Ad Council

Ready Business



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*.

CROSSWORD

By THOMAS JOSEPH

ACROSS

1 Practices for a bout
6 Duck feature
10 Thus far
11 Bye, in Baja
13 Suspect's defense
14 Block, as a river
15 Ewe's mate
16 Old horse
18 Wedding words
19 Fashion pioneer
22 Sort
23 Tenant's fee
24 Deli counter sight
27 Lathered up
28 Book unit
29 Good times
30 Silky-coated dog
35 Lynx or lion
36 Longing
37 Bullfight cheer
38 Steer clear of
40 Sea walls
42 New Jersey's — Hall University
43 Build
44 Headey of "Game of Thrones"
45 Tirades

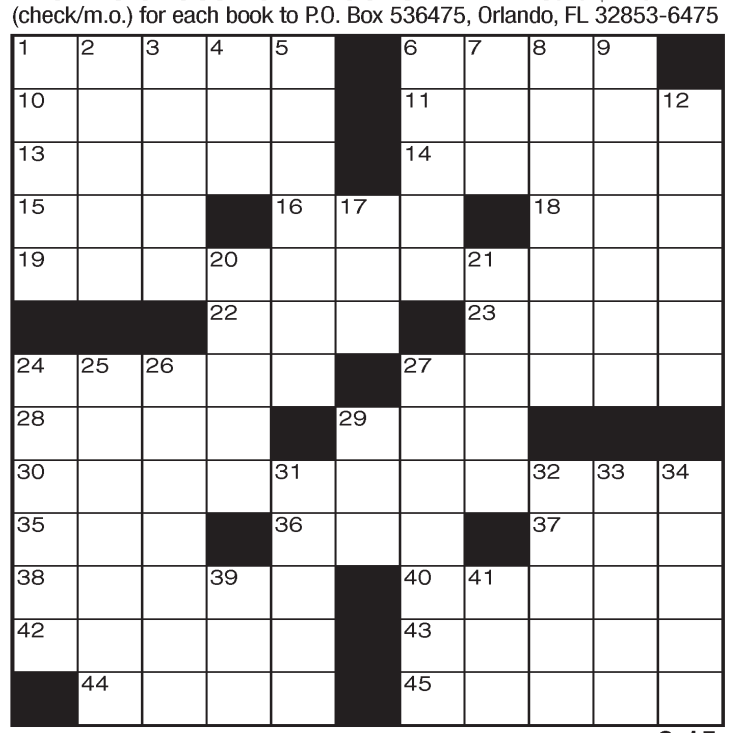
DOWN

1 Begin
2 From the Arctic
3 Some Japanese films
4 Hold up
5 Cheat
6 Police ID
7 Lupino of films
8 Scarce
9 Turns up
12 Sleek and stylish
17 Inquire
20 Frasier's brother
21 Reliance
24 Kitchen rack items
25 Fast sailing ship
26 Stir up
27 Unthrifty sort
29 Try out
31 African scavenger
32 Game piece
33 Put in office
34 Takes it easy
39 Mafia head
41 Writer Levin

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

Saturday's answer

THOMAS CROSSWORD BOOKS 1 AND 2! Send $4.75 (check/m.o.) for each book to P.O. Box 536475, Orlando, FL 32853-6475



9-15

NEWS OF THE WEIRD
BY CHUCK SHEPARD

■ Nicholas Felton's latest annual recap of his personal communications data is now available, for just $30. Key findings, graphically presented, of Nicholas' busy 2013 (according to a report by FiveThirtyEight.com): He received 44,041 texts and 31,769 emails, had 12,464 face-to-face conversations and 320 phone calls (all detailed by communicatee, from where, at what time, in what language). He reported 385 conversations, for example, with female cashiers, and that 54,963 exclamation points were used across all methods of written communication. (The 2012 report went for $35, but is, along with 2010 and 2011, "sold out," according to feltron.bigcartel.com). [FiveThirtyEight.com, 8-24-2014]

■ The U.K.'s Barnet Council got aggressive in August against a landlord in Hendon, in north London, who had defied an earlier order to stop offering a too-small apartment for residential rental. Landlord Yaakov Marom said tenants were still eager for the room even though the entryway required most people to drop to all fours, since it was less than 28 inches high (and therefore a fire-code violation). Council officers checking on the earlier order against Marom found a couple still residing there, paying the equivalent of $685 a month. [The Guardian, 8-22-2014]

TODAY IN HISTORY

1950 – Korean War: United States forces land at Inchon

1952 – The United Nations cedes Eritrea to Ethiopia.

1958 – A Central Railroad of New Jersey commuter train runs through an open drawbridge at the Newark Bay, killing 48.

1959 – Nikita Khrushchev becomes the first Soviet leader to visit the United States.

1961 – Hurricane Carla strikes Texas with winds of 175 miles per hour.

1962 – The Soviet ship Poltava heads toward Cuba, one of the events that sets into motion the Cuban Missile Crisis.

1963 – 16th Street Baptist Church bombing: Four children killed at an African-American church in Birmingham, Alabama, United States

1966 – U.S. President Lyndon B. Johnson, responding to a sniper attack at the University of Texas at Austin, writes a letter to Congress urging the enactment of gun control legislation.

1968 – The Soviet Zond 5 spaceship is launched, becoming the first spacecraft to fly around the Moon and re-enter the Earth's atmosphere.

1972 – A Scandinavian Airlines System domestic flight from Gothenburg to Stockholm is hijacked and flown to Malmö-Bulltofta Airport.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014210404 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/01/2014 The following person(s) is (are) doing business as THE SHORES KITCHEN. 395 SANTA MONICA PLACE SUITE FC3-W , SANTA MONICA, CA 90401. The full name of registrant(s) is/are: YVONNE FINNEGAN 13603 MARINA POINTE DRIVE #B321 MARINA DEL REY, CA 90292. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)07/15/2014. /s/: YVONNE FINNEGAN. YVONNE FINNEGAN. This statement was filed with the County Clerk of LOS ANGELES County on 08/01/2014. 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 08/25/2014, 09/01/2014, 09/08/2014, 09/15/2014. DBA

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014224289 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/13/2014 The following person(s) is (are) doing business as REGOLITH . 1037 N. GENESSEE AVE. APT. 10 , WEST HOLLYWOOD, CA 90046. The full name of registrant(s) is/are: CHIHO FUJII 1037 N. GENESSEE AVE. APT. 10 WEST HOLLYWOOD, CA 90046. 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/:CHIHO FUJII. CHIHO FUJII. This statement was filed with the County Clerk of LOS ANGELES County on 08/13/2014. 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 08/25/2014, 09/01/2014, 09/08/2014, 09/15/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014229222 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/15/2014 The following person(s) is (are) doing business as THE DRIVER HG . 1020 WILSHIRE BLVD. V , SANTA MONICA, CA 90401. The full name of registrant(s) is/are: Hamlet Giragosian 3111 4TH AVE. #119 SANTA MONICA, CA 90405. 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/:Hamlet Giragosian. Hamlet Giragosian. This statement was filed with the County Clerk of LOS ANGELES County on 08/15/2014. 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 08/25/2014, 09/01/2014, 09/08/2014, 09/15/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014223492 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/12/2014 The following person(s) is (are) doing business as DRY RUN PRODUCTIONS . 17171 ROSCOE BLVD. #212F , NORTHRIDGE, CA 91325. The full name of registrant(s) is/are: SETH YOHNKA 17171 ROSCOE BLVD. #212F NORTHRIDGE, CA 91325. 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/:SETH YOHNKA. SETH YOHNKA. This statement was filed with the County Clerk of LOS ANGELES County on 08/12/2014. 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 08/25/2014, 09/01/2014, 09/08/2014, 09/15/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014229255 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/15/2014 The following person(s) is (are) doing business as DISTRICT 7. 2424 WILSHIRE BLVD SUITE 511 , LOS ANGELES, CA 90057. The full name of registrant(s) is/are: ALTHEA BURNETT 2424 WILSHIRE BLVD SUITE 511 LOS ANGELES, CA 90057, ELENA AHTAEVA 2424 WILSHIRE BLVD SUITE 511 LOS ANGELES, CA 90057. This Business is being conducted by: a Partnership. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:ALTHEA BURNETT. ALTHEA BURNETT, ELENA AHTAEVA. This statement was filed with the County Clerk of LOS ANGELES County on 08/15/2014. 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 08/25/2014, 09/01/2014, 09/08/2014, 09/15/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014213442 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/05/2014 The following person(s) is (are) doing business as MEZCAL EL SILENCIO. 1523 26TH STREET , SANTA MONICA, CA 90404. The full name of registrant(s) is/are: EL SILENCIO HOLDINGS, INC. 1523 26TH STREET SANTA MONICA, CA 90404. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:FAUSTO ZAPATA . EL SILENCIO HOLDINGS, INC. . This statement was filed with the County Clerk of LOS ANGELES County on 08/05/2014. 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 08/25/2014, 09/01/2014, 09/08/2014, 09/15/2014.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014205649 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 07/29/2014 The following person(s) is (are) doing business as JENNIFER OLIVEIRA, D.D.S. 2824 SANTA MONICA BLVD SUITE 303 , SANTA MONICA, CA 90404. The full name of registrant(s) is/are: JENNIFER K. AKAGI, D.D.S, INC. 11706 Montana Ave. #103 LOS ANGELES, CA 90049. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JENNIFER K. AKAGI, D.D.S, INC. . JENNIFER K. AKAGI, D.D.S, INC. . This statement was filed with the County Clerk of LOS ANGELES County on 07/29/2014. 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 08/25/2014, 09/01/2014, 09/08/2014, 09/15/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014222432 NEW FILING This statement was filed with the County Clerk of LOS ANGELES on 08/12/2014 The following person(s) is (are) doing business as SURF AIR. 1408 THIRD STREET PROMENADE SUITE 300 , SANTA MONICA, CA 90401. The full name of registrant(s) is/are: SURF AIRLINES INC 1209 ORANGE STREET WILMINGTON, DE 19801. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)3/1/12. /s/: JEFFERY POTTER . SURF AIRLINES INC . This statement was filed with the County Clerk of LOS ANGELES County on 08/12/2014. 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 08/25/2014, 09/01/2014, 09/08/2014, 09/15/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014210336 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/01/2014 The following person(s) is (are) doing business as HUGH'S CUSTOM UPHOLSTERY. 8655 BELFORD AVE. 116 , WESTCHESTER, CA 90045. The full name of registrant(s) is/are: HUGO ENRIQUE ESPARZA 8655 BELFORD AVE. 116 WESTCHESTER, CA 90045. 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/:HUGH'S CUSTOM UPHOLSTERY. HUGH'S CUSTOM UPHOLSTERY. This statement was filed with the County Clerk of LOS ANGELES County on 08/01/2014. 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 08/25/2014, 09/01/2014, 09/08/2014, 09/15/2014, 09/22/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014241976 NEW FILING This statement was filed with the County Clerk of LOS ANGELES on 08/26/2014 The following person(s) is (are) doing business as EXQUIS HOME CARE. 8560 SUNSET BLVD 5TH FLOOR , WEST HOLLYWOOD, CA 90069. The full name of registrant(s) is/are: EXQUIS HOME CARE, LLC 8560 SUNSET BLVD 5TH FLOOR WEST HOLLYWOOD, CA 90069. 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/:RICARDO O. GRAY . EXQUIS HOME CARE, LLC. This statement was filed with the County Clerk of LOS ANGELES County on 08/26/2014. 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 09/01/2014, 09/08/2014, 09/15/2014, 09/22/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014210673 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/01/2014 The following person(s) is (are) doing business as LCYG HOUSE CLEANING. 3729 CLARINGTON AVE. #5 , LOS ANGELES, CA 90034. The full name of registrant(s) is/are: Yolanda Nepomuceno 3729 CLARINGTON AVE. #5 LOS ANGELES, CA 90034. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)3/2013. /s/: Yolanda Nepomuceno. Yolanda Nepomuceno. This statement was filed with the County Clerk of LOS ANGELES County on 08/01/2014. 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 08/25/2014, 09/01/2014, 09/08/2014, 09/15/2014, 09/22/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014237983 NEW FILING This statement was filed with the County Clerk of LOS ANGELES on 08/21/2014 The following person(s) is (are) doing business as H AND R CONSTRUCTION AND REMODELING , DBA H & R ELECTRIC. 1418 S. CREST DR. , LOS ANGELES, CA 90035. The full name of registrant(s) is/are: H & R CONSTRUCTION AND REMODELING, INC. 1418 S. CREST DR. LOS ANGELES, CA 90035. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)4/1/12. /s/: HADAR ROTHSTEIN. H & R CONSTRUCTION AND REMODELING, INC.. This statement was filed with the County Clerk of LOS ANGELES County on 08/21/2014. 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 09/01/2014, 09/08/2014, 09/15/2014, 09/22/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014248038 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/03/2014 The following person(s) is (are) doing business as WESTSIDE RENTALS , WESTSIDE RENTALS BROKERAGE . 1020 WILSHIRE BLVD. , SANTA MONICA, CA 90401. The full name of registrant(s) is/are: KOA LEI, INC 1020 WILSHIRE BLVD. 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/:KEVIN MILLER . KOA LEI, INC . This statement was filed with the County Clerk of LOS ANGELES County on 09/03/2014. 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 09/08/2014, 09/15/2014, 09/22/2014, 09/29/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 245376 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/29/2014 The following person(s) is (are) doing business as BRANDBAGS. 11601 WILSHIRE BLVD. SUITE 1800 , LOS ANGELES, CA 90025. ÃThe full name of registrant(s) is/are: MARTIN LAITRE 11601 WILSHIRE BLVD. SUITE 1800 LOS ANGELES, CA 90025. This Business is being conducted by: Ãan Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:MARTIN LAITRE. MARTIN LAITRE. ÃThis statement was filed with the County Clerk of LOS ANGELES County on 08/29/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE

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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 09/01/2014, 09/08/2014, 09/15/2014, 09/22/2014.Ä

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 229724 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/15/2014 The following person(s) is (are) doing business as Tara Hills Mobile Manor 1033 GAYLEY AVE. STE. 200 LOS ANGELES, CA 90024. ÄThe full name of registrant(s) is/are: SEALS IV, LLC 1033 GAYLEY AVE. STE. 200 LOS ANGELES, CA 90024, THE GOLDMAN FAMILY NO. IV (G) LLC 424 9TH STREET, SANTA MONICA, CA 90402, GOLDMAN TARA HILLS, 817 N. BEDFORD DR., BEVERLY HILLS, CA 90210. This Business is being conducted by: Äa Limited Partnership. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/1967. /s/: N. SCOTT LIEBERT. PACIFIC MOBILE IV. ÄThis statement was filed with the County Clerk of LOS ANGELES County on 07/25/2014. 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 09/01/2014, 09/08/2014, 09/15/2014, 09/22/2014.Ä

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 229723 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/15/2014 The following person(s) is (are) doing business as Fairlane Mobile Lodge 1033 GAYLEY AVE. STE. 200 LOS ANGELES, CA 90024. ÄThe full name of registrant(s) is/are: SEALS IV, LLC 1033 GAYLEY AVE. STE. 200 LOS ANGELES, CA 90024, THE GOLDMAN FAMILY NO. IV (G) LLC 424 9TH STREET, SANTA MONICA, CA 90402, GOLDMAN TARA HILLS, 817 N. BEDFORD DR., BEVERLY HILLS, CA 90210. This Business is being conducted by: Äa Limited Partnership. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/1967. /s/: N. SCOTT LIEBERT. PACIFIC MOBILE II. ÄThis statement was filed with the County Clerk of LOS ANGELES County on 07/25/2014. 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 09/01/2014, 09/08/2014, 09/15/2014, 09/22/2014.Ä

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 233240 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/19/2014 The following person(s) is (are) doing business as LINK. 8486 W. 3RD STREET , LOS ANGELES, CA 90048. ÄThe full name of registrant(s) is/are: THE STATION BAR & GRILL, LLC. 8486 W. 3RD STREET LOS ANGELES, CA 90048. This Business is being conducted by: Äa Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:THOMAS BENEDICT. THE STATION BAR & GRILL, LLC.. ÄThis statement was filed with the County Clerk of LOS ANGELES County on 08/19/2014. 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 09/01/2014, 09/08/2014, 09/15/2014, 09/22/2014.Ä

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 237228 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/20/2014 The following person(s) is (are) doing business as SOWESTBRED MUSIC AND FILM STUD HALL. 4557 W. ADAM BLVD. , LOS ANGELES, CA 90016. ÄThe full name of registrant(s) is/are: JASON MCDONALD 18635 KLUM PL. ROWLAND HEIGHTS, CA 91748. This Business is being conducted by: Äan Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/2014. /s/: JASON MCDONALD. JASON MCDONALD. ÄThis statement was filed with the County Clerk of LOS ANGELES County on 08/20/2014. 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 09/01/2014, 09/08/2014, 09/15/2014, 09/22/2014.Ä

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 239556 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/22/2014 The following person(s) is (are) doing business as APOTHECARY GALLERY. 565 W. 2ND ST. UNIT 1 , POMONA, CA 91766. ÄThe full name of registrant(s) is/are: MEGAN C. MCDANEL 565 W. 2ND ST. UNIT 1 POMONA, CA 91766, JAMES M. SAMANIEGO 565 W. 2ND ST. UNIT 1 POMONA, CA 91766. This Business is being conducted by: Copartners. The registrant commenced to transact business under the fictitious business name or names listed on (Date)08/01/2014. /s/: MEGAN C. MCDANEL. MEGAN C. MCDANEL, JAMES M. SAMANIEGO. ÄThis statement was filed with the County Clerk of LOS ANGELES County on 08/22/2014. 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 09/01/2014, 09/08/2014, 09/15/2014, 09/22/2014.Ä

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 239558 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/22/2014 The following person(s) is (are) doing business as ONLY THE BRAVE BLOG. 4509 RODEO LANE APT. #2 , LOS ANGELES, CA 90016. ÄThe full name of registrant(s) is/are: DOMINIQUE M. OVERTON 4509 RODEO LANE APT. #2 LOS ANGELES, CA 90016. This Business is being conducted by: Äan Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)09/23/2014. /s/: DOMINIQUE M. OVERTON. DOMINIQUE M. OVERTON. ÄThis statement was filed with the County Clerk of LOS ANGELES County on 08/22/2014. 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 09/01/2014, 09/08/2014, 09/15/2014, 09/22/2014.Ä

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 239555 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/22/2014 The following person(s) is (are) doing business as THE CLAW. 2928 4TH ST. #38 , SANTA MONICA, CA 90405. ÄThe full name of registrant(s) is/are: JANE E. MONTEAGLE 2928 4TH ST. #38 SANTA MONICA, CA 90405. This Business is being conducted by: Äan Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JANE E. MONTEAGLE. JANE E. MONTEAGLE. ÄThis statement was filed with the County Clerk of LOS ANGELES County on 08/22/2014. 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 09/01/2014, 09/08/2014, 09/15/2014, 09/22/2014.Ä

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014250482 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/05/2014 The following person(s) is (are) doing business as The Butchers Son , www.butcherssonsm.com. 1534 MONTANA AVE. , SANTA MONICA, CA 90403. The full name of registrant(s) is/are: SWEET SIXTEEN LLC 1020 Wilshire Blvd. SANTA MONICA, CA 90401. 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/:MARK VERGE . SWEET SIXTEEN LLC . This statement was filed with the County Clerk of LOS ANGELES County on 09/05/2014. 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 09/15/2014, 09/22/2014, 09/29/2014, 10/06/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014244680 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/28/2014 The following person(s) is (are) doing business as THEA DELPHINE. 2507 N. BEACHWOOD DRIVE #2 , LOS ANGELES, CA 90068. The full name of registrant(s) is/are: AMBER BECTON 2507 N. BEACHWOOD DRIVE #2 LOS ANGELES, CA 90068. 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/:AMBER BECTON. AMBER BECTON. This statement was filed with the County Clerk of LOS ANGELES County on 08/28/2014. 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 09/01/2014, 09/08/2014, 09/15/2014, 09/22/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 243515 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/27/2014 The following person(s) is (are) doing business as HAIRARTIZ. 9911 PICO BLVD. STUDIO 40 , LOS ANGELES, CA 90035. ÄThe full name of registrant(s) is/are: ANDREA SCHWANDA 1593 GENE AVE. SIMI VALLEY, CA 93565. This Business is being conducted by: Äan Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)08/27/2014. /s/: ANDREA SCHWANDA. ANDREA SCHWANDA. ÄThis statement was filed with the County Clerk of LOS ANGELES County on 08/27/2014. 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 09/01/2014, 09/08/2014, 09/15/2014, 09/22/2014.Ä

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 243513 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/27/2014 The following person(s) is (are) doing business as R CREW MARKETING. 11204 BALBOA BLVD. #315 , GRANADA HILLS, CA 91344. ÄThe full name of registrant(s) is/are: STEPHEN ROMINE 11204 BALBOA BLVD. #315 GRANADA HILLS, CA 91344. This Business is being conducted by: Äan Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)09/01/2014. /s/: STEPHEN ROMINE. STEPHEN ROMINE. ÄThis statement was filed with the County Clerk of LOS ANGELES County on 08/27/2014. 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 09/01/2014, 09/08/2014, 09/15/2014, 09/22/2014.Ä

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 241094 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/25/2014 The following person(s) is (are) doing business as FM GROUP, FM REALTY. 1143 S. MAGNOLIA AVE. #206 , LOS ANGELES, CA 90006. ÄThe full name of registrant(s) is/are: MAELLIN SUN PARK 1143 S. MAGNOLIA AVE. #206 LOS ANGELES, CA 90006. This Business is being conducted by: Äan Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:MAELLIN SUN PARK. MAELLIN SUN PARK. ÄThis statement was filed with the County Clerk of LOS ANGELES County on 08/25/2014. 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 09/01/2014, 09/08/2014, 09/15/2014, 09/22/2014.Ä

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 241095 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/25/2014 The following person(s) is (are) doing business as 562Computer. 1128 Magnolia Ave. , Long Beach, CA 90813. ÄThe full name of registrant(s) is/are: Sokhoeun Anthony Yay 1128 Magnolia Ave. Long Beach, CA 90813. This Business is being conducted by: Äan Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:Sokhoeun Anthony Yay. Sokhoeun Anthony Yay. ÄThis statement was filed with the County Clerk of LOS ANGELES County on 08/25/2014. 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 09/01/2014, 09/08/2014, 09/15/2014, 09/22/2014, 09/29/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014237282 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/20/2014 The following person(s) is (are) doing business as LANDING IN LA , WORSTED BEASTS. 9190 W. OLYMPIC BLVD. 222 , BEVERLY HILLS, CA 90212. The full name of registrant(s) is/are: WENNIE LU 9190 W. OLYMPIC BLVD. 222 BEVERLY HILLS, CA 90212. 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/:WENNIE LU. WENNIE LU. This statement was filed with the County Clerk of LOS ANGELES County on 08/20/2014. 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 09/08/2014, 09/15/2014, 09/22/2014, 09/29/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014248039 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/03/2014 The following person(s) is (are) doing business as PALM MOTEL . 2020 14TH STREET , SANTA MONICA, CA 90405. The full name of registrant(s) is/are: Spyros Dellaportas 432 NINTH STREET SANTA MONICA, CA 90402, Donna Dellaportas 432 NINTH STREET SANTA MONICA, CA 90402. This Business is being conducted by: Husband and Wife. The registrant commenced to transact business under the fictitious business name or names listed on (Date)5/1983. /s/: Spyros Dellaportas. Spyros Dellaportas, Donna Dellaportas. This statement was filed with the County Clerk of LOS ANGELES County on 09/03/2014. 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 09/08/2014, 09/15/2014, 09/22/2014, 09/29/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014243938 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/28/2014 The following person(s) is (are) doing business as FAYE MIYOSHI. 938 17TH STREET, 5 , SANTA MONICA, CA 90403. The full name of registrant(s) is/are: FAYE SMITH 938 17TH STREET, 5 SANTA MONICA, CA 90403. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:FAYE SMITH . FAYE SMITH . This statement was filed with the County Clerk of LOS ANGELES County on 08/28/2014. 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 09/15/2014, 09/22/2014, 09/29/2014, 10/06/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014251106 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/05/2014 The following person(s) is (are) doing business as FLOMARK DESIGN . 8180 MANITOBA ST. #118 , PLAYA DEL REY, CA 90293. The full name of registrant(s) is/are: FLOMARK, LLC 8180 MANITOBA ST. #118 PLAYA DEL REY, CA 90293. 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/:STACEY PALIOMBAY. FLOMARK, LLC. This statement was filed with the County Clerk of LOS ANGELES County on 09/05/2014. 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 09/15/2014, 09/22/2014, 09/29/2014, 10/06/2014.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 229723 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/15/2014 The following person(s) is (are) doing business as Fairlane Mobile Lodge 1033 GAYLEY AVE. STE. 200 LOS ANGELES, CA 90024. ÄThe full name of registrant(s) is/are: SEALS II, LLC 1033 GAYLEY AVE. STE. 200 LOS ANGELES, CA 90024, THE GOLDMAN FAMILY NO. II (G) LLC 424 9TH STREET, SANTA MONICA, CA 90402, GOLDMAN -FAIRLANE LLC, 817 N. BEDFORD DR., BEVERLY HILLS, CA 90210. This Business is being conducted by: Äa Limited Partnership. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/1959. /s/: N. SCOTT LIEBERT. PACIFIC MOBILE II, LP. ÄThis statement was filed with the County Clerk of LOS ANGELES County on 08/15/2014. 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 09/01/2014, 09/08/2014, 09/15/2014, 09/22/2014.Ä

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014236611 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/20/2014 The following person(s) is (are) doing business as THE NOTCHES CO, THE NOTCHES COMPANY, THE NOTCHES ACCESSORIES, THE NOTCHES BELTS, THE NOTCHES CLOTHING , THE NOTCHES WATCHES . 3689 GLENDON AVE, #7 , LOS ANGELES, CA 90034. The full name of registrant(s) is/are: CHRISTOPHER MICHAEL MCCONNELL 3689 GLENDON AVE, #7 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/:CHRISTOPHER MICHAEL MCCONNELL. CHRISTOPHER MICHAEL MCCONNELL. This statement was filed with the County Clerk of LOS ANGELES County on 08/20/2014. 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 09/15/2014, 09/22/2014, 09/29/2014, 10/06/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014250483 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/05/2014 The following person(s) is (are) doing business as ASHLAND HILL, WWW.ASHLANDHILL.COM. 2807 MAIN ST. , SANTA MONICA, CA 90401. The full name of registrant(s) is/are: ONE RED LLC 1020 WILSHIRE BLVD. SANTA MONICA, CA 90401. 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/:MARK VERGE . ONE RED LLC . This statement was filed with the County Clerk of LOS ANGELES County on 09/05/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE

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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 09/15/2014, 09/22/2014, 09/29/2014, 10/06/2014.



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