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Santa Monica Daily Press

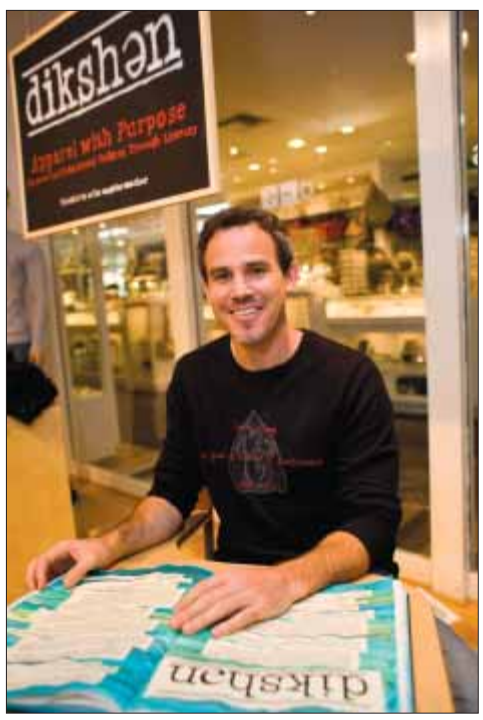
COACHING PAINS
SEE PAGE 10

We have you covered

THE BACK TO THE WORK WEEK ISSUE

COMMUNITY PROFILES

KEITH MARTIN



Brandon Wise *brandonw@smdp.com*

MARTIN

Designing for a cause

Ex-teacher launches clothing line to benefit inner-city school children

BY MELISSA LEU
Special to the Daily Press

Twenty years ago, Keith Martin had dreams of becoming a professional soccer player, of jogging into a stadium full of cheering fans, all chanting his name. Today, Martin prefers the calls of a different nature.

Instead of the whoops and hurrahs of soccer diehards, Martin would rather listen to the laughs and applause from the children he used to teach and continues to help.

A 41-year-old Santa Monica resident,

SEE CP PAGE 9

SoCal schools consider campus ads

CHRISTINA HOAG
Associated Press Writer

LOS ANGELES Forget about PTA bake sales.

School fundraisers these days are more likely to be about offering naming rights, hawking logoed merchandise, wrapping lockers in supergraphics or posting ads on buses.

In Southern California, the Sweetwater Union High School District is set to approve its first on-campus advertiser this week under a policy to allow advertising inside the district's 15 high schools.

Sweetwater, in San Diego County, is the latest cash-squeezed district to resort to commercials to generate revenue. Reeling from state budget cuts with no relief in sight, school districts across the nation are getting inventive about plugging budget holes.

Some are entrepreneurial, like three Illinois districts that have teamed up to run a wind farm, while others are seeking benefactors, such as a central Florida school that has been "adopted" by a local church.

Still others are renting out their facilities — Los Angeles-area schools are signing up for use as movie and TV sets — while Beverly Hills is trying to milk its prestige by hiring a consultant to develop a branded merchandising line.

Some districts have even turned to charging parents. The American Civil Liberties Union of Southern California earlier this month sued some 50 school districts for allegedly violating the state's guarantee to a free public education over fees charged for textbooks, uniforms and extracurricular activities.

But Sweetwater and other districts are finding that one of the most lucrative — though controversial — cash-generators is advertising to students.

While advertising is no stranger to schools, its traditional domain has been extracurricular activities. Athletic teams and scoreboards often bear the name of a

SEE ADS PAGE 8



PEACEFUL OUTING

Brandon Wise brandonw@smdp.com

White hand-made peace doves float down to the Santa Monica Pier while being carried by Roots and Shoots members during the Day of Peace Festival on Sunday. The festival gives Roots and Shoots members a chance to present their wide variety of environmental projects.

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WHAT'S UP WESTSIDE

OUT AND ABOUT IN SANTA MONICA AND SURROUNDS



Monday, Sept. 20, 2010

You knit?
Fairview Branch Library
2101 Ocean Park Blvd., 5 p.m. — 6:30 p.m.
Knitting for all ages. Beginners should bring #8 needles and simple worsted yarn. For more information, call (310) 450-0443.

A walk down memory lane
Santa Monica Pier Carousel
Daily
While you're hanging out at the beach, check out Elena Perrotta's free photography exhibit on her favorite memories of Santa Monica. A resident of more than 20 years, Perrotta is working on publishing a photography book.

Tuesday, Sept. 21, 2010

Friendly fire
Annenberg Community Beach House
3:30 p.m. — 5 p.m.
Every Tuesday and Thursday afternoon, coaches who taught pros Sinjin Smith and Randy Stoklos will be teaching a beach volleyball class for children ages 7-15. Remember to play your best, because you never know which special guests will drop in (Hint: They're pros). Pay $12 per class or $144 per session. For more information, go to beachhouse.smgov.net/classes.aspx

Wednesday, Sept. 22, 2010

Sweet deals
Downtown Santa Monica
Arizona Avenue and Second Street, 8:30 a.m. — 1:30 p.m.
Get the freshest fruit and produce available at this weekly Farmers' Market. There are also a variety of prepared foods available.

For more information on any of the events listed, log on to smdp.com and click the "Events" tab for the given day's calendar.

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HIGH SCHOOL FOOTBALL

St. Monica improves to 2-0 with win over Malibu



Morgan Genser *news@smdp.com*

BLUR: **St. Monica's Jamal Young (center) returns a punt in the fog against Malibu on Saturday at St. Bernard's High School. St. Monica won, 21-13.**

BY DANIEL ARCHULETA
Managing Editor

PLAYA DEL REY A strong defensive effort by St. Monica's football team and a crucial late-game interception by Jamal Young paced the Mariners to a 21-13 victory over Malibu on Saturday night.

Young, who plays on both sides of the ball, also hooked up with St. Monica quarterback Matthew Partyka on a touchdown pass. Partyka finished the game with three scoring passes. He also connected with receivers Kyle Farber and Michael Doherty.

The win improves St. Monica's record to 2-1.

"Malibu was a tough team," St. Monica Head Coach Larry Muno said. "They came out and smacked us in the mouth."

He said that his team appeared to be in a lull following a close 24-20 loss to Christian of El Cajon the week before. Muno said that it took his team a little time to come around. While he was happy with the win, he said his team was "a little sloppy" on offense.

Malibu (1-2 on the season) came out and aggressively tried to take the passing game away from the Mariners, Muno said.

"They just mixed up coverages," Muno said.

With the offense struggling a bit, Muno said that it was his defense that proved to be the difference. The Mariners, led by defensive lineman Mau Lauaki, limited the Malibu Sharks to just 54 yards on the ground.

"[Malibu] did well passing the ball," Muno said, "but we shut down their run."

Up next for the Mariners is a road game against Brentwood on Saturday. The game is scheduled to begin at 1 p.m.

Muno said that he expects a struggle from a Brentwood team that is 2-0 this season.

"We'll have to work hard," he said. "It's going to be a challenge for us."

daniela@smdp.com

Possible new adult asthma treatment discovered

ALICIA CHANG
AP Science Writer

LOS ANGELES Researchers say they've found a possible new treatment for adults with hard-to-control asthma. Their discovery, however, came at a price.

Scientists of a U.S. government-funded asthma study had to spend nearly $1 million of taxpayers' money after British drugmaker GlaxoSmithKline PLC declined to donate its asthma drug and look-alike dummy medicine for the study, which compared two other treatments.

Editors of the New England Journal of Medicine, which published the study, chastised Glaxo, saying its actions made the research harder and more expensive to do. Drug companies aren't required to supply their medicines for study, but they often do.

"In the end, the study results provided the truth" — the drug, Spiriva, was as good as Glaxo's Serevent, they wrote. The study was published online Sunday to coincide with a presentation at a medical meeting in Barcelona, Spain.

About 300 million people worldwide suffer from asthma. In the U.S., 22 million Americans have asthma, which kills about 4,000 a year. For people who can't control their asthma with inhaled steroid medicine, current guidelines call for doubling the dose or adding a different drug that relaxes the muscles to help patients breathe.

Researchers tested three inhaled treatments: doubling the steroid dose, adding Glaxo's Serevent or adding Boehringer Ingelheim's Spiriva, which is approved for emphysema and other chronic lung conditions, but not asthma.

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LETTERS TO THE EDITOR

Send comments to editor@smdp.com

Shriver way off the mark

Editor:

Santa Monica's Mayor Bobby Shriver has that silver foot he was born with firmly in his mouth. His off the wall comments about the Agensys company, a business wanting to stay in Santa Monica and continue to provide a considerable number of jobs in Santa Monica during this difficult time for our economy, displays the mindset of someone born into great wealth and privilege. The rest of us live in the real world, Mr. Shriver, and we actually have to earn a living to survive. We didn't inherit it, like you.

Arthur Rosenberg
Santa Monica

City workers overpaid

Editor:

I wanted to join the Daily Press in praising the city for its transparency in publishing all the details of its 2010-11 budget, and listing the salaries for all city jobs. However reviewing this information has caused me to have great concern that the city has replaced its historic sound fiscal management with reckless spending on excessive salaries for city employees. The new city manager (CEO of a city of 85,000), who is paid 20 percent more than the mayor of Los Angeles (CEO of a city of 3.5 million), has called for a new $12,000,000 sales tax in the middle of the worst recession in 70 years. This sales tax is apparently needed because it is projected that in future years the city will be unable to sustain its growth in spending.

Going through the city's budget, I found that approximately three quarters of all city expenditures go to the salary and benefits for city employees. On the city's website is 116 pages of job classifications with the average job exceeding $70,000/year, with many jobs paying over $100,000/year, and top employees making between $250,000 – $300,000/year. These salaries are way in excess of the salaries of the vast majority of the people who live in Santa Monica. Is it fair to charge a special tax to subsidize the income of wealthier people?

Jeff Segal
Santa Monica



My Write

Bill Bauer

Send comments to editor@smdp.com

City Hall lays an egg at the Farmers' Markets

I'D WRITTEN IN THESE PAGES EIGHT weeks ago that changes were coming to Santa Monica's Farmers' Markets.

It all started when local merchants — primarily Main Street restaurateurs — wanted in on the lucrative action at the Main Street Farmers' Market. Only one problem: the "non-farm" or prepared food spaces at this and other markets were already filled with purveyors — some of which had been there since the early days of the markets.

The Farmers' Market staff in City Hall's Housing and Economic Development Department was advised by the City Attorney that an open application and review process had to be implemented to periodically consider potential new suppliers.

It took three years to create and acquire City Council approval of a purveyor application and evaluation process. The process required all prepared food vendors to apply/reapply for the 25 non-farm spaces available at the city's four markets.

Ingredient sourcing, sustainability and being Santa Monica-based businesses were stressed in the vetting process. Other criteria included open-air market selling experience, product uniqueness and overall quality. Applicants would receive scores on how well they met the criteria from a seven person evaluation committee consisting of three City Hall employees and four residents.

Notices went out to market suppliers earlier this month as to who would be leaving and who would be taking over beginning Oct. 2. City Hall's market supervisor Laura Avery told me that "Main Street's Sunday market has 13 prepared food stalls, Saturday's Pico market has seven and the Downtown markets have one or two each."

According to Jodi Low, Main Street's market manager and special projects director, Röckenwagner (who will stay at the Wednesday Downtown market), The Breadman, Corn Maiden Tamales, Cafe Laurent and Bower's Gourmet Sausage were all cut.

They will be replaced by Finn McCool's Irish Pub, Lula Cocina Mexicana, Manchego and Euphoria Loves Rawvolution. La Grande Orange, Salute and 212 Pier Cafe will be featured in a rotating restaurant booth. All these purveyors currently have permanent storefront locations on or near Main Street.

New businesses to the Sunday Main Street market will include Kafe K, (also on Main Street) Ca' d' Oro Bakery (826 Pico Blvd.), non-local Beverly Hills Juice/Planet Raw, Bean and Thyme, and Sno:la/Guanni Chocolate.

At the Saturday Downtown market, The Breadman will be replaced by "Valerie at the Market" from Valerie Confections.

At the Saturday Pico market, the Old Town Baking Company, Lox of Bagels and Expresso Experience (whose owner is retiring) will be replaced by La Pain du Jour (828 Pico Blvd.) and CJ's Paella. Cafe Laurent (moving over from Main Street) will assume the pastry and coffee service.

It's interesting to note that "farmers" selling fruits, vegetables, flowers, eggs, honey, canned goods and plants are not affected by the new rules so no changes there. This raises an interesting point as to why the process for reconsidering purveyors doesn't apply equally to all market participants. It's even more obvious in this light that the changes were implemented for political reasons and not to serve the markets' customers.

When word spread around the Pico market a week ago that many long-time packaged food purveyors would be leaving, customers were angry. The consensus was that changes were made more to mollify local merchants wanting access to the various markets than to improve the market experience for patrons.

A lot of us have been ongoing customers of some market vendors for years. As a result, most regulars have developed friendships and a camaraderie with the purveyors. With most market customers satisfied with the products and pricing, they see no reason to "fix something that's not broken."

One regular complained there were no signs or notices posted (at the Pico market) about the changes. "But we all saw all the flyers and signs about recycling and being green," she said. Low told me that there had been ample public notice about the changes and they were even featured in Daily Press news articles.

A committee with only four members of the public, chosen because they live in neighborhoods where the markets are located (Sunset Park, Pico and Ocean Park) and shop the local markets, is hardly representative. How about market customers like me, who live in Mid-City or North of Montana? How about the large number of non-Santa Monicans who were also left completely out of the loop? And, there were no community forums, either. No wonder so many folks feel blind-sided.

City staff and the City Council's agenda to give sustainability and Santa Monica-based businesses preference over quality and cost (which wasn't even mentioned) could turn off patrons and endanger market popularity. It's unfortunate but par for the course.

I'll be following up in the future on how well the "new" purveyors have been received. Then we'll know whether City Hall has laid an egg or bought the golden goose.

Bill can be reached at mr.bilbau@gmail.com

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A new oil rush in the West creates worries

MEAD GRUVER
Associated Press Writer

> **"I'VE GOT MIXED EMOTIONS ABOUT IT, REALLY. IN THE PAST, IT'S JUST BEEN A FARMER COMMUNITY. IT'S GOING TO CHANGE SOME PEOPLE'S LIVES, IF THEY HIT."**
>
> **Todd Martin**
> Farmer

Not many wells have been drilled yet, but just about everything else is in place for an oil boom in eastern Wyoming, northern Colorado and western Nebraska, where the Niobrara Shale and its hard-to-tap crude lay nearly two miles underground.

Preliminary work is under way to map underground geological formations to figure out the best places to drill. Oil prospectors are poring over courthouse records to see who holds mineral rights so they can negotiate deals.

Companies large and small are betting millions that the Niobrara holds gobs of recoverable oil like the similar — and booming — Bakken Shale field in western North Dakota. With oil money leading the way, North Dakota has coasted through the recession with 3.6 percent unemployment, lowest of any state, and a budget surplus of over $500 million.

Wealth like that could transform Cheyenne, a wind-swept state capital with too many vacant old buildings, and other parts of the exploration area with more jobs, more tax revenue and bustling support businesses.

Surely everyone is excited, right?

Not exactly, not with so many questions still to be answered.

"I've got mixed emotions about it, really. In the past, it's just been a farmer community," farmer Todd Martin said as he unloaded wheat from a truck to a bin in Carpenter, a town with dirt streets and maybe 100 people 25 miles southeast of Cheyenne. "It's going to change some people's lives, if they hit."

Hardly anyone outside the industry talks about the oil rush for long without mentioning, apprehensively, the Gulf of Mexico catastrophe. Such a difficult-to-end spill would be hard to imagine happening here.

That doesn't mean an oil boom couldn't create a booming headache.

Even minor spills would be a very up-close-and-personal problem for homeowners, particularly in the wide ring of fairly new homes on 5- to 40-acre lots surrounding Cheyenne.

"That Gulf deal makes you a little uneasy," said Paul Terry, a former Oregon logger who moved to his house on 10 acres north of Cheyenne a couple years ago. "If I had them messing with my stuff, I'd want some ground rules. I'm not against it, but I'm not saying give them a free hand."

He said three companies have approached him in the last few months about possibly drilling beneath his property.

As in the Bakken, drilling in the Niobrara wouldn't be profitable without hydraulic fracturing, or fracking, which some have blamed for groundwater contamination. It involves pumping a pressurized mix of water, sand and chemicals underground to crack open fissures and improve the flow of oil or gas.

The Wyoming Oil and Gas Conservation Commission in June passed a range of tougher state rules for oil and gas drilling, including fracking.

Martin said he researched fracking online and believes it's probably safe enough for his farm on the Colorado-Wyoming line.

"If they cut corners, then sure, it can contaminate the groundwater," he said. "You hope they do it the way they're supposed to."

The situation is complicated by the fact that many people don't own the rights to minerals beneath their land. Whoever does has a right to put an oil well in your yard, with or without your permission, and doesn't have to share the profits — just the pollution.

Even among those who own their minerals, not all are daydreaming much about getting rich.

"Beverly Hillbillies, rags to riches, we've got oil? Not necessarily," said Diane Bishop, who owns 70 acres near Cheyenne.

She and her husband, Rick, who are moving here from Texas and plan to build a log home on their land later this year, own the mineral rights beneath half of their property.

The Q Line

Paying to play

A recent development deal between City Hall and Agensys, a cancer research company, calls for community benefits that include a sculpture garden and public cafe.

So, this week's Q-Line question asks: Should the City Council ask for straight cash instead of benefits when agreeing to development agreements?

Call (310) 285-8106 before Friday at 5 p.m. and we'll print your answers in the weekend edition of the Daily Press.


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Produced by Jody Price & Ruth Stalford

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MARIANNE JEAN BAPTISTE
ROSA BLASI
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Earth Talk
By the editors of E Magazine

Proudly Sponsored by City of Santa Monica, A Sustainable Community, sustainablesm.org

Send comments to editor@smdp.com



Photo courtesy Damon D'Amato/Flickr

DIRTY CYCLE: **Most tires are just one-third natural rubber and two-thirds petroleum and 'carbon black' filler derived partially from burned fossil fuels. They also contain chemical additives to improve functionality. Once they've outserved their usefulness they are often burned, sometimes as fuel to power electric facilities, cement kilns, pulp and paper mills and industrial boilers, releasing benzene, lead, butadiene, styrene and other potential carcinogens into the air we breathe.**

Rolling toward 'green tires'

Dear EarthTalk

What would it take to produce "green" tires? The tire industry is huge and I understand that tires contain a large amount of petroleum products. Is there an alternative?

Scott Pierson
Norwalk, CT

TIRES ARE INDEED NO FRIENDS TO THE environment. Most tires on the road today are constructed of roughly equal parts natural rubber, petroleum and "carbon black" filler (derived partially from burned fossil fuels), along with a dash of other chemical additives to improve functionality. The tire industry has embraced recycling in recent years, but still some 25 percent of tires wind up in landfills, according to Michael Bloch of the GreenLivingTips.com website. Still others are incinerated, which releases benzene, lead, butadiene, styrene and other potential carcinogens into the air we breathe.

Even worse, Bloch reports, nearly half of the spent tires in the U.S. are used as "Tire Derived Fuel" (TDF) and burned alongside other dirty polluting fuels such as coal. According to the Rubber Manufacturer's Association, old tires fuel cement kilns, pulp and paper mills and industrial boilers, and are used as well by electric utilities and some dedicated tires-to-energy facilities.

Beyond the actual ingredients in tires, environmentalists have also been critical of the tire industry for producing tires that stick to the road so well that they cause engines to burn extra fuel to overcome the added friction, which leads in turn to more greenhouse gas emissions out of our tailpipes.

In response to such criticism, tire engineers have begun incorporating a wide range of new materials as substitutes for petroleum and chemical fillers. Today consumers can already buy low rolling resistance tires that generate about five percent less friction than traditional tires. This translates into a four to eight percent boost in fuel economy depending upon the engine, according to Forrest Patterson of Michelin North America. Over a tire's lifetime, that could save up to 80 gallons of gas, he says. Encouraging motorists to keep their tires inflated to proper levels has also helped reduce tire-related emissions.

What's in these greener tires anyway? Chemically toughened natural rubbers, vegetable-based processing oils, and fibers made of plant cellulose are used to replace some of the petroleum in the newer so-called "low-oil" tires. Meanwhile, environmentally benign silica filler (sand microparticles) has been used to replace some of the carbon black reinforcement, with the added benefit of further reducing road friction.

Japan-based Yokohama Tire now sells what it calls the dB Super E-spec car tire, which employs modified natural rubber compounds and processing oil derived from orange peels in place of much of the petroleum in traditional tires. (The company likes to brag that the dB Super E-spec is 80 percent petroleum-free.)

While greener tires are already available, tire makers have been re-doubling efforts to recycle old tires into new ones to further reduce the industry's environmental impact. Small quantities of reprocessed rubber are showing up increasingly in new tires, but manufacturers would like to see more of the 75 million or so tires Americans send to landfills get reprocessed to live another useful day as new tires or other products.

SEND YOUR ENVIRONMENTAL QUESTIONS TO: EarthTalk®, c/o E – The Environmental Magazine, P.O. Box 5098, Westport, CT 06881; earthtalk@emagazine.com. E is a nonprofit publication. Subscribe: www.emagazine.com/subscribe; Request a Free Trial Issue: www.emagazine.com/trial.

The Gulf well is dead, ordeal far from over

ALLEN G. BREED
AP National Writer

The "nightmare well" is dead. But the Gulf coast's bad dream is far from over.

Federal officials declared Sunday that the well where the Deepwater Horizon rig exploded had finally been killed. Workers drilled a relief well into the damaged one and drove a cement stake deep into its oily, black heart.

Its official end came 11 years after Texaco first sank an exploratory well near that same spot 50 miles out in the Gulf of Mexico, then moved on after finding it unprofitable. When BP PLC purchased the rights to explore for oil there in 2008, it held an in-house well-naming contest. The winning team chose the name Macondo, after the mythical town from Gabriel Garcia Marquez's novel "One Hundred Years of Solitude."

Carved out of a "paradise of dampness and silence," the Macondo of the story is a cursed place, a metaphor for the fate awaiting those too arrogant to heed warning signs.

BP's name choice came to seem prescient last April 20.

That day, an explosion on the rig — which had drilled the well and was in the process of capping it — killed 11 men instantly and started a slow-motion disaster that has jeopardized the livelihoods of legions of fishermen, hotel and restaurant workers, drilling employees and others.

In the three months before a temporary cap stemmed the flow from the blown-out well, as much as 172 million gallons of oil and millions of cubic feet of natural gas spewed into Gulf waters.

For those most directly affected by the spill — the ones who still await BP checks for lost wages and revenues, who live on beaches where oil mats are just now coming ashore — the feeling of helplessness remains raw, like a freshly stitched wound.

"If you had to live with all the uncertainty, for all those months," says Mike Helmer, a fishing guide out of Lafitte, La. "I can promise you it's not easy. And it's not over."

At the well's death, Associated Press reporters who covered the disaster checked in with scientists awaiting test results, with business and legal analysts seeking answers and resolutions, and with Gulf residents looking to an uncertain future and struggling against the "quicksand of forgetfulness" that consumed the fictional Macondo. Here are their reports.

DRILLING FOR ANSWERS

Before the smoke even cleared, fingers of blame were pointing in many directions.

BP's internal investigation, released earlier this month, accused subcontractor Halliburton of improperly cementing the well. It blamed rig owner Transocean Ltd. for problems with the blowout preventer on the seafloor a mile down. It even pointed at itself, acknowledging that if the results of a critical pressure test had been correctly interpreted, workers would have known something was horribly wrong in time to do something about it. (It was a BP engineer who once described Macondo as a "nightmare well.")

While the company's report went a long way toward previewing its legal strategy and explaining how a bubble of explosive gas made a 3-mile-plus journey from the bottom of the well to the drilling rig, it left many questions unanswered.

Those questions will be addressed by government investigators, other companies' investigations, congressional committees and by examinations of key pieces of evidence plucked from the seafloor.

Some of those probes are looking specifically at factors BP downplayed.

The conclusions will help determine who is liable for the worst offshore oil spill in U.S. history, and what share of the blame — and of the bill — the various companies with ties to the rig and its equipment will be responsible for. Based on an upper estimate of the oil spilled, BP and others could be fined up to $5.4 billion for violating water pollution laws.

CITY OF SANTA MONICA
NOTICE INVITING BIDS

NOTICE IS HEREBY GIVEN that the City of Santa Monica sealed bids for the:

Pier Carousel Onion Dome Project
(SP2118)

Bids shall be delivered to the City of Santa Monica, Architecture Services Division, 1437 4th Street, Suite 300, Santa Monica, California, 90401, not later than 3:00 p.m. on **Thursday, October 7, 2010**. Each Bid shall be in accordance with the Request for Bids.

PRE-BID MEETING OR JOB WALK: Wednesday, September 22, 2010 at 10:00 a.m.
Pier Carousel Building, 200 Santa Monica Pier

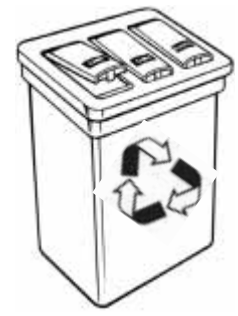
Participation in the pre-bid meeting/job walk is not mandatory but it is highly recommended. Interested parties should be punctual, meeting at exterior stairs at the pier carousel building located at 200 Santa Monica Pier, Santa Monica CA 90401.

ENGINEER'S ESTIMATE: $60,000 - $80,000
CONTRACT CALENDAR DAYS: 90
LIQUIDATED DAMAGES: $300 Per Day
COMPENSABLE DELAY: $100 Per Day

City of Santa Monica

Bidding Documents may be obtained by logging onto the City's Finance website at: www01.smgov.net/finance/purchasing/. The Contractor is required to have a **Class B** (General Contractor) or **Class C-43** (Sheet Metal Contractor) license at the time of bid submission. Contractors wishing to be considered must submit Bids containing all information required pursuant to the City's Request for Bids ("RFB").

Pursuant to Public Contracts Code Section 22300, the Contractor shall be permitted to substitute securities for any monies withheld by the City to ensure performance under this Contract.

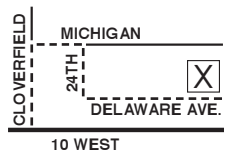


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The Santa Monica Chamber Of Commerce
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5:30 – 7:30 PM
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Stefan's at LA Farm
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& Central Parking



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Raffle | Full Bar | Appetizers

Parking is free in the lot adjacent to the 3000 building for 2 hours and after 9pm

Register ONLINE at www.smchamber.com or contact Shelly at 310-393-9825 x10
Members Pre-sale $10 | Members at the Door $15 | Prospective Members $25





KNOW BEFORE YOU GO

Parking Structure No. 2 Seismic Retrofit

Starting on Thursday, Aug. 5, the sidewalk in front of Parking Structure No. 2 will be closed to pedestrian traffic. There will still be access to businesses located to the north and south of the parking structure, but pedestrians will be directed to use the sidewalk on the west side of the street to get between Wilshire Boulevard and Arizona Avenue. The parking structure will remain open throughout construction, however the work requires temporary closure of up to 50 parking spaces per day. Also, traffic leaving Parking Structure No. 2 will not be able to exit onto Second Street. Instead, all exiting traffic will be re-routed through the alley behind the structure. Please be sure to obey all posted directional and no parking signs throughout the construction project. Estimated project completion is December, 2010.

For more information on projects, please visit the Know Before You Go Web site at www.knowB4ugo.smgov.net.

ADS
FROM PAGE 1

local business sponsor to help defray costs, and students sell ads in yearbooks and school play programs.

But the recent financial crunch is pushing districts to allow advertisers direct access on campuses, which is raising concerns over the role of schools in promoting commercial brands and products to a captive audience of impressionable youngsters.

"I can turn off the TV, I can take away the magazine, but I can't not send my kids to school," said Lisa Ray, founder of Parents for Ethical Marketing, a Minnesota-based group. "I totally understand the position school districts are in, but this is just not a good solution."

Sweetwater's first proposed advertiser is Platt College, a local art and design school that would pay $6,000 to place two banners in each high school, with the location to be determined by the school, but not in classrooms, said district spokeswoman Lillian Leopold.

The district aims to make $1 million a year from selling advertising, which will help make up $32 million in state funding cuts over the last three years.

Parents said they're generally in favor of the idea in light of the funding hit. Sally Boucree, parent of a senior at Sweetwater's Otay Ranch High School, said she wouldn't like to see consumer-style ads, but ads for colleges are ideal.

"I don't like the idea of people pushing an agenda. We have enough commercials on TV as it is," she said. "But marketing education is awesome. It makes kids aware of opportunities."

Districts that have approved advertising say they've taken pains to ensure ads are consistent with their educational message and boards can reject an advertiser.

"If they're for things like healthy foods and post-secondary training and schools, I can live with that," said Ed Saxton, superintendent of St. Francis Independent School District 15 in suburban Minneapolis, where the board last week approved a one-year pilot program to wrap 10 to 15 percent of school lockers in supergraphic ads.

The ads, which will be subject to board scrutiny and approval, are projected to generate $180,000 to $200,000. "We've been flat-funded for four years now and we're running out of things to cut," Saxton said.

Not all districts are warm to the idea. Citing ethical concerns, the San Diego Unified School District last week rejected a proposal to allow on-campus advertising, while a bill in Oklahoma to allow school bus ads died earlier this year.

But for every naysayer, there are others who are gung-ho. Schools in Jefferson County, Colo., are reaping $500,000 from a four-year bus advertising contract with a local bank, while two high schools in Sheboygan, Wis., have cashed in on selling naming rights to auditoriums and other facilities, earning more than $1.4 million.





CP
FROM PAGE 1

Martin became an elementary school theater teacher after graduating college. But after teacher lay-offs in the Los Angeles Unified School District left him with no job and no prospects, Martin decided to create dikshen, a socially conscious apparel company that turns its profits into book donations for underprivileged children.

"I thought, 'how can I impact these kids through story? Because I can't teach story to them anymore,'" Martin said. "I came up with, 'OK, let's give books away.'"

Since January, Martin has continued his passion for education by printing graphic tees with handpicked vocabulary words and their definitions. The company aims to "empower underserved kids through literacy," said Martin.

Being a teacher, let alone a small business owner, however, wasn't always in his game plan.

At 18, Martin had grown up in Palmdale, Calif. in the same house he had lived in his entire life. By the time he graduated from high school, he had already been recruited to play soccer at Cal State Northridge, which during his college career became ranked as one of the top teams in the nation.

"I definitely was focused on soccer in college. So I was going to go to Europe and I was going to play there." Martin said. "Then I had a series of injuries …. Once I finished school, I wasn't in a position to play professionally."

After graduating with a degree in speech and communication, Martin had no clue what he wanted to do. In the meantime, he coached soccer and waited tables. When he passed his CBEST exam, a mandatory certification for substitute teachers, he began teaching.

"That was a little taste. I realized that I loved working with kids …. I'm really good at it, and the kids really respond to me," said Martin.

Martin went on to get his teaching credentials a few years later through LAUSD, where he was hired to teach at elementary schools in San Fernando Valley. But after a few years, he went back to substitute teaching, until he heard about a position that combined his love of story with his enthusiasm for teaching.

At the recommendation of his supervisor, he became an itinerant theater teacher in inner-city Los Angeles. Along with a visual arts and dance teacher, Martin went to eight elementary schools on a 12-week rotation.

"The kids had such a thirst to express themselves," said Martin, who credited his students as having a larger impact on him than he did on them.

In June of 2009, Martin, who had been assured by his supervisor that his position was "safe," came home one afternoon to find a pink slip with his name on it.

"After getting laid off I thought, what can I do that's kind of in my own powers … what can I do so that I can impact specifically these underserved children, who are phenomenal kids that don't have a lot of privileges," Martin said. "Admittedly, I didn't know much about business. It was more the excitement and the passion to do something on my own terms."

Martin began selling his shirts online in January. It wasn't until he met Darrylyn Kaun, owner of Zero Minus Plus at Fred Segal in Santa Monica, at the Los Angeles Times Festival of Books in April that he got his first break.

"My room is booked through the end of 2011; however, after speaking with him, I was really interested in giving him the other window to showcase his story," said Kaun, who offers her window spaces to showcases inspiring clothing lines. "I think what's appealing about Keith's story is that … he took a personal difficult situation and turned it into something positive."

Today, Martin has sold about 1,000 shirts and has donated more than 100 books. His goal is to donate 100,000 books by 2011.

"The idea at this stage is to just get good stories in kids' hands. To get them excited about reading … where they will be able to escape and be transported to a world beyond their neighborhoods and inspire their possibilities," Martin said.

Martin will be holding a launch party for dikshen at Zero Minus Plus at Fred Segal in Santa Monica on Wednesday at 6 p.m. Proceeds and book sales will go to the Boys & Girls Club of Santa Monica.

news@smdp.com

THE SANTA MONICA CHAMBER OF COMMERCE
cordially invites you to join us for the
16th Annual
NEW HEROES CELEBRATION
Tuesday, October 19, 2010
4:30 – 6:30pm
Le Merigot* - *a JW Marriot Beach Hotel & Spa
1740 Ocean Avenue, Santa Monica, CA 90401

Join us in the main courtyard for food, refreshments, gifts, and recognitions, as we welcome new teachers and public safety personnel to Santa Monica! This year's celebration will inaugurate the Annual Inspirational Hero Award by honoring the memory of SAMOHI's cherished athletic director and football coach, Norm Lacy.



Special Guests:
Superintendent **Tim Cuneo**
SANTA MONICA - MALIBU UNIFIED SCHOOL DISTRICT
Chief **Tim Jackman**
SANTA MONICA POLICE DEPARTMENT
Chief **Scott Ferguson**
SANTA MONICA FIRE DEPARTMENT
Vice President **Jeff Shimizu**
SANTA MONICA COLLEGE

This celebration is made possible by the RAND Corporation.

To purchase tickets please visit
www.smchamber.com by October 15
$25 for all other guests - $30 at the door
$5 for students

Valet parking will be available at $6 per car.

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SURF REPORT

Surf Conditions **Water Temp:** 64°

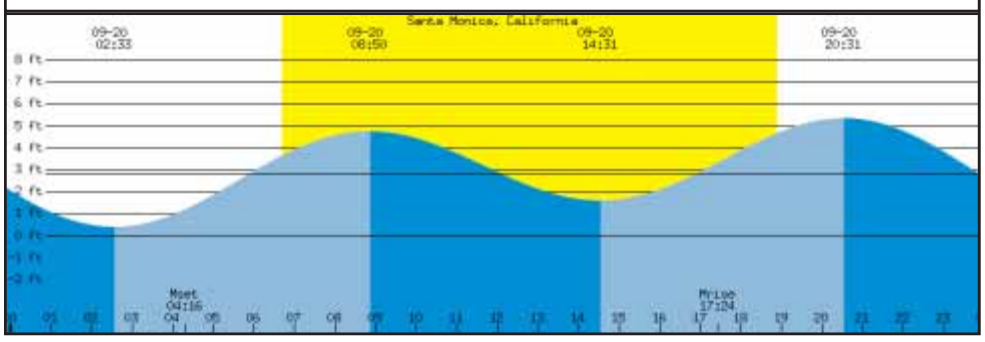
Swell Forecast

Today the SW swell should drop off to chest max.

Long Range Synopsis

We should see continued NW wind swell, but the NW ground swell should fade. No southern hemi is due around this time, so south facing breaks are looking weaker. All breaks are looking at waist high sets.

Tide Forecast for Today in Santa Monica



BEACH REPORT CARD

NORTH LOS ANGELES COUNTY

Grades for this report are based on monitoring data from the previous 30 days up to the ending date of **September 11, 2010**

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

QUICK STATS (for the last 30 days)

- Number of sewage spills - 0
- Number of beach closures due to a sewage spill -- 0
- Number of wet days -- 0
- Number of A grades for dry/wet weather - 42 / ns
- Number of (C,D,F) grades for dry/wet weather -- 2 / ns

The Beach Report Card is made possible by: The Diller – von Furstenberg Family Foundation, Grousbeck Family Foundation, simplehuman, SIMA, Carlson Family Foundation, Inc.

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

LOCATION	DRY	WET
Leo Carrillo Beach, at Arroyo Sequit Creek mouth.	A+	ns
Nicholas Beach at San Nicholas Canyon Creek mouth.	A+	ns
El Pescador State Beach, between Lechusa and Las Alisos creeks.	A+	ns
Encinal Canyon at El Matador State Beach.	A+	ns
Broad Beach at Trancas Creek mouth.	A+	ns
Zuma Beach at Zuma Creek mouth.	A+	ns
Walnut Creek, projection of Wildlife Rd. (private).	A+	ns
Paradise Cove Pier at Ramirez Canyon Creek mouth.	A	ns
Escondido Creek, just east of Escondido State Beach.	A+	ns
Latigo Canyon Creek mouth.	A+	ns
Solstice Canyon at Dan Blocker County Beach.	A+	ns
Puerco State Beach at creek mouth.	A+	ns
Morie Canyon storm drain at Puerco Beach, at 24572 Malibu Rd..	B	ns
Surfrider Beach at Malibu Colony fence.	A+	ns
Surfrider Beach (breach location)- daily.	A+	ns
Malibu Pier - 50 yards east.	F	ns
Carbon Beach at Sweetwater Canyon.	A+	ns
Las Flores State Beach at Las Flores Creek (point zero).	A+	ns
Big Rock Beach at 19948 PCH stairs.	A+	ns
Point Creek at Las Tunas County Beach.	A+	ns
Tuna Canyon.	ns	ns
Topanga State Beach at creek mouth.	A+	ns
Castlerock Storm Drain at Castle Rock Beach.	A+	ns
Santa Ynez Storm Drain at Castle Rock Beach.	A+	ns
Will Rogers State Beach at 17200 PCH (1/4 mile east of Sunset drain).	A+	ns

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

LEGEND

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

Heal the Bay'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 non-profit environmental organization dedicated to making Santa Monica Bay and Southern California coastal waters safe and healthy for people and marine life.

Heal the Bay

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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.

NCAA FOOTBALL

College coaches balance health, winning

RALPH D. RUSSO
AP College Football Writer

NEW YORK Imagine if every decision you made at work was scrutinized by millions of people and your livelihood was essentially tied to the performance of a bunch of college students.

That's the life of big-time college football head coaches such as Michigan State's Mark Dantonio, who had a heart attack after his team's thrilling 34-31 victory against Notre Dame on Saturday night.

It's a 24/7 job that once a week requires a major presentation. Except for a coach, the conference room is a stadium packed with crazy fans and television cameras.

While it'd be a stretch to say coaching is hazardous to one's health, the fact is the lifestyle is not conducive to staying fit. Late nights in the film room, meals grabbed here and there, hours away from family and precious little down time — all of it contributes to stress.

"There is nothing healthy about it," former Texas Tech coach Mike Leach said Sunday.

The 54-year-old Dantonio is expected to make a full recovery after having surgery early Sunday to put a stent in a blocked blood vessel leading to his heart. He's expected to remain in the hospital a few more days, but when he returns to the sideline is unclear.

He definitely won't be back to work when Michigan State plays Northern Colorado on Saturday.

And to be sure, the news of Dantonio's condition caused more than a few coaches to take notice Sunday.

"Obviously, it hits you right away, not only for the individual and the person Mark Dantonio, but as a coach in the profession," Notre Dame coach Brian Kelly said. "You go through the emotions of the game and obviously you think about your own self in terms of are you taking care of yourself, are you getting the right checkups and those kinds of things?"

Dantonio's heart attack comes less than a year after Florida's Urban Meyer was hospitalized with chest pains after the Southeastern Conference championship game. Meyer went so far as to resign, though that lasted only 24 hours and he instead he took a leave of absence after being diagnosed with esophageal spams. He is taking medication to fight the problem.

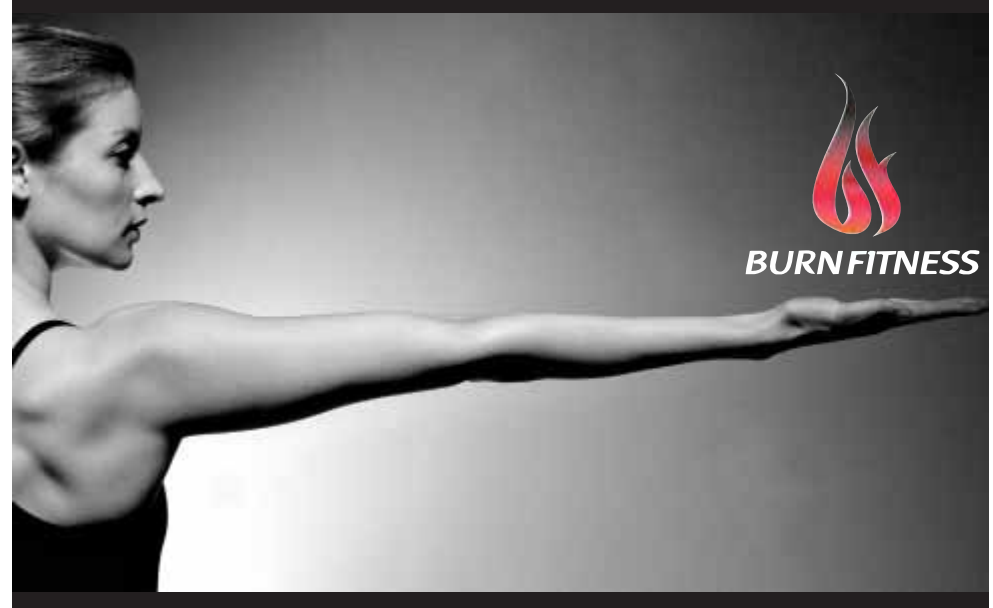
Doctors say the type of work-related stress that can lead to medical problems is often caused by lack of time and lack of control — two items football coaches deal with every day.

Leach was the coach at Texas Tech for 10 years before being fired after last season.

He said eating right and getting regular exercise was almost impossible for him during the football season. It wasn't just the practices, meetings and game planning that consumed his day. Being the football coach at a major university is a lot like being the CEO of a huge company, multimillion-dollar salary included.

"There's the stress of dealing with the day-to-day and the ups and downs of 120 different people, most of them ages 18-22," said Leach, who is working as a television analyst for CBS College Sports this season and hopes to be back in coaching next year.

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• The Shangri-La Hotel swim mon-fri

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Santa Monica 310.394.1300 www.burnfit.com

MOVIE TIMES

Aero Theatre
1328 Montana Ave.
(323) 466-FILM

Call theater for information.

AMC Loews Broadway 4
1441 Third Street Promenade

Eat Pray Love (PG-13) 2hrs 13min
12:40pm, 6:15pm

Salt (PG-13) 1hr 39min
4:40pm, 9:50pm

Other Guys (PG-13) 1hr 47min
2:00pm, 7:15pm

Kids Are All Right (R) 1hr 44min
3:45pm, 9:20pm

Tillman Story (R) 1hr 34min
12:30pm, 2:50pm, 5:15pm, 7:35pm, 10:00pm

I'm Still Here: The Lost Year of Joaquin Phoenix (NR)
1:40pm, 4:15pm, 7:00pm, 9:30pm

AMC 7 Santa Monica
1310 Third St.
(310) 289-4262

Alpha and Omega 3D (NR)
11:40am, 2:00pm, 4:15pm, 6:30pm, 9:00pm

Inception (PG-13) 2hrs 28min
11:30am, 2:45pm, 6:00pm, 9:15pm

Going the Distance (R) 1hr 37min
11:15am, 1:45pm, 4:20pm, 7:00pm, 9:30pm

Resident Evil: Afterlife 3D (NR)
11:00am, 12:00pm, 1:30pm, 2:30pm, 4:00pm, 5:00pm, 6:30pm, 7:30pm, 9:00pm, 10:00pm

American (R)
11:35am, 2:05pm, 4:35pm, 7:05pm, 9:35pm

Alpha and Omega (NR)
11:00am, 1:20pm, 3:30pm, 5:45pm, 8:00pm

Laemmle's Monica Fourplex
1332 Second St.
(310) 394-9741

Cairo Time (PG) 1hr 28min
1:00pm, 3:15pm, 5:30pm, 7:45pm, 10:00pm

Bran Nue Dae (NR) 1hr 28min
1:10pm, 3:25pm, 5:40pm, 8:00pm, 10:15pm

Soul Kitchen (NR) 1hr 33min
1:55pm, 7:10pm

Concert (Le concert) (PG-13) 2hrs 00min
4:25pm, 9:40pm

Mann's Criterion Theatre
1313 Third St.
(310) 395-1599

Town (NR)
1:00pm, 4:00pm, 7:00pm, 10:00pm

Town (NR)
12:00pm, 3:00pm, 6:00pm, 9:10pm

Machete (NR)
11:20am, 2:00pm, 4:35pm, 7:05pm, 9:40pm

Easy A (NR)
11:15am, 12:05pm, 1:35pm, 2:25pm, 4:05pm, 4:45pm, 6:30pm, 7:15pm, 9:00pm, 9:45pm

Devil (NR)
12:45pm, 3:05pm, 5:25pm, 7:40pm, 9:55pm

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

Chat over dinner tonight, Leo

ARIES (March 21-April 19)

★★★★ Get in as early as you can. You have lots of work, projects and/or issues to deal with, and your effectiveness is on a downward spiral all day long. Make haste, dear Ram. Schedule some paperwork for later today, when you are less focused. Tonight: Doing your thing.

TAURUS (April 20-May 20)

★★★ Taking a stand could have its pluses and minuses. You decide which way to go during a key meeting later today. You will be able to clear out a lot of problems, and quickly at that. Suddenly, everyone is focused. It is about time! Tonight: The world is your oyster.

GEMINI (May 21-June 20)

★★★★ Taking a hasty stand proves to be irresponsible and very tiresome. Your understanding allows greater give-and-take with those you need to have a meeting of the minds with. When you decide to state your case, trust that you will have all the necessary information. Tonight: A force to be dealt with.

CANCER (June 21-July 22)

★★★★ Work directly with a friend or loved one. You might be past the point of no return. Start determining what would work best, and try different ideas. You could be overwhelmed by everything that you hear. Tonight: Let your creativity take over.

LEO (July 23-Aug. 22)

★★★★★ Defer to others, as they need to feel in control. Creativity greets you after your morning coffee or tea. You feel awkward dealing with finances. Deal with a partner directly later this afternoon. You are able to transform a relationship. Tonight: Chat over dinner.

VIRGO (Aug. 23-Sept. 22)

★★★ Go into work positive and upbeat. Your ability to make a difference could be profound if you relax and just dive into work. Confusion could plague the best of plans. Your creativity swells. Tonight: So many choices. Are you up for them?

LIBRA (Sept. 23-Oct. 22)

★★★★ You could be taken aback by another person's choices. Just because they are not yours does not mean they won't work. Your imagination blows into whatever you decide to do. Tonight: Fun and games.

SCORPIO (Oct. 23-Nov. 21)

★★★ You might find it difficult to get a project off the ground. Your ability to clear out what could be a necessity might be surprising to many people, but right now, don't surface until late afternoon. Keep talks moving. Tonight: So what if it is Monday?

SAGITTARIUS (Nov. 22-Dec. 21)

★★★★★ You might want to approach a situation in a more positive vein than in the recent past. Your words fall on those who really care. Investigate a situation more openly, taking in what might appear to be a wild idea. Tonight: Head home.

CAPRICORN (Dec. 22-Jan. 19)

★★★★ Deal with money matters in your conventional way. No one knows how to handle a difficult situation better than you. Your sense of direction enables greater give-and-take. Understanding abounds. Tonight: Hang out with a pal.

AQUARIUS (Jan. 20-Feb. 18)

★★★★ You are all smiles and quite clearly have strong feelings. Understanding evolves to a new level. Your personality melts boundaries, and others open up. You might feel inspired right now. Tonight: Treat yourself to a coveted item.

PISCES (Feb. 19-March 20)

★★★ Step back until late afternoon, when you feel better. You might be inspired to change directions and approach life from a different perspective. What you see is perhaps the potential, not reality. Tonight: All smiles.

Happy birthday

This year, you easily could evolve in a new direction and make dynamic, creative choices. Your ideas are great, but make sure your thinking is anchored in reality. You could be wearing rose-colored glasses far more often than you realize. If you are single, you'll open the door to meet someone quite special. Be clear that you could be putting this person on a pedestal when he or she might not deserve to be there. When this person tumbles off, you have only one person to blame -- yourself.

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

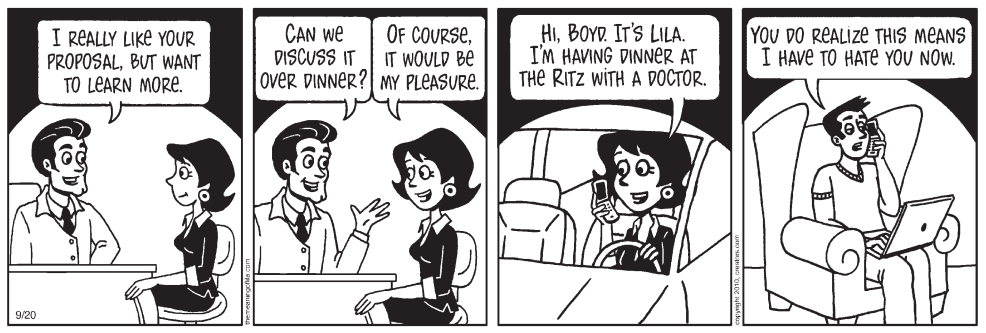
Girls and Sports

By Justin Borus and Andrew Feinstein



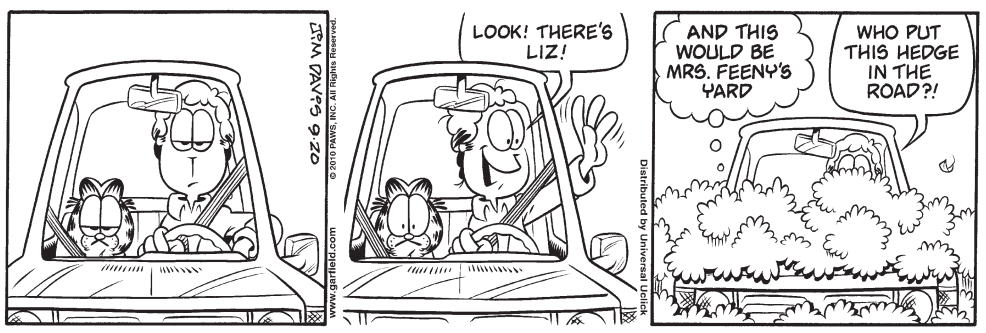
The Meaning of Lila

By John Forgetta & L.A. Rose



Garfield

By Jim Davis



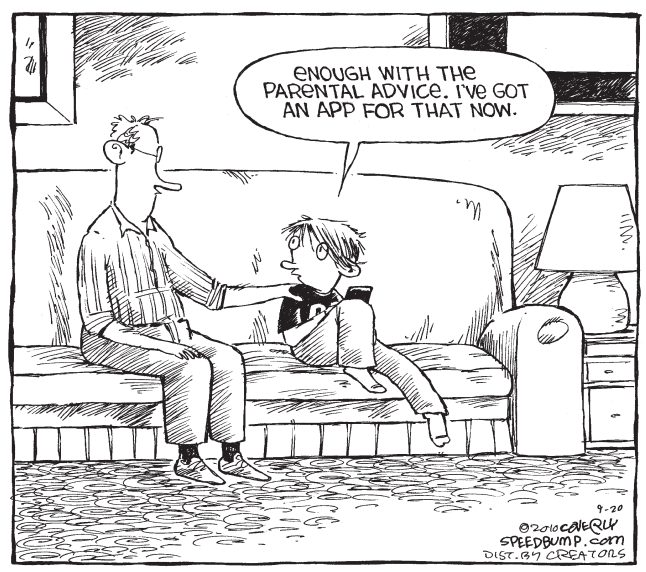
Strange Brew

By John Deering



Speed Bump

By Dave Coverly



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.

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Ready Business

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 ★

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

King Features Syndicate

GETTING STARTED

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

SOLUTIONS TO YESTERDAY'S PUZZLE

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

ARITHMO™ CrossMath

+ × − ÷

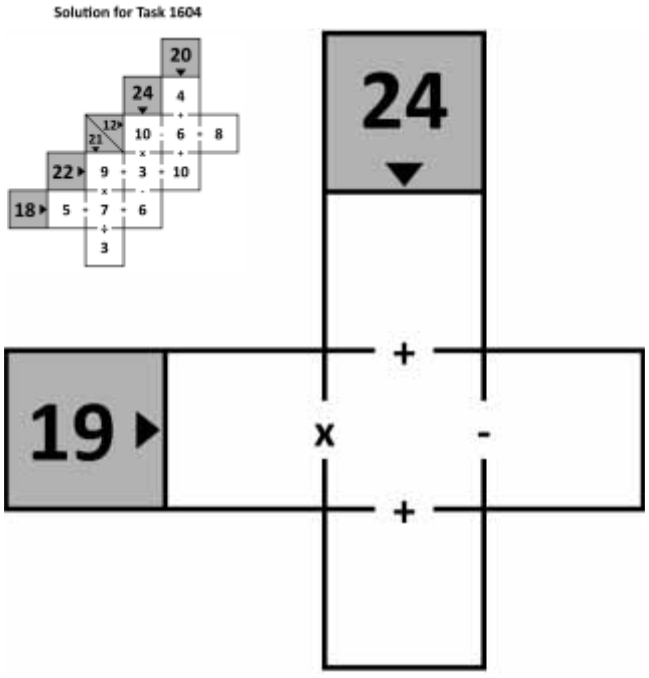
- Fill the grid with the set of given numbers (1 to 12) to satisfy the Equa demands (7 to 24) in the shaded boxes. The Equa demands represent the sum of the digits that you will insert into the empty squares.
- Each horizontal row has one Equa demand to satisfy; each vertical column also has one demand to satisfy. Each empty square in the grid dictates the math operation (addition +, subtraction -, multiplication X, and division ÷) that must be performed to meet the demands.
- You must follow the given math operations for each square and you must make sure all the numbers satisfy the demands in the shaded boxes when connected in adjacent threes and calculated together from left to right, and top to bottom.
- The numbers you insert into the grid must satisfy the Equa demands both horizontally and vertically.

For more games, go to www.arithmo.com

Fill in the empty fields with the given numbers so when calculated together they satisfy all Equas in the gray boxes:

2, 3, 10, 11, 12

Solution for Task 1604





MYSTERY PHOTO

Alejandro Cesar Cantarero II *news@smdp.com*

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

CROSSWORD

By THOMAS JOSEPH

ACROSS

1 Futuristic genre
6 Carry
10 Church code
11 Sports venue
13 Ceremonies
14 Gives temporarily
15 Before, in poetry
16 — Jima
18 Distress call
19 Sarah McLachlan song
22 "It's a mouse!"
23 Misplaced
24 Church sight
27 Sandy hills
28 Directors Spike and Ang
29 Game official
30 Liar's problem
35 Total
36 Parrot or puppy
37 One of the Bobbsey Twins
38 Labor leader Chavez
40 "To repeat ..."
42 Bandleader Shaw
43 Good judgment
44 Achy
45 Jacket material

DOWN

1 Propeller shape
2 Capital on the Nile
3 — alia
4 Enemy
5 One with access to secrets
6 Hawk's grasper
7 Mine rock
8 Strain
9 Approve
12 Great traits
17 Stir-frying vessel
20 Minimal amount
21 Lint
24 Llama's cousin
25 They're in front
26 Takes care of
27 Driller and filler
29 Fish eggs
31 Binge
32 Ridiculous
33 Worker's reward
34 Finished
39 Vacuum lack
41 Stitch

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

Saturday's answer

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

1	2	3	4	5	■	6	7	8	9	■
10					■	11				12
13					■	14				
15			■	16	17		■	18		
19			20				21			
■	■	■	22			■	23			
24	25	26			■	27				
28				■	29			■	■	■
30				31				32	33	34
35			■	36			■	37		
38			39		■	40	41			
42					■	43				
■	44				■	45				

9-20

DAILY LOTTERY

MEGA MILLIONS: 3 4 14 18 27 Meganumber: 13 Jackpot: $12M

SUPER LOTTO PLUS: 10 11 27 42 45 Meganumber: 9 Jackpot: $20M

FANTASY 5: 12 15 20 30 35

DAILY 3: MIDDAY: 0 7 4 EVENING: 2 5 9

DAILY DERBY: 1st: 04 Big Ben 2nd: 07 Eureka! 3rd: 01 Gold Rush RACE TIME: 1:47.39

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

NEWS OF THE WEIRD

BY CHUCK SHEPARD

■ More than a half-million children in the U.S. take antipsychotic medicines and (reported The New York Times in September) "(e)ven the most reluctant (doctors) encounter a marketing juggernaut that has made antipsychotics the nation's top-selling class of drugs by revenue, $14.6 billion last year, with prominent promotions aimed at treating children." In one psychiatrist's waiting room, observed the Times reporter, "(C)hildren played with Legos stamped with the word Risperdal" (an antipsychotic made by Johnson & Johnson). (The company, which recently lost its patent on the drug, said it has stopped handing out the toys -- which it insisted were not toys at all but advertising reminders for doctors.)

■ Three self-described bisexual men filed a federal lawsuit in April against the North American Gay Amateur Athletic Alliance for disqualifying them from the Gay Softball World Series in Seattle in 2008 because they were not sufficiently gay. Teams were limited to two heterosexuals, and when the men's team won second place, questions were raised about the three until organizers took them aside and asked "intrusive" questions about their sexual attractions and desires. Ultimately, they were disqualified as being too straight. (The alliance acknowledged that it has no standards for judging gayness level, but explained, as a private organization, that it is not subject to federal law.)

TODAY IN HISTORY

1970 Syrian tanks roll into Jordan in response to continued fighting between Jordan and the fedayeen.

1973 Billie Jean King beats Bobby Riggs in The Battle of the Sexes tennis match at the Houston Astrodome in Houston, Texas.

1977 The Socialist Republic of Vietnam is admitted to the United Nations.

1979 Lee Iacocca is elected president of the Chrysler Corporation.

1979 A coup d'état in the Central African Empire overthrows Emperor Bokasa I.

1984 A suicide bomber in a car attacks the U.S. embassy in Beirut, Lebanon, killing twenty-two people.

WORD UP!

jactation \ jak-TEY-shuhn \ , noun;

1. A restless tossing of the body.
2. Boasting; bragging.

Santa Monica Daily Press

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All classified liner ads are placed on our website for **FREE!** Check out ***www.smdp.com*** for more info.

Employment

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SM $1550 large 1 bdrm Arizona & Franklin hardwood floors,.remodeled kitchen & bath, lots of windows, bright & airy. Spacious closets, beautiful yard & garden area. Laundry on site, fridge & stove (310)729-5367

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WLA large balchor, near Bundy/Sm Blvd. Walk-in closet, large bathrm,kitchette area, refrig, hot plate, or mirowave, laundry on-site, close to public transit $800/mo (310)828-4481, (310)993-0414 after 6p.m.

WLA Spacious 2 bedroom, 1.5 bath, upper apt, near SM. Blvd/Bundy. Large bedrooms & baths, stove, fridge, D/W, fireplace, laundry, parking, smaller quiet building, $1700/mo One month FREE. Info (310) 828-4481

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Name Changes

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. ES014237
Superior Court of California, County of Los Angeles
Petition of CHRISTOPHER HOWARD JEAN for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: CHRISTOPHER HOWARD JEAN filed a petition with this court for a decree of changing names as follows: CHRISTOPHER HOWARD JEAN to CJ. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: OCTOBER 29, 2010 Time: 8:30AM, Dept. B
The address of the court is Superior Court North District, 300 East Olive Avenue, Burbank, CA 91502.
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: September 10, 2010 MARY THORNTON HOUSE SUPERVISING JUDGE
9/13/2010, 9/20/2010, 9/27/2010, 10/4/2010

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. ES014093
Superior Court of California, County of Los Angeles
Petition of NADINE R. WINNING for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: NADINE R. WINNING, PARENT OF MINOR CHILDREN filed a petition with this court for a decree of changing names as follows: NICHOLAS STEVEN KARNAZES to NICHOLAS STEVEN WINNING and ELIZABETH ROSE KARNAZES to ELIZABETH ROSE WINNING. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: OCTOBER 15,2010 Time: 8:30AM, Dept. B
The address of the court is Superior Court North District, 300 East Olive Avenue, Burbank, CA 91502.
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: SEPTEMBER 17, 2010
MARY THORNTON HOUSE
SUPERVISING JUDGE
9/20/10, 9/27/10, 10/4/10, 10/11/10

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. ES014227
Superior Court of California, County of Los Angeles
Petition of ELLEN GORODETSKY for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: ELLEN GORODETSKY filed a petition with this court for a decree of changing names as follows: ELLEN GORODETSKY to LEANNA LAPIDUS. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: OCTOBER 15, 2010 Time: 8:30AM, Dept. B
The address of the court is Superior Court North District, 300 East Olive Avenue, Burbank, CA 91502.
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: AUG 31, 2010
MARY THORNTON HOUSE
JUDGE OF THE SUPERIOR COURT
9/13/2010, 9/20/2010, 9/27/2010, 10/4/2010

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. SS019909
Superior Court of California, County of Los Angeles
Petition of RAMIREZ T. JACKSON, LATONYA D. TUCKER for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: RAMIREZ T. JACKSON filed a petition with this court for a decree of changing names as follows: KAILA MONISHA EXFORD to KAILA MONISHA JACKSON. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: October 14, 2010 Time: 8:30AM, Dept. A., Room 104
The address of the court is 1725 Main St., Santa Monica, CA 90401.
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: September 16, 2010
GERALD ROSENBERG
Judge Of The Superior Court
9/20/2010, 9/21/2010, 10/4/2010, 10/11/2010

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DBAS

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO 20101071250 FIRST FILING. The following person(s) is (are) doing business as: FLASHBACK INTERNATIONAL, 1000 WESTMOUNT DR, SUITE 129,W. HOLLYWOOD, CA , 90069; CORNELIUS-GRANT.COM, P.O BOX 69795, W. HOLLYWOOD, CA 90069. The full name of registrant(s) is/are: CORNELIUS GRANT, 1000 WESTMOUNT DR, SUITE 129,W. HOLLYWOOD, CA , 90069. This Business is being conducted by, an individual. The registrant has not yet begun to transact business under the fictitious name or names listed herein /s/: CORNELIUS GRANT; OWNER
This statement was filed with the County Clerk of LOS ANGELES County on 8/03/2010.
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 federal, state, or common law (see Section 14411et seq.,Business and Professions Code).
SANTA MONICA DAILY PRESS Published 8/30/2010, 9/6/2010, 9/13/2010, 9/20/2010

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20101172417 This statement was filed with the County Clerk of LOS ANGELES on 08/23/2010 The following person(s) is (are) doing business as CONCEPT CONSULTING. The full name of registrant(s) is/are: PHILIP YANG 1527 HARVARD ST, UNIT 7 SANTA MONICA, CA 90404. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:PHILIP YANG. This statement was filed with the County Clerk of LOS ANGELES County on 08/23/2010. 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 08/30/2010, 09/06/2010, 09/13/2010, 09/20/2010.

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20101155730 FIRST FILING. The following person(s) is (are) doing business as: TONGVA COAST, 1524 18TH STREET #2, SANTA MONICA, CA, 90404, LOS ANGELES COUNTY. The full name of registrant(s) is/are MICHAEL V BARBOZA, 1524 18TH STREET #2, SANTA MONICA, CA 90404. This Business is being conducted by, an individual. The registrant has not yet begun to transact business under the fictitious name or names listed herein /s/: MICHAEL BARBOZA, OWNER
This statement was filed with the County Clerk of LOS ANGELES County on 8/19/2010.
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 federal, state, or common law (see Section 14411et seq.,Business and Professions Code).
SANTA MONICA DAILY PRESS Published 8/30/2010, 9/6/2010, 9/13/2010, 9/20/2010

FILE NO. 2010-1180884
STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
The following person(s) has/have abandoned the use of the fictitious business name: B.C COSMETICS, 8118 E. GARVEY AVE STE H, ROSEMEAD, CA 91770. The fictitious business name referred to above was filed on 03/04/08, in the county of Los Angeles. The original file number of 20080376375. The business was conducted by: A CORPORATION. This statement was filed with the County Clerk of Los Angeles on 08/24/10. The business information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false, is guilty of a crime.) SIGNED: STEVEN CHIU/OWNER.
Pub. August 30, Sept. 6, 13, 20, 2010
Publish: Santa Monica Daily Press

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FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20101165139 FIRST FILING. The following person(s) is (are) doing business as: HOLTZMAN CONSULTING, 863 S. GRETNA GREEN WAY, LOS ANGELES, CA 90049-5224, LOS ANGELES COUNTY. The full name of registrant(s) is/are: DAVID HOLTZMAN, 863 S. GRETNA GREEN WAY, LOS ANGELES, CA 90049-5224. This Business is being conducted by, an individual. The registrant has not yet begun to transact business under the fictitious name or names listed herein /s/: DAVID HOLTZMAN
This statement was filed with the County Clerk of LOS ANGELES County on 8/20/2010.
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 federal, state, or common law (see Section 14411et seq.,Business and Professions Code).
SANTA MONICA DAILY PRESS Published 8/30/2010, 9/6/2010, 9/13/2010, 9/20/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20101166905 FIRST FILING. The following person(s) is (are) doing business as: SPIRIT THREADS, INT'L, 2257 28TH STREET #1, SANTA MONICA, CA 90405, LOS ANGELES COUNTY. The full name of registrant(s) is/are: JEFFREY J. COHEN, 2257 28TH STREET #1, SANTA MONICA, CA 90405. This Business is being conducted by, an individual. The registrant commenced to transact business under the fictitious business name/names listed above on (Date): 07/22/2010 /s/: JEFFREY J. COHEN
This statement was filed with the County Clerk of LOS ANGELES County on 08/20/2010
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 federal, state, or common law (see Section 14411et seq.,Business and Professions Code).
SANTA MONICA DAILY PRESS Published 8/30/2010, 9/6/2010, 9/13/2010, 9/20/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20101165142 FIRST FILING. The following person(s) is (are) doing business as: HOLTZMAN LAW; HOLTZMAN LAW L.A, 863 S. GRETNA GREEN WAY, LOS ANGELES, CA 90049-5224, LOS ANGELES COUNTY. The full name of registrant(s) is/are: DAVID ADAM HOLTZMAN, 863 S. GRETNA GREEN WAY, LOS ANGELES, CA 90049-5224. This Business is being conducted by, an individual. The registrant commenced to transact business under the fictitious business name/names listed above on (Date): 09/20/2003 /s/: DAVID ADAM HOLTZMAN
This statement was filed with the County Clerk of LOS ANGELES County on 08/20/2010
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 federal, state, or common law (see Section 14411et seq.,Business and Professions Code).
SANTA MONICA DAILY PRESS Published 8/30/2010, 9/6/2010, 9/13/2010, 9/20/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO 20101143276 FIRST FILING. The following person(s) is (are) doing business as: GMT PROCESSING, 8330 HASKELL AVE. #121, NORTH HILLS, CA, 91343, LOS ANGELES COUNTY. The full name of registrant(s) is/are: GLEN M. TEMPLETON, 8330 HASKELL AVE. #121, NORTH HILLS, CA, 91343. This Business is being conducted by, an individual. The registrant has not yet begun to transact business under the fictitious name or names listed herein /s/: GLEN M. TEMPLETON
This statement was filed with the County Clerk of LOS ANGELES County on 8/17/2010.
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 federal, state, or common law (see Section 14411et seq.,Business and Professions Code).
SANTA MONICA DAILY PRESS Published 8/30/2010, 9/6/2010, 9/13/2010, 9/20/2010

FILE NO. 2010-1247106
STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
The following person(s) has/have abandoned the use of the fictitious business name: PLAYAS DE SAN BLAS #1, 4020 W. WASHINGTON BLVD., L.A., CA 90018. The fictitious business name referred to above was filed on 05/28/08, in the county of Los Angeles. The original file number of 20080938243. The business was conducted by: A GENERAL PARTNERSHIP. This statement was filed with the County Clerk of Los Angeles on 09/03/10. The business information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false, is guilty of a crime.) SIGNED: TERESA BERNAL/OWNER.
Pub. Sept. 13, 20, 27, Oct. 4, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20101096052 FIRST FILING. The following person(s) is (are) doing business as: AILEEN SECORD PHOTOGRAPHY, 5440 TUJUNGA AVE APT 1317, NORTH HOLLYWOOD, CA, 91601, LOS ANGELES COUNTY. The full name of registrant(s) is/are: AILEEN SECORD, 5440 TUJUNGA AVE APT 1317, NORTH HOLLYWOOD, CA, 91601. This Business is being conducted by, an individual. The registrant commenced to transact business under the fictitious business name/names listed above on (Date): 1/01/2010 /s/: AILEEN SECORD
This statement was filed with the County Clerk of LOS ANGELES County on 08/06/2010. 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 federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS Published 8/30/2010, 9/6/2010, 9/13/2010, 9/20/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20101163742 FIRST FILING. The following person(s) is (are) doing business as: ONE NETWORK MEDIA, 19360 RINALDI STREET #384, PORTER RANCH, CALIFORNIA, 91326, LOS ANGELES COUNTY. The full name of registrant(s) is/are ANGEL URBINA, 19540 SHERMAN WAY UNIT 301, RESEDA, CA, 91335. This Business is being conducted by, an individual. The registrant has not yet begun to transact business under the fictitious name or names listed herein /s/: ANGEL URBINA, MONICA AQUINO, OWNER
This statement was filed with the County Clerk of LOS ANGELES County on 8/20/2010.
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 federal, state, or common law (see Section 14411et seq.,Business and Professions Code).
SANTA MONICA DAILY PRESS Published 8/30/2010, 9/6/2010, 9/13/2010, 9/20/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO 20101152434 FIRST FILING. The following person(s) is (are) doing business as: EARBITS.COM; EARBITS; AI#ON 4779894, 957 LAKE STREET, VENICE, CA, 90291, LOS ANGELES COUNTY. The full name of registrant(s) is/are: a corporation is conducting EARBITS, INC., This Business. The registrant has not yet begun to transact business under the fictitious name or names listed herein /s/: EARBITS, INC.; CEO
This statement was filed with the County Clerk of LOS ANGELES County on 8/18/2010.
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 federal, state, or common law (see Section 14411et seq.,Business and Professions Code).
SANTA MONICA DAILY PRESS Published 8/30/2010, 9/6/2010, 9/13/2010, 9/20/2010

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1196475
The following person(s) is (are) doing business as: A TOUCH OF ESSENCE HAIR STUDIO, 450 WEST 83rd ST., L.A., CA 90003. Full name of registrant(s) is (are) JERRIKA JOY HOPKINS, 450 WEST 83rd ST., L.A., CA 90003, BRITTANI JOHNSON, 210 E. TICHENOR ST., COMPTON, CA 90220. This Business is conducted by: CO-PARTNERS. Signed: JERRIKA JOY HOPKINS. This statement was filed with the County Clerk of Los Angeles County on 08/26/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. August 30, Sept. 6, 13, 20, 2010
Publish: Santa Monica Daily Press

FILE NO. 2010-1222756
STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
The following person(s) has/have abandoned the use of the fictitious business name: MONTANOS, 2015 S. HACIENDA BLVD., HACIENDA HTS., CA 91745. The fictitious business name referred to above was filed on 10/02/08, in the county of Los Angeles. The original file number of 20081772236. The business was conducted by: HUSBAND and WIFE. This statement was filed with the County Clerk of Los Angeles on 08/31/10. The business information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false, is guilty of a crime.) SIGNED: LAURA E. MONTANO/OWNER.
Pub. Sept. 13, 20, 27, Oct. 4, 2010
Publish: Santa Monica Daily Press

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FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1180795
The following person(s) is (are) doing business as: B.C COSMETICS, 8118 E. GARVEY AVE. #H, ROSEMEAD, CA 91770. Full name of registrant(s) is (are) TRANG THI MINH HO, 2110 W. CLOVER AVE., ANAHEIM, CA 92801. This Business is conducted by: AN INDIVIDUAL. Signed: TRANG THI MINH HO. This statement was filed with the County Clerk of Los Angeles County on 08/24/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. August 30, Sept. 6, 13, 20, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1179874
The following person(s) is (are) doing business as: XPRESS FLEET WASH, LLC, 6503 CRAFTON AVE., BELL, CA 90201. Full name of registrant(s) is (are) XPRESS FLEET WASH, LLC, 6503 CRAFTON AVE., BELL, CA 90201. This Business is conducted by: A LIMITED LIABILITY COMPANY. Signed: JESUS HUGO TEMQUEZ. This statement was filed with the County Clerk of Los Angeles County on 08/24/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. August 30, Sept. 6, 13, 20, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1181636
The following person(s) is (are) doing business as: ORANTES WINDOW TINTING, 1152 MARINE AV. #11, GARDENA, CA 90247. Full name of registrant(s) is (are) MANUEL ANTONIO ORANTES, 1152 MARINE AV. #11, GARDENA, CA 90247. This Business is conducted by: AN INDIVIDUAL. Signed: MANUEL ANTONIO ORANTES. This statement was filed with the County Clerk of Los Angeles County on 08/24/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. August 30, Sept. 6, 13, 20, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1195570
The following person(s) is (are) doing business as: MAYA'S RESTAURANT, 200 S. AVE 19, L.A., CA 90031. Full name of registrant(s) is (are) ARTURO GOMEZ, 326 S. AVE 19, L.A., CA 90031. This Business is conducted by: AN INDIVIDUAL. Signed: ARTURO GOMEZ. This statement was filed with the County Clerk of Los Angeles County on 08/26/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 8/26/10. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. August 30, Sept. 6, 13, 20, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1167268
The following person(s) is (are) doing business as: MARTIN EXPRESS, 808 S. ALVARADO ST. #A, L.A., CA 90057. Full name of registrant(s) is (are) LING JI ZHANG, 526 E. GRAVES AVE. #B, MONTEREY PARK, CA 91755. This Business is conducted by: AN INDIVIDUAL. Signed: LING JI ZHANG. This statement was filed with the County Clerk of Los Angeles County on 08/20/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 8/15/2005. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. August 30, Sept. 6, 13, 20, 2010
Publish: Santa Monica Daily Press

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FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1173734
The following person(s) is (are) doing business as: CINDY'S CLEANING SERVICES, 7663 SIMPSON AVE., N. HOLLYWOOD, CA 91605. Full name of registrant(s) is (are) CINDY Y. MUNOZ, 7663 SIMPSON AVE., N. HOLLYWOOD, CA 91605. This Business is conducted by: AN INDIVIDUAL. Signed: CINDY Y. MUNOZ. This statement was filed with the County Clerk of Los Angeles County on 08/23/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. August 30, Sept. 6, 13, 20, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20101211306 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/30/2010 The following person(s) is (are) doing business as MATTHEW ARTS. The full name of registrant(s) is/are: MATTHEW MOORE 305 SAN VICENTE BLVD #207 SANTA MONICA, CA, 90402. 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/:MATTHEW MOORE. This statement was filed with the County Clerk of LOS ANGELES County on 08/30/2010. 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 09/06/2010, 09/13/2010, 09/20/2010, 09/27/2010.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20101142302 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/17/2010 The following person(s) is (are) doing business as LARGE PRODUCTIONS, LARGE MARKETING. The full name of registrant(s) is/are: CASSANDRA JARBOE 333 WASHINGTON BLVD., SUITE 218 MARINA DEL REY, CA 90292, J ANTHONY JARBOE 333 WASHINGTON BLVD., SUITE 218 MARINA DEL REY, CA 90292. This Business is being conducted by: Husband and Wife. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:CASSANDRA JARBOE. This statement was filed with the County Clerk of LOS ANGELES County on 08/17/2010. 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 09/06/2010, 09/13/2010, 09/20/2010, 09/27/2010.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20101143755; AI#ON A0703797 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/17/2010 The following person(s) is (are) doing business as THE CENTER TO OVERCOME ADDICTION, INC., CATASYS HEALTH NETWORK CALIFORNIA, INC.. The full name of registrant(s) is/are: THE CENTER TO OVERCOME ADDICTION, INC. 1315 LINCOLN BLVD,. SUITE 250 LOS ANGELES, CA, 90401. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)05/01/2009. /s/: LAWRENCE WEINSTEIN, M.D.; PRESIDENT, TREASURER AND SECRETARY. This statement was filed with the County Clerk of LOS ANGELES County on 08/17/2010. 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 09/06/2010, 09/13/2010, 09/20/2010, 09/27/2010.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on The following person(s) is (are) doing business as NATURAL AESTHETIC, THE MAC GIRL. The full name of registrant(s) is/are: GILLIAN DEERING BAILEY 52 MARKET ST. APT D VENICE, CA, 90291. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)08/01/2010. /s/: GILLIAN D. BAILEY; SOLE OWNER. This statement was filed with the County Clerk of LOS ANGELES County on . 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 09/06/2010, 09/13/2010, 09/20/2010, 09/27/2010.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20101189699 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/25/2010 The following person(s) is (are) doing business as T.H.E WORLD WIDE; T.H.E BOSPHORUS. The full name of registrant(s) is/are: HASANCAN SEREMET 6340 GREEN VALLEY CIRCLE #208 CULVER CITY, CA 90230. 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/:HASANCAN SEREMET, FOUNDER/OWNER. This statement was filed with the County Clerk of LOS ANGELES County on 08/25/2010. 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 09/13/2010, 09/20/2010, 09/27/2010, 10/04/2010.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20101143618 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/17/2010 The following person(s) is (are) doing business as ORGANIZED AGING. The full name of registrant(s) is/are: REBEKAH GOULD 835 4TH STREET #303 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/:REBEKAH GOULD; OWNER. This statement was filed with the County Clerk of LOS ANGELES County on 09/17/2010. 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 09/13/2010, 09/20/2010, 09/27/2010, 10/04/2010.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20101245684 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/03/2010 The following person(s) is (are) doing business as OAXACA RAW LIVING FOOD. The full name of registrant(s) is/are: TERESA MENDEZ M 3333 S. DURANGO AV. #1 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)09/03/2010. /s/: TERESA MENDEZ M . This statement was filed with the County Clerk of LOS ANGELES County on 09/03/2010. 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 09/13/2010, 09/20/2010, 09/27/2010, 10/04/2010.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20101260613 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/08/2010 The following person(s) is (are) doing business as BAKERBUILT CONSTRUCTION. The full name of registrant(s) is/are: PATRICK BAKER 1816 CORINTH AV. LOS ANGELES, CA, 90025. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)11/01/2000. /s/: PATRICK BAKER; OWNER. This statement was filed with the County Clerk of LOS ANGELES County on 09/08/2010. 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 09/13/2010, 09/20/2010, 09/27/2010, 10/04/2010.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: KID CONCIERGE ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/08/2010 The following person(s) is (are) doing business as KID CONCIERGE. The full name of registrant(s) is/are: TAIT CHATMON; STACY BERNSTEIN 245 OCEAN PARK BLVD; 5416 KESTER AVENUE SANTA MONICA, CA 90405; SHERMAN OAKS, CA 91411. This Business is being conducted by: . The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:. This statement was filed with the County Clerk of LOS ANGELES County on 09/08/2010. 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 09/13/2010, 09/20/2010, 09/27/2010, 10/04/2010.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20101253183 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/07/2010 The following person(s) is (are) doing business as FAIRVIEW PROPERTY GROUP AI#ON 3312684. The full name of registrant(s) is/are: STEMM DEVELOPMENT, INC. 1419 25TH ST. UNIT C 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/:STEMM DEVELOPMENT, INC.; PRESIDENT . This statement was filed with the County Clerk of LOS ANGELES County on 09/07/2010. 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 09/13/2010, 09/20/2010, 09/27/2010, 10/04/2010.

FILE NO. 2010-1203579
STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
The following person(s) has/have abandoned the use of the fictitious business name: NEW START CREDIT, 5535 WESTLAWN AVE. #433, L.A., CA 90036. The fictitious business name referred to above was filed on 6/20/07, in the county of Los Angeles. The original file number of 20071486965. The business was conducted by: A GENERAL PARTNERSHIP. This statement was filed with the County Clerk of Los Angeles on 08/27/10. The business information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false, is guilty of a crime.) SIGNED: ALAIN ENRIQUEZ/OWNER.
Pub. Sept. 13, 20, 27, Oct. 4, 2010
Publish: Santa Monica Daily Press

FILE NO. 2010-1230007
STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
The following person(s) has/have abandoned the use of the fictitious business name: CASA DE TACOS, 2015_ S. HACIENDA BLVD., HACIENDA HTS., CA 91745. The fictitious business name referred to above was filed on 10/02/08, in the county of Los Angeles. The original file number of 20081772235. The business was conducted by: HUSBAND and WIFE. This statement was filed with the County Clerk of Los Angeles on 09/01/10. The business information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false, is guilty of a crime.) SIGNED: LAURA E. MONTANO/OWNER.
Pub. Sept. 13, 20, 27, Oct. 4, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1232163
The following person(s) is (are) doing business as: TENDER, LOVING, CARE, CAREGIVING SERVICES; T.L.C, 7688 EL MONTE DR., BUENA PARK, CA 90620. Full name of registrant(s) is (are) NAOMI GONZALEZ, 7688 EL MONTE DR., BUENA PARK, CA 90620. This Business is conducted by: AN INDIVIDUAL. Signed: NAOMI GONZALEZ. This statement was filed with the County Clerk of Los Angeles County on 09/01/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 1/5/10. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Sept. 13, 20, 27, Oct. 4, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1271609
The following person(s) is (are) doing business as: STONED HIPPIE, 4825 ARCOLA AVE., N. HOLLYWOOD, CA 91601. Full name of registrant(s) is (are) EDEN SOLOMON, 4455 FULTON AVE. #4, SHERMAN OAKS, CA 91423, MAYA JAZNER, 4825 ARCOLA AVE., N. HOLLYWOOD, CA 91601. This Business is conducted by: A GENERAL PARTNERSHIP. Signed: EDEN SOLOMON. This statement was filed with the County Clerk of Los Angeles County on 09/09/10. The registrant(s) has (have)

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commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Sept. 13, 20, 27, Oct. 4, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1203580
The following person(s) is (are) doing business as: NEW START CREDIT, 1605 W. OLYMPIC BLVD. STE 1057, L.A., CA 90015. Full name of registrant(s) is (are) ALAIN ENRIQUEZ, 111 W. 7th ST. #205, L.A., CA 90014. This Business is conducted by: AN INDIVIDUAL. Signed: ALAIN ENRIQUEZ. This statement was filed with the County Clerk of Los Angeles County on 08/27/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 8/27/10. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Sept. 13, 20, 27, Oct. 4, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1222757
The following person(s) is (are) doing business as: MONTANO'S CASA DE TACOS, 2015 S. HACIENDA BLVD., HACIENDA HTS., CA 91745. Full name of registrant(s) is (are) LUIS M. MONTANO, 905 N. SHADYDALE AVE., LA PUENTE, CA 91744. This Business is conducted by: AN INDIVIDUAL. Signed: LUIS M. MONTANO. This statement was filed with the County Clerk of Los Angeles County on 08/31/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Sept. 13, 20, 27, Oct. 4, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1260985
The following person(s) is (are) doing business as: DAYLY TRANS DELIVERY, 137 W. COMERCIAL AVE., SAN DIMAS, CA 91773. Full name of registrant(s) is (are) IRAEL PEREZ, 7312 SUTTERS MILL ST., BAKERSFIELD, CA 93313. This Business is conducted by: AN INDIVIDUAL. Signed: IRAEL PEREZ. This statement was filed with the County Clerk of Los Angeles County on 09/08/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Sept. 13, 20, 27, Oct. 4, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1262145
The following person(s) is (are) doing business as: AMERICAN VICTORY TRUCKS, 2133 W. 74th ST., L.A., CA 90047. Full name of registrant(s) is (are) RHONDA VINING, HOWARD M. HOLLOWAY, 2133 W. 74th ST., L.A., CA 90047. This Business is conducted by: HUSBAND and WIFE. Signed: HOWARD M. HOLLOWAY. This statement was filed with the County Clerk of Los Angeles County on 09/08/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 9/8/10. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Sept. 13, 20, 27, Oct. 4, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20101285199 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/13/2010 The following person(s) is (are) doing business as BLUE PEAK PRODUCTIONS. The full name of registrant(s) is/are: JOHN CHALVERUS 6452 WOODLEY AVE #3 VAN NUYS, CA, 91406. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JOHN CHALVERUS; OWNER. This statement

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was filed with the County Clerk of LOS ANGELES County on 09/13/2010. 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 09/20/2010, 09/27/2010, 10/04/2010, 10/11/2010.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20101307059 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/15/2010 The following person(s) is (are) doing business as LIZ SANDS WHOLE HEALTH. The full name of registrant(s) is/are: LIZ SANDS WHOLE HEALTH 830 MAPLE ST SANTA MONICA, CA 90405, LA COUNTY. 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/:LIZ SANDS WHOLE HEALTH. This statement was filed with the County Clerk of LOS ANGELES County on 09/15/2010. 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 09/20/2010, 09/27/2010, 10/04/2010, 10/11/2010.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20101278500 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/10/2010 The following person(s) is (are) doing business as THOMAS ROAD PRODUCTIONS. The full name of registrant(s) is/are: THOMAS G. HUMBARGER 1300 S. FIGUEROA STREET APT 302 LOS ANGELES, CA, 90015. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:THOMAS G. HUMBARGER. This statement was filed with the County Clerk of LOS ANGELES County on 09/10/2010. 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 09/20/2010, 09/27/2010, 10/04/2010, 10/11/2010.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20101261981 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/08/2010 The following person(s) is (are) doing business as JB DAVID COMMUNICATIONS. The full name of registrant(s) is/are: BEVERLY A. OLIVER 23035 MADISON STREET TORRANCE, CA, 90505. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)08/24/2010. /s/: BEVERLY A. OLIVER; OWNER. This statement was filed with the County Clerk of LOS ANGELES County on 09/08/2010. 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 09/20/2010, 09/27/2010, 10/04/2010, 10/11/2010.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1292826
The following person(s) is (are) doing business as: PABS DESIGN GRAPHICS, 5312 BRIERCREST AVE., LAKEWOOD, CA 90713. Full name of registrant(s) is (are) JUAN PABLO MEDEL, 5312 BRIERCREST AVE., LAKEWOOD, CA 90713. This Business is conducted by: AN INDIVIDUAL. Signed: JUAN PABLO MEDEL. This statement was filed with the County Clerk of Los Angeles County on 09/14/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 9/14/10. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Sept. 20, 27, Oct. 4, 11, 2010
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FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1291874
The following person(s) is (are) doing business as: SAT MADE SIMPLE, 1951 FRANK ST. STE 2, SANTA MONICA, CA 90404. Full name of registrant(s) is (are) MIKHAILA C. BELTRAN, 1951 FRANK ST. STE 2, SANTA MONICA, CA 90404. This Business is conducted by: AN INDIVIDUAL. Signed: MIKHAILA C. BELTRAN. This statement was filed with the County Clerk of Los Angeles County on 09/14/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 8/2010. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Sept. 20, 27, Oct. 4, 11, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1286137
The following person(s) is (are) doing business as: SS FUEL; SIMAAN SERVICE & COMPANY, 15757 PARAMOUNT BLVD., PARAMOUNT, CA 90723. Full name of registrant(s) is (are) NAZIH SIMAAN, 11915 AGNES ST., CERRITOS, CA 90703. This Business is conducted by: AN INDIVIDUAL. Signed: NAZIH SIMAAN. This statement was filed with the County Clerk of Los Angeles County on 09/13/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 9/13/10. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Sept. 20, 27, Oct. 4, 11, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1292835
The following person(s) is (are) doing business as: VOODOO EXHIBITS; SWIFT EXHIBIT GROUP; SWIFT EXHIBITS; JME GROUP, 19908 MEADOWS ST., CERRITOS, CA 90703. Full name of registrant(s) is (are) JOSE MANUEL ESPARZA, 19908 MEADOWS CT., CERRITOS, CA 90703. This Business is conducted by: AN INDIVIDUAL. Signed: JOSE M. ESPARZA. This statement was filed with the County Clerk of Los Angeles County on 09/14/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Sept. 20, 27, Oct. 4, 11, 2010
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1294384
The following person(s) is (are) doing business as: FIDELITY CONSULTANTS & COMPANY, 18851 KENTFIELD PL., ROWLAND HTS., CA 91748. Full name of registrant(s) is (are) LEUNG KWOK LEE, TSUY HWA LEE-HAN, 18851 KENTFIELD PL., ROWLAND HTS., CA 91748. This Business is conducted by: HUSBAND and WIFE. Signed: LEUNG KWOK LEE. This statement was filed with the County Clerk of Los Angeles County on 09/14/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 7/1/09. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Sept. 20, 27, Oct. 4, 11, 2010
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FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1307129
The following person(s) is (are) doing business as: AMAX CAR LIQUIDATORS AND SERVICE, 9526 S. AVALON, L.A., CA 90002. Full name of registrant(s) is (are) ARTHUR G. EUSTACE, 611 E. COLDEN AVE., L.A., CA 90002. This Business is conducted by: AN INDIVIDUAL. Signed: ARTHUR G. EUSTACE. This statement was filed with the County Clerk of Los Angeles County on 09/15/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on AUG 1990. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Sept. 20, 27, Oct. 4, 11, 2010
Publish: Santa Monica Daily Press

DBAS

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1277718
The following person(s) is (are) doing business as: HOLMAN INSURANCE AGENCY, 747_ S. ATLANTIC BLVD., L.A., CA 90022. Full name of registrant(s) is (are) HOLMAN DANIEL ALDANA, 949 N. ROWAN AVE., L.A., CA 90063. This Business is conducted by: AN INDIVIDUAL. Signed: HOLMAN DANIEL ALDANA. This statement was filed with the County Clerk of Los Angeles County on 09/10/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 8/2000. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Sept. 20, 27, Oct. 4, 11, 2010
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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20101307029 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/15/2010 The following person(s) is (are) doing business as RPM LIMOUSINE SERVICE. The full name of registrant(s) is/are: RAVINDRA PRASAD 115 N. OAK STREET, #18 INGLEWOOD, CA 90301. 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/:RAVINDRA PRASAD; OWNER/OPERATOR . This statement was filed with the County Clerk of LOS ANGELES County on 09/15/2010. 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 09/20/2010, 09/27/2010, 10/04/2010, 10/11/2010.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 10-1276740
The following person(s) is (are) doing business as: BAPE DISTRIBUTORS, 15140 GARFIELD AVE., PARAMOUNT, CA 90723. Full name of registrant(s) is (are) JUAN JOSE BALLESTEROS, 4121 RADFORD AVE., SYUDIO CITY, CA 91604. This Business is conducted by: AN INDIVIDUAL. Signed: JUAN JOSE BALLESTEROS. This statement was filed with the County Clerk of Los Angeles County on 09/10/10. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 09/01/2010. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Sept. 20, 27, Oct. 4, 11, 2010
Publish: Santa Monica Daily Press







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