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MONDAY, SEPTEMBER 29, 2014
Volume 13 Issue 269

Santa Monica Daily Press

We have you covered
THE CASE OF THE MONDAYS ISSUE

CALENDAR
SEE PAGE 2

Airport Commission hears from leaseholders

BY DAVID MARK SIMPSON
Daily Press Staff Writer

SMO The Airport Commission heard from Santa Monica Airport tenants, nearly all of whom want to stay there.

In August, City Council opted to delay a vote on its future leasing policy for the airport. They asked Airport Commission to weigh in.

At its August meeting, the commission decided to ask airport tenants what they'd like from the leases. A workshop with tenants took place at the commission's meeting last Monday.

In July of next year, a key agreement between the Federal Aviation Administration and City Hall expires, giving the latter more control over the leases on the airport land. Anticipating this, City Hall has set all leases to expire on or before the agreement ends.

City Hall suggested that the leases for both aviation and non-aviation tenants be extended for three years and that all rents be raised to market rate.

Many of the area businesses, which include art-oriented tenants, asked for longer lease terms. This would give them greater stability and allow them to plan for the future.

Dan Ryan, director at the Museum of Flying, said that the short-term leases make it harder to solicit contributions.

SEE TENANTS PAGE 9

Police combat bike thefts

BY MATTHEW HALL
Editor-in-Chief



File photo

U-LOCKS: Combination chains are not as secure as U-locks for preventing bike thefts.

VENICE Jessica Beeman, a Venice resident, knows she and her mountain bike belong together. After all, in an area where bikes disappear faster than Lance Armstrong's credibility, how else could she account for the recovery of her stolen bike not once, but twice in recent years?

The most recent recovery came courtesy of the Santa Monica Police Department and officers said the incident highlights the importance of resident engagement when helping solve crimes.

According to SMPD, an officer on patrol noticed a man riding a bicycle along the Promenade while in possession of a second bike. The officer stopped the suspect and found a phone number etched into the bike the suspect was riding. It was Beeman's number and she said the bike had been stolen from her garage six months earlier. The officer located a police report Beeman had filed and was able to return the bike to her.

She said she was depressed when the bike was stolen but elated at its return. "I have a regular beach cruiser," she said. "This was my expensive mountain bike and I couldn't afford to get another one so I was just like 'there goes that hobby.' But I couldn't believe it when it was returned, it was amazing."

Police spokesman Sgt. Rudy Camarena said Beeman took the necessary steps to help officers solve her case including engraving the bicycle and filing a report.

"We would like to remind the public to engrave their property and/or store the serial number so it is available and can be included in police reports," he said. "These marking will allow law enforcement to trace the property back to its rightful owners in case of recovery. Although high quality locking mechanism for bicycles are a bit more expensive, they are also a wise investment in preventing thefts."

Beeman said she knows the value of a good lock after failing to secure her bike during its first theft. She took the bike to Abbott Kinny and left it unlocked for what she thought would only be a few minutes. However, that was enough time for someone to ride away. She said she watched Craigslist for days following the theft and eventually saw the bike come up for sale. She arranged to meet the seller and then asked for a test ride. She rode the bike to a different location, secured it with her own lock and then told the seller she had reclaimed her property.

She used the event as motivation to participate in a local bicycle registration event.

"When bikes go missing in Venice you rarely see them again," she said. "My neighborhood has a bike registering event every summer so I took my bike down and had them drill the phone number into the bottom."

Bicycle thefts are a common crime in Santa Monica and Camarena said SMPD has taken specific steps to address the problem.

"From time to time the Santa Monica Police Department will deploy bait bicycles equipped with electronic tracking equipment," he said. "These bicycles are strategi-

SEE THEFTS PAGE 9

Faces of Silicon Beach

By Eric Huberman

Farbod Shoraka, CFO and Co-Founder of BloomNation, turned his passion for understanding models and creating solutions into a concept that disrupted the flower industry. Erik Huberman, CEO of Hawke Media, talks to Scott about BloomNation, his path to becoming an entrepreneur and the supportive tech community in Santa Monica.

Erik Huberman: What made you want to be an entrepreneur?

Farbod Shoraka: Essentially, I wanted to stop working so hard for someone and not really seeing what the end results were. I was an investment banker, which is probably the epitome of the hard working, capitalistic mindset, but I didn't really have any sense of

SEE FACES PAGE 10

Santa Monican champions rhinos as National Geographic Expedition Granted contest finalist

BY KELSEY FOWLER
Daily Press Staff Writer

CITYWIDE Wild African savannas are a far cry from the beaches of California, but one Santa Monica resident is vying for the title of National Geogrpahic's next great explorer to

SEE RHINOS PAGE 10

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What's Up Westside

OUT AND ABOUT IN SANTA MONICA

Monday, September 29

The Transfer Option: Going from 2-year to 4-year Colleges
Fairview Branch Library
2101 Ocean Park Blvd,
7 - 8 p.m.
Santa Monica College is the leading transfer institution to UCLA, USC, LMU and many others. Dan Nannini, SMC Transfer Center coordinator and former UCLA counselor explains the process of transferring from a school like SMC to a four-year college and how it is a viable option in the college search. For high school and college students, and their parents.

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

Yoga
Annenberg Community Beach House
415 Pacific Coast Hwy. 9 a.m.
Experience the benefit of yoga for flexibility, strength and balance, breathing practices to calm the nervous system, and guided relaxation to soothe the mind. All levels are welcome. Drop in ($15/class) or a 6 week session for $74. Ages 12+.

Tuesday, September 30

Movie: The Fault in Our Stars
Main Library
601 Santa Monica Blvd. 6:30 p.m.
This bittersweet drama is the unlikely romance of Hazel and Gus, two terminally-ill teenagers who find love after meeting in a cancer support group. Starring Shailene Woodley and Ansel Elgort. Based on the best-selling YA novel by John Green.
(126 min)

National Guide Dogs Month
Main Library
601 Santa Monica Blvd.,
3:45 p.m.
Learn about guide dogs and meet a guide dog in training from the Guide Dogs of America.

Wednesday, October 1

Book Signing By Richard J. Riordan
Brentwood Country Mart
225 26th Street,
Suite #33 7 - 8:30 p.m.
Through his touching life story, former Los Angeles Mayor Richard J. Riordan offers his unique insights on how he turned around L.A. and how the country can realize better times.

Planning Commission meeting
City Hall
1685 Main St, 7 p.m.
Regular meeting of the Planning Commission. Visit www.smgov.net/Departments/PCD/Boards-Commissions/Planning-Commission for more information.

Mindfulness Meditation
Montana Avenue Branch Library
1704 Montana Ave. 6 p.m.
Organizers invite you to enjoy a pause in the day in which to refresh yourself by simply sitting and paying attention to your senses, feelings, and thoughts. You are welcome to stay for five minutes or for the entire 30 minutes. Natalie Bell, Mindful Wellness consultant, will guide the session, 1st and 3rd Wednesdays each month.

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

COMMUNITY BRIEFS

Pico

P32 Gallery Coming to Santa Monica

Local real estate entrepreneur and philanthropist Howard Spunt will open P32 gallery on Oct. 2. It is the latest addition to the artsy, urban neighborhood around Pico and 32nd Street. Formerly home to Blue 7 Gallery, P32 gallery will blend art with philanthropy. "The name P32 represents the address and the P also stands for philanthropy," said Spunt. A reception will be held Oct. 5 from 3 - 7 p.m.

"Our mission is to showcase emerging and established artists and donate a percentage of the profits to local worthy causes," added Spunt. "It will be a place where artists and collectors can meet and share both their passion for art and their commitment to philanthropy."

The gallery will focus on both traditional and non-representational abstract art. On display will be work by Howie and San Francisco-based artist Ariel Gold. Their collection, "Enjoy the Journey," celebrates the opening of the gallery and provides a preview of the artists' work prior to P32's first exhibition, "Filling the wHole," which will run Oct. 25 - Nov. 22.

P32 is located at 3129 Pico Blvd. Gallery hours will be Thursday - Saturday from 1 p.m. to 7 p.m. and by appointment. For more information contact Matt MacFarlane at (424) 226-6175 or email matt@p32gallery.com.

Artistic Picture Frames, which has been in the neighborhood for over 20 years, remains on location at P32 Gallery. It is a full-service framing store using archival materials meticulously applied by master framer Randy Ball and Sheldon Tarrant.

Howard Spunt, a resident of Malibu, is a real estate entrepreneur with almost 30-years in the shopping center industry. Through his company Equity Development Partners, Spunt identifies commercial space that can be redeveloped into more experiential use instead of traditional retail. Prior to this venture, he co-founded Landmark Retail Group, which provides comprehensive real estate and development services for local, regional and national tenants interested in expanding throughout California. A licensed contractor, Spunt serves on the board of Spears Construction, Inc., a full-service commercial general contractor. He is a member of the International Council of Shopping Centers (ICSC) and Young Presidents' Organization (YPO-WPO).

Spunt's community involvement includes serving on the board of the Chase Foundation and on Pepperdine University's Microenterprise Advisory Board at the Geoffrey H. Palmer Center for Entrepreneurship and the Law.

Spunt discovered his passion for art when he stumbled into a small art store while wandering through Europe. Following the cues from architecture and nature, Spunt uses color theory and geometry to guide him. He primarily works in acrylic paint, canvas and wood. His art is influenced by the Bauhaus-Blue Rider era and Structural Expressionism. Visit artisthowie.com for more information.

Ariel Gold is a Detroit-born, San Francisco-based artist. The daughter of an artist and a writer, Gold grew up believing that art was a natural part of life. Inspired by color, she infuses it with organic texture to bring depth to her work. The rich color palette moves and blends across the canvas, creating its own energy. This transformative process brings a luminescent quality to her work. The subtleties of each piece change depending on the angle in which the work is viewed. The beauty is in the details - so get close. Visit arielgoldart.com for more information.

- EDITED BY MATTHEW HALL

SMMUSDHQ

League of Women Voters to host candidate forums

Santa Monica voters will have a number of chances to learn more about candidates for local office, thanks to the League of Voters of Santa Monica Education Fund (LWVSMEF) and partner organizations this election season.

"We are excited about the many opportunities we are giving Santa Monica's voters to make the best choices they can come November 4," said Ann K. Williams, president of the LWVSMEF. "Our goal is to make sure our citizens are well-informed and engaged in civil dialogue."

On Wednesday, Oct. 1, candidates for the Santa Monica Board of Trustees and the Santa Monica-Malibu Unified School District (SMMUSD) School Board will take part in candidates forums co-hosted by the LWVSMEF and the Santa Monica-Malibu PTA Council. The Board of Trustees candidates forum will begin at 6 p.m. in the SMMUSD board room at 1651 16th Street, and the SMMUSD School Board candidates will take the dais at 7:45 p.m. Both forums will be televised for replay by CityTV and posted on smvote.org.

LWVSMEF Voter Service Director Thea Brodkin will moderate a Town Hall Q-and-A between Sandra Fluke and Ben Allen, sponsored by the YWCA Santa Monica/Westside on Friday, October 17. The meeting will begin at 7:30 p.m. at the YWCA at 2019 14th Street in Santa Monica.

The public is welcome to attend these events. Questions at the Oct. 1 forum will be pre-selected and curated by event sponsors. Questions for the Town Hall on Oct. 17 will be submitted by the audience and pre-screened by a review panel.

Continuing a long-standing partnership, the LWVSMEF will co-sponsor city council candidates forums with the Center for Governmental Studies and CityTV of Santa Monica. This year, there will be two live forums, broadcast on Oct. 20 and Oct. 27 from 7 to 9 p.m. and taped for replay. They will be shown on cable channel 16, reaching the over 20,000 cable television households in the City of Santa Monica and on CityTV's new digital broadcast channels 20.2 and 25.2 posted on smvote.org.

Questions for the forums co-sponsored with CityTV will be selected and curated by the League of Women Voters of Santa Monica. Contact program@lwvsantamonica.org to submit questions.

The LWVSMEF will also offer voters a variety of ways to learn more about the ballot measures they'll be voting on in the upcoming election.

The Voter Service arm of the LWVSMEF is already scheduled to make a number of unbiased presentations outlining the pros and cons of state and local ballot measures, and is available to organizations wishing to schedule such presentations.

LWVSMEF Voter Service will also provide non-partisan LWV of California Easy Voter Guides, LWV of Los Angeles County Voter Guides, which include information on judicial candidates, and a local ballot measure guide prepared by the LWVSMEF.

To find out more about these services and publications, contact theab@msn.com

Finally, LWVSMEF supports smartvoter.org, a website that gives detailed information on each voter's ballot. Voters can simply go to the website smartvoter.org, enter their address where indicated and an array of information about their ballot will be displayed.

It is the mission of the LWVSMEF to educate our community's voters so that they can make informed decisions at the ballot box.

The League of Women Voters is a nonpartisan political organization which encourages informed and active participation in government. The League does not endorse either political parties or candidates running for office but seeks to influence public policy through education and advocacy.

- MH

SM Pier

New Bike Rental Location at Wyndham

Wheel Fun Rentals has opened a new location at Wyndham Santa Monica at the Pier, located within half a mile of the iconic Santa Monica Pier. Wheel Fun Rentals offers the opportunity to rediscover the joys of having some old-fashioned outdoor fun, providing classic men's and women's beach cruiser bikes for people of all skill levels to enjoy. Doors are now officially open at this new location.

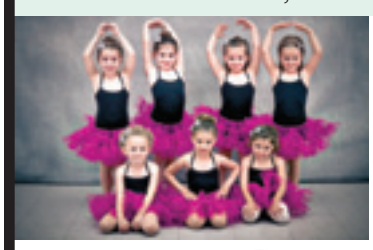
"Over the course of our nearly 30 years of experience, we have learned that in today's fast-paced world, people still want the simple pleasures of a day at the beach and having fun together," said Al Stonehouse, President and CEO of Wheel Fun Rentals. "We offer a way for customers to get outside, turn off the electronics, leave the car behind, and spend time together having fun and experiencing their surroundings."

Located at 120 Colorado Avenue, Wheel Fun Rentals at Wyndham Santa Monica at the Pier offers a new way for locals and visitors, alike, to explore this staple of Southern California. Try one of their classic beach cruisers and race along the 22-mile Marvin Braude Bike Trail, Santa Monica's paved beachfront bike path also known as The Strand.

Wyndham Santa Monica at the Pier is conveniently located within half a mile of the Santa Monica Pier, serving as the perfect starting point for rolling explorations of California's beaches. Take an hour of free time to get some exercise, have tons of fun, and pedal past the historic Ferris wheel. The bike-friendly Santa Monica community offers some of the most unique outdoor fun in the country.

Cruiser bike rental prices start at $10 per hour. For those that are feeling a bit more adventurous, half-day and full-day rental options are also available. Helmets and bike locks are included for free with every rental. Visit http://wheelfunrentals.com/Locations/Santa-Monica-2 for more information.

- MH

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Life Matters

Dr. JoAnne Barge

Send comments to editor@smdp.com

What is behind all this complaining?

DEAR LIFE MATTERS,

My question or situation is not nearly as serious as many of the other things you deal with here in your column.

But I'm really hoping you'll pick my question because it's puzzled me for a long time now, as to what to do.

I have a friend, a very good friend of many years; we go back to college days together. I dare not say how long ago that was but we have both moved on to be very successful in our respective careers.

I am very happy and content with my life but my friend, although very successful, is constantly complaining about hers!

I want to protect her identity in case anyone figures out who she is, so I can't really go into exactly the specifics but she basically has two jobs.

One job is a permanent one with benefits and a lot of flexibility in hours. The other job is related in terms of the kind of work, it's in the same field but it is freelance.

She could survive nicely on either one but she continues to do both and then complain about her 60-70 hours of work a week, how tired she is, how she has no life, no time for anything else.

Her complaints sound like questions but I don't have the answers, when I try and offer any possible solutions they seem to fall flat.

I'm tired of hearing about it, quite sick of it actually and I don't have any answers for her. Don't get me wrong, I love her dearly and we have been good friends for a long time.

I just want to know what your take is?

Signed,

Tired of it

DEAR TIRED,

I think we can all relate to some degree, the exact situation may be different but many of us have friends who go on and on complaining about whatever but don't really ever change anything and sometimes we really don't know what the point is.

So I did pick your question because it's really a good one!

There are several different possibilities here.

Some people just like to complain as a way of

SEE **LIFE MATTERS** PAGE 7

LETTERS TO THE EDITOR

Send comments to editor@smdp.com

Bus Input

Editor:

I would like to give my input into the Big Blue Bus ("BBB") route and schedule changes that were implemented on Aug. 24, 2014 to the #5 line:

The #5 line has now been changed so that going westbound into Santa Monica, the last stop is at 7th and Olympic, at which point you cannot connect to most other lines. You must now get off at Lincoln and Broadway if you want to transfer to the #1, for example, and walk over to Santa Monica Boulevard in order to connect to the #1, or walk the long blocks to 4th and Broadway from Lincoln Blvd. to connect to most any other line. What about the disabled passengers who need a walker, or the passengers who must use a wheelchair? Must they be forced to get off the #5 at Lincoln and Broadway and somehow find their way to the transfer points in downtown Santa Monica?

I don't know how or where you get off going westbound on the #5 to connect to any other line. I was told by the BBB on their Facebook page that the BBB is trying to cut down on "bus traffic" in downtown Santa Monica. But, the #s 1, 2, 3, 4, 7, 8, 9, and 10 all still travel through "downtown" Santa Monica. The #5 is the only bus that is no longer "allowed" to travel into downtown Santa Monica. How does cutting one bus into downtown Santa Monica help to cut down on the "bus traffic"?

I have been told by other riders of the #5 line, that trying to catch the #5 at 5th and Colorado going eastbound to Century City is extremely difficult, as drivers don't slow down to look to see if there are passengers waiting to board the bus at that stop, as well as construction trucks are blocking the bus stop on a daily basis. The area is filled with construction, etc., as well as many homeless people who harass folks trying to catch the bus at that stop.

And, because of the Expo line construction, the westbound #5 has been rerouted and now travels on Broadway to 20th Street, and from there over to Colorado, turning on 26th Street and then over to Olympic and then into Century City. Because of the schedule change, the wait times for the #5 now are at most 30 minutes. There are no bus benches along Broadway, even though the construction is scheduled to last until 2016!

And, please don't get me started on the "new" BBB bus stops. They are a joke! And now, some of the stops that have been in place for some time; the seats are filthy and have not stopped some clever homeless folks from "camping" at the "new" bus stops.

It seems as if the BBB no longer considers the needs of the customers. I have been on the #5, when customers have been "blind sided" by having to get off at Lincoln and Broadway and have to walk into downtown Santa Monica in order to transfer to any one of the other lines that are still "allowed" to travel there. Although many folks (including handicapped folks) are completely inconvenienced by the changes to the #5 route and schedule, they will probably not speak out. Let me be their voices. I myself, have to wait at Lincoln and Broadway in the morning to catch the eastbound #5 for almost 30 minutes because of the schedule of the #1 (which I transfer from), and I have a bad back. I also ride the #5 with a passenger who now has to walk from 2nd and Washington in Santa Monica in order to catch the eastbound #5 at either 5th and Colorado or Lincoln and Broadway.

Our voices need to be heard, and each time I have voiced my concerns to the BBB on their Facebook page, or through e-mail, I am give the same old tired response: "Thank you for your concerns, we will forward your comments to our Operations officer", and nothing ever gets done.

Cindy Knight
Santa Monica

Taxi service needs another study

Editor:

The September 18th letter titled "Taxi Drivers Protest" claims that taxi drivers can't feed their families due to competition from Uber and Lyft - two new concepts in taxi service. This letter made me realize the complexities involved and to consider suggesting that the City needs to revisit the Taxi ordinance, taking into account these new, safe taxi services, their convenience for visitors and residents, and their impact on present taxi drivers.

I'm not familiar with Uber, but had my first experience with Lyft on Sunday September 14th. I regularly attend the Sunday concerts at the Los Angeles County Museum of Art and have connected with an artist and a writer who like to go to the Grove for conversation after the concert. We've been walking to the Grove, but on the 14th, the writer said, "It's too hot to walk. I'll treat us to a ride on Lyft." He travels often, he uses Lyft in many American Cities, and similar services in Europe.

To start the process, he says you open an account with Lyft on internet, providing your credit card information, your picture and a bio. For his picture and bio, he just connected them to his Facebook page. Then he downloaded an app for his cell phone.

When you call for a car, you immediately get a cell phone picture of the area showing where Lyft cars are located. When one picks up the call, you get the name of the driver, phone number, and picture of the driver and car. GPS sends the driver your exact location, and the service sends your name and photo. The car arrived in minutes. When we entered the car. We shake hands with the driver and introduced ourselves. The trip from the museum to the Grove cost $3 for the three of us. When we exited the cab, the writer's credit card was immediately charged. He added a tip, and a rating of the experience. Drivers provide their own car, and earn their pink identity moustache after so many good experience ratings. This experience was quick, convenient, reasonable and pleasant.

In Santa Monica, you can't hail a cab - you have to walk to a location where cabs wait. If you were at Bloomingdales and wanted a cab, you would have to walk to Ocean Avenue, north of the pier where they wait. Or you can call Lyft and they'll pick you up on the spot. Which would you choose?

The questions are whether the traditional cab companies can create a program as convenient, safe and user friendly as the Lyft system, and whether the Santa Monica City staff and council can find a way to design an ordinance that extends this convenience to residents and visitors in Santa Monica.

My friend tells me he uses Lyft regularly, since he doesn't own a car. On one occasion, he ordered a Lyft car for a trip he'd made numerous times and knew cost $5. The driver took a circuitous route, and the cost was $8. He called Lyft, and reported the incident. They checked his account, where GPS had recorded the route the driver took. Customer service agreed that the driver had padded the cost. They apologized and credited his Lyft account with a $15 credit. I'm sure you can see why the Lyft system is becoming popular world-wide, and traditional taxi drivers are feeling the pinch. Do we ban Lyft, denying visitors and residents this safe, convenient service or ask traditional cab companies to hire technicians to create something similar? Or is there a way can they co-exist? That's the tough question.

Ellen Brennan
Santa Monica

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FAX (310) 576-9913
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The Santa Monica Daily Press is published six days a week, Monday through Saturday.

19,000 daily circulation, 46,450 daily readership. Circulation is audited and verified by Circulation Verification Council, 2014. Serving the City of Santa Monica, and the communities of Venice Beach, Brentwood, West LA. Members of CNPA, AFCP, CVC, Associated Press, IFPA, Santa Monica Chamber of Commerce.

PUBLISHED BY NEWLON ROUGE, LLC
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OPINIONS EXPRESSED are those of the writer and do not necessarily reflect those of the Santa Monica Daily Press staff. Guest editorials from residents are encouraged, as are letters to the editor. Letters will be published on a space-available basis. It is our intention to publish all letters we receive, except those that are libelous or are unsigned. Preference will be given to those that are e-mailed to editor@smdp.com. All letters must include the author's name and telephone number for purposes of verification. All letters and guest editorials are subject to editing for space and content.



My Write

Bill Bauer

Send comments to editor@smdp.com

While the cat's away…

WHILE I WAS AWAY IN JOLLY OLD England for the last two weeks, the mice came out to play.

City Council voted 4 to 0 to end a decade of pony rides at the Sunday Main Street Farmers' Market. Ted Winterer, Gleam Davis, Kevin McKeown and Tony Vazquez cast their vote around 1:30 a.m. on Wednesday morning (Sept 10).

Left wing gadfly Marcy Winograd had protested the pony rides and petting zoo run by Tawni Angel. "Pony whisperer" Winograd claimed Angel's animals were overworked, mistreated and unhappy.

A number of veterinary and animal rights organization cleared Angel of mistreatment and Market Supervisor Laura Avery even vouched for Angel's responsible care for her animals. Winograd, who is a school teacher, made the big mistake of projecting human emotions on animals.

If I were Angel, I'd sue. However, if Winograd's attorney husband were to become involved, Angel would be lawyered ad infinitum.

McKeown called Winograd's attacks, "unfair and unkind." He was "disturbed, though, by the demonization of Tawni Angel and her ponies.' He said he was wary of a process which, "gives power to the attack-based protest against an individual." So am I.

Instead of standing up to ignorance, councilmembers Davis and Winterer, who agendized the item, said that their decision has nothing to do with Angel, but with the "protest" surrounding the issue.

Yes, Virginia, this is the sorry specter of four council persons using "protest" as reason to cave on Winograd's bullying. Too bad "protest" wasn't used as an excuse to vote down the Hines/Bergamot project in February.

Council's voting results in a loss of enrichment and an enhanced community experience way to frequently. Four years ago, it purged the Santa Monica Farmers' Markets of long time, favorite non-food vendors. This time they eliminated an educational experience for children to be around and near farm animals.

Never fear. The Sunday morning Brentwood Farmers' Market on Gretna Green Way has a pony ride and petting zoo. Ponies get to carry their young charges on a footpath next to the Brentwood Country Club. The petting zoo is a delight. But, don't tell Winograd. She'll go up there and incite another witch hunt.

PEDESTRIAN ACTION PLAN IS MORE NONSENSE

A community meeting on the new "Pedestrian Action Plan" (PAP) plan took place September 23 at the main library.

The PAP is another nonsensical planning concept that tries to convert arterials and streets used to transport folks to/from home, work, school and shopping into a multi-purpose recreational facilities.

Trying to co-ordinate equal access for vehicular traffic with bicycling and walking activities on city streets has been an insurmountable challenge for the planning geniuses in City Hall. Efforts so far have been failures.

At last Tuesday's meeting, pedestrians complained about drivers cutting them off in crosswalks, especially when the vehicle is turning. I was nearly run down by a left-turning motorist at Euclid Street and Wilshire Boulevard a couple of Sundays ago. People drive recklessly and inconsiderately because they can get away with it.

Wider sidewalks, landscaping and street beautification will do nothing to solve this problem, but a police motor officer with a cite book will. Let's face it, there's just not enough enforcement.

There is resistance at City Hall to stepping up enforcement or even including it in the planning process because hiring police doesn't make busy work for a bloated planning staff.

One concept being studied is called "Vision Zero" - a philosophical approach to pedestrian/bike/car relationship that aims for "zero" dangerous interactions.

Vision Zero is a pipe dream conjured up by the Unicorn chasers. One its big advocates is planning commissioner and council candidate Richard McKinnon who told our Daily Press reporter, "We need to try to create streets where cars and pedestrian interactions don't occur."

Candidate McKinnon is in Fantasyland. There's no way that a street or intersection will have "zero dangerous interactions" even if configured exclusively for cars, bicycles or for pedestrians.

UNION ENDORSEMENTS ABOUT WAGES AND BENEFITS

In previous elections, many of us noted the extensive political support and flow of campaign funds from developers and their associates. This cycle, it's the labor unions that are most active.

While I was in the UK, a couple of council candidates continued to benefit from union endorsements: incumbents Kevin McKeown, Mayor Pam O'Connor and former Lookout columnist and attorney Frank Gruber who has reinvented himself as a labor candidate.

Better than a pro-development candidate, huh, Frank? I'm not impressed.

Labor unions back candidates who support pro-union positions like increased wages and benefits packages. For example, the bargaining units representing the Santa Monica Police Officers' Association (POA) and Firefighters, Local 1109 endorsed McKeown, O'Connor and Gruber. They claimed their endorsement was due to, "consistent track records of voting for issues that favor community safety and ensure the highest quality of emergency services."

Is that really true? The POA also endorsed Sheila Kuehl over Bobby Shriver for Los Angeles County Supervisor, 3rd District. Shriver led the move to have police officers pay a small percentage (3%) of their own pension benefits when he was on City Council in 2011. ("Taking on the 800 lb Gorilla," Editorial, SMDP, Feb 11, 2011, Pg. 4)

Shriver's position saved Santa Monica taxpayers millions of dollars but the payback for Shriver is and will be harsh. No doubt we'll soon see mailers saying, "Shriver not good for public safety."

For me, it's exactly why I'm supporting Bobby for Supervisor because he does what's best for the people over voting for himself, politically.

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

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City of Santa Monica

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NOTICE INVITING BIDS

NOTICE IS HEREBY GIVEN that the City of Santa Monica invites Contractors to complete and submit sealed bids for the:

2014 Annual Wastewater Main Improvements Citywide
SP2303

Bids shall be delivered to the City of Santa Monica, Office of the City Clerk, Room 102, 1685 Main Street, Santa Monica, California, 90401, not later than **10:30 a.m.** on **October 16, 2014,** to be publicly opened and read aloud after **11:00 a.m.** on said date in City Hall Council Chambers. Each Bid shall be in accordance with the Request for Bids.

MANDATORY PRE-BID JOB WALK:
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Bidding Documents may be obtained by logging onto the City's bidding website at: http://www.smgov.net/planetbids/. The Contractor is required to have a **Class A** 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.

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COMMUNITY BRIEFS

Malibu
Wine festival

Autumn comes quietly to Southern California, with cooler breezes, less traffic and slightly shorter days. In Malibu, a booming viniculture hub, the grape harvest marks the beginning of fall. To celebrate the grape harvest and sample the best wines from throughout California, the place to be this October is St. Aidan's Episcopal Church, across from Paradise Cove, in Malibu. All are invited to St. Aidan's annual wine festival "A Celebration of All Things Grape," on Sunday, Oct. 5. Festival goers can sample wines from Northern, Central and Southern California while enjoying delicious food, live music, a country store, antique market and exciting live auction.

A record-setting eleven vineyards will be represented at the festival this year including: Chateau Margene, Dolin Malibu Estate, Estate d'Iacobelli, Hearst Ranch, Lobo Creek Estate, Malibu Family Wines, Malibu Vineyards, Orfila Winery, Rusack Vineyards, San Antonio Winery and Stony Hill Vineyards.

The suggested donation for festival tickets is $35. Ticket holders receive a raffle ticket, access to auctions, free childcare, live music, wine tastings of award-winning wines, a souvenir wine glass and delicious food. All proceeds go to support organizations serving the homeless and disadvantaged including Malibu Community Labor Exchange, helping day laborers obtain jobs and learn English; School on Wheels, providing backpacks and tutoring to homeless children; Standing on Stone, assisting the homeless with emergency services, mentoring and transition to housing; Dorcas House, a Tijuana orphanage; Nets for Life, malaria prevention and education programs in Africa; and Sierra Service Project, providing life-changing experiences for teens through acts of service repairing homes in Native American communities throughout the western United States.

Earlier in the same day, St. Aidan's will mark the Feast of St. Francis with a Blessing of the Animals. Pets and mementos of pets of all shapes and sizes are welcome. "Many people plan on spending the day in Malibu, coming with their pets to the 8 or 10 a.m. service, then breaking for lunch or time at the beach and coming back from 3 to 6 p.m. for the festival," said the Reverend Joyce Stickney, rector of St. Aidan's.

To reserve tickets, or for more information, email office@staidanschurch.org.

- MH

SMC
New Musical at SMC

Santa Monica College is proud to present "Locals Only!" - a world premiere musical written by the Emmy Award-winning creator of the smash hit "High School Musical" - Oct. 3 through 19 in the SMC Main Stage, 1900 Pico Blvd.

"Locals Only!," a multimedia extravaganza involving talented students from throughout the campus, as well as professionals, is a love story and clash between the Venice-Santa Monica surfer culture and life in the Valley. "Locals Only" refers to the phrase often used by surfers to mark their beach territory.

"A musical by nature is collaborative, but I wanted this to be a production that reached deep into the campus, across many disciplines," said SMC President Dr. Chui L. Tsang, who brought the project to the college. "It's rewarding to see that students in film, animation, photography, cosmetology, art, business, computer science and other departments have contributed so much, alongside those in theatre, dance and music. The college has never embarked on a multi-disciplinary program as wide ranging as this, and to see it come together is very exciting."

With book and concept by Bill Borden and music by a host of songwriters he has collaborated with previously, "Locals Only!" is directed by Perviz Sawoski, chair of the Theatre Arts Department. Choreography is by dance professor Mark Tomasic and music direction by Gary Gray from the Music Department.

Featuring more than a dozen songs - from energetic, foot-stomping numbers to ballads - "Locals Only!" tells the story of Buzz (Harrison Meloney), a young surfer who falls in love with Ariel (Autumn Powers), a "Valley Girl" from a sheltered, privileged background. Filled with colorful characters, the 90-minute musical reveals the inevitable conflicts when different worlds collide.

"This show is going to be really fun, and our talented cast and multimedia projections will make the story fly off the stage," Sawoski said. "It's been an incredible journey to collaborate with Bill Borden on developing the script, work with the wonderfully talented Mark Tomasic and Gary Gray, and see the excellent contributions being made by students and faculty from many departments."

Specifically, film students have been shooting footage that will be projected on an onstage screen; photography students are taking promotional shots from the beach to the rehearsal hall; cosmetology students have made hair extensions and are assisting with hair and makeup; business students have developed marketing plans; and computer science students have launched social media projects for the show.

In addition, art student Pace has created a group of animated murals (with the help of the Entertainment Technology Department) that will be projected onstage and serve as stunning backdrops for the show. (A Venice Beach mural also plays a key role in the musical's plot.)

"I've been so impressed with the talents and enthusiasm of students across disciplines who have contributed to this project," said Dean of Academic Affairs Erica LeBlanc, the production coordinator for "Locals Only!"

"We've also had wonderful corporate support from Dive N' Surf in Redondo Beach, which has donated bathing suits, wetsuits and beachwear," she said.

Performances are 8 p.m. Fridays, 2 p.m. and 8 p.m. Saturdays (except there will be no 2 p.m. matinee Oct. 4) and 2 p.m. Sundays. A preview performance will be at 8 p.m. Thursday, Oct. 2.

Advance tickets are $10 preview, $20 general admission, and $17 for senior citizens (60-plus) and SMC students with ID, plus service charges. At the door, tickets are $3 more. Tickets can be ordered online at www.smc.edu/mainstage or by calling (310) 434-3000 or (310) 434-4319.

- MH

SMC
SMC to host Stephen D. Gutierrez and Jim Krusoe

Santa Monica College has announced that award-winning authors Stephen D. Gutierrez and Jim Krusoe will read and talk about selections from their works at 11:15 a.m. Tuesday, Sept. 30. The free event - "Turf Crossing & Fence Climbing: Stories from LA, Fresno, and Guanajuato" - is open to the public and will be held in Humanities & Social Science Lecture Hall 165 on the main SMC campus, 1900 Pico Blvd., Santa Monica. Seating is on a first-arrival basis.

Stephen D. Gutierrez is a Professor in the English Department at California State University, East Bay. His latest book, "The Mexican Man in His Backyard," completes a stories-and-essays trilogy he calls "My Three-Volume BOXED Set" ("Elements," winner of FC2's Nilon Award, and "Live from Fresno y Los," winner of an American Book Award, are the first two in the "set"). He is also a playwright whose "Game Day" received the 2010 Maxim Mazumdar New Play Competition in the One-Act Category Award.

Jim Krusoe is an SMC English instructor and the award-winning author of the novel "Iceland," selected by the Los Angeles Times and the Austin Chronicle as one of the ten best fiction books of 2002. He also penned the short story collection "Blood Lake" and the novels "Girl Factory," "Erased," and "Toward You." Krusoe - who is the founder of SMC's literary journal Santa Monica Review - is a recipient of fellowships from the National Endowment of the Arts and the Lila Wallace Reader's Digest Fund, and also teaches in the graduate writing program at Antioch University.

"Turf Crossing & Fence Climbing" is sponsored by the SMC Associates (www.smc.edu/associates), the SMC Latino Center and its Adelante Program, and the SMC English Department. For information, please call (310) 434-4003.

- MH

Main Street
Shuttle program recognized with industry award

The Santa Monica Convention & Visitors Bureau (SMCVB) stood out from among its peers during an awards ceremony sponsored by the Western Association of Convention & Visitors Bureaus (WACVB). During the ceremony, SMCVB was awarded a prestigious 2014 Best Idea Award for the Santa Monica Shuttle program.

WACVB's annual Best Idea Program showcases innovative projects and creative marketing strategies submitted by WACVB members each year. The project submitted, the Santa Monica Shuttle, is a partnership between Santa Monica Free Ride, SMCVB and local hotels to provide a free on-demand service that transports visitors and residents to Downtown Santa Monica, Santa Monica Pier, Main Street, and Montana Avenue. The Santa Monica Shuttle consists of electric vehicles wrapped in Santa Monica destination branding that are regularly available at local hotels. The service runs seven days a week from 11:30 a.m. until at least 8 p.m., later on weekends and for special events.

"The Santa Monica Shuttle has been extremely well-received in our community, providing over 30,000 free, electric, open-air rides since its launch in May 2014," said Misti Kerns, president/CEO of SMCVB. "We're very excited to have received such positive feedback from residents and visitors who have enjoyed the service, and to have received this prestigious industry award. We look forward to expanding the program and building upon its success."

This year's Best Idea Program awards were presented during the 2014 WACVB Annual Conference, held in Albuquerque, New Mexico. Following receipt of the entry forms, a Board-appointed task force reviewed the submissions and selected several ideas for presentation at the conference. Representatives from several bureaus presented their best ideas during the conference.

- MH

Main Library
Free patient education seminar

Dr. Nick Shamie, has announced a free educational event for people suffering from the symptoms of Lower Back Pain. The event will be Oct. 1 at the Main Library, 601 Santa Monica Blvd. at 7 p.m.

This is an opportunity for patients with lower back pain to meet with physicians and learn more about the management and treatment of their disease.

Up to 85 percent of all people have lower back pain (LBP) at some point in life. The Sacroiliac (SI) Joint can be responsible for up to 25 percent of lower back pain but is often never evaluated because most physicians are never trained to look for is as pain generator.

Potential causes of SI joint problems include degenerative disease, history of trauma, pregnancy/childbirth, and other unknown reasons. Recent studies have discovered that 75 percent of all post-lumbar surgery patients may have SI Joint dysfunction. 2

Symptoms often limit self-supporting daily activities, work, social and recreational pursuits. Lack of activity can lead to obesity, depression and general physical deterioration.

This educational event will help patients understand their disease and how to manage their condition. SI Joint patients will understand treatment options including: non-operative therapy, traditional surgery and a new minimally invasive technology.

Call (310) 774-4175 for more information.

- MH

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COMMUNITY BRIEFS

Loews Hotel

2013 Distinguished Service Award

The Santa Monica Jaycees will award its 2013 Distinguished Service Award for outstanding community volunteerism on Wednesday, Oct. 15 in conjunction with the Kiwanis Club of Santa Monica.

The event will be held at 12 p.m. at the Santa Monica Loews Hotel (1700 Ocean Avenue, Santa Monica, CA 90401). The cost of the luncheon is $30.

Since 1931, the Santa Monica Jaycees have honored outstanding young individuals in the community for their commitment to volunteer service.

Each year, the Jaycees solicit nominations from service clubs and non-profit organizations throughout the area. One outstanding individual is named the recipient of this honor.

This year's nominees are Magdalena Davis, Robert English, Brittney Seeliger, Megan Sheehy, and Bryan Smiley

"It's incredibly exciting for the Santa Monica Jaycees to recognize the good work of young people in this community. This year's nominees are nothing short of exemplary and we're proud to showcase their accomplishments," said 2014 Santa Monica Jaycees President Rob Schwenker.

The Santa Monica Jaycees are a non-profit service organization and leadership club for individuals 21-40 years old. For more information about this organization, visit www.smjaycees.org.

- MH

LIFE MATTERS

FROM PAGE 4

releasing tension. Some do it because they really want help and others do it because they want help but it isn't with the thing that they are complaining about.

Your friend may be truly stuck. She may like both jobs equally and find it difficult to quit either one. Perhaps she prefers the free lance but is afraid to let the secure job go because it is hard to know for sure that you can count on freelance. Even if you have a history of doing well, you never know if something unforeseen might happen. I am wondering if she is married or partnered? If its just her, that can make it even more difficult.

So what she may be telling you without realizing it is that she really is afraid.

Now you say she could survive well on either job. But she can't seem to let go of either one. And 50-60 hours a week on a regular basis, this definitely starts to look like an addiction. This does not rule out the fear, they are not mutually exclusive but it does sound like she might be addicted to her own work style. There is a name for this; it is called "workaholism." There are actually 12-Step groups for Workaholics.

Now putting this aside for a minute, her constant complaining could be reaching out for help but not with the work per se. She may be needing compassion, support for something emotional that she either cannot say or perhaps is not aware of herself.

In these cases, I don't think trying to provide the answer for her is what you want. I think asking questions is more in order unless after reading this you determine that it is just her way of releasing tension. If so, you learn to ignore it or you confront it directly telling her what you feel and suggesting that she look for something to help with her tension, like yoga or meditation.

For questions to cover the other possibilities you might ask if she is aware of feeling frightened. Try to get her to talk about her fears and that by itself, may help as she hears herself talking. You could also ask her if she feels like she could stop if she wanted to; could she even try turning down the next free lance job that comes along to see how she feels and how she does. If she honestly tells you that she cannot imagine this, tell her about the WA meetings.

Finally if she gets upset with you, it means that you are getting a little too close to home (not a bad thing) and also, you can remind her that she asked you for help or that you are trying to help because she is constantly complaining.

Actually, she may not even realize this or know this about herself. We all have out blind spots!

DR. JOANNE BARGE is a licensed psychologist and licensed marriage & family therapist with offices in Brentwood. Visit her at www.drbarge.com and send you anonymous questions to newshrink@gmail.com. Got something on your mind? Let me help you with your life matters because it does!

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Threats to air quality

Dear EarthTalk

What are some of the more dangerous threats to our air quality and what can be done to eliminate them so we can all breathe more easily?

Melanie Smith
Pomfret, CT

THE MAIN THREATS TO LOCAL AIR QUALITY

across the United States (as well as most everywhere else) remain smog and particulate pollution, which combined or acting alone trigger millions of hospital visits and health complications for citizens every year. The American Lung Association (ALA) reports that almost half of all Americans live in counties where air pollution routinely reaches unhealthy levels and can therefore make people sick or exacerbate pre-existing health conditions.

The U.S. Environmental Protection Agency (EPA) points to mobile sources (trains, planes and automobiles) as the greatest contributor to American air pollution, but industrial sources such as power plants and factories are not far behind. Regardless of which kind of pipe pollution comes out of, the end result is consistently bad air quality in the nation's 22 largest metropolitan areas and beyond.

"Ozone develops in the atmosphere from gases that come out of tailpipes, smokestacks and many other sources," reports ALA. "When these gases come in contact with sunlight, they react and form ozone smog." Breathing in smog, while inevitable in certain urban and industrial areas, can irritate the cardiovascular system and cause other health problems.

As for particulate pollution, it too comes from a wide range of both mobile and stationary sources. "Burning fossil fuels in factories, power plants, steel mills, smelters, diesel- and gasoline-powered motor vehicles (cars and trucks) and equipment generates a large part of the raw material for fine particles," explains ALA. "So does burning wood in residential fireplaces and wood stoves or burning agricultural fields or forests." Chronic exposure to particulate pollution has been linked not only to cardiovascular issues but also to cancers and reproductive problems—and has been shown to contribute to premature death.

Fortunately, the Clean Air Act has gone a long way toward cleaning up the air we breathe across the U.S., reducing key air pollutants overall by a whopping 68 percent since it first became law in 1970. A recent study by EPA researchers showed that, in 2010 alone, the Clean Air Act prevented more than 160,000 premature deaths, 130,000 cases of heart disease and 1.7 million asthma attacks, not to mention 86,000 hospital admissions and millions of respiratory illnesses.

But even though four decades of Clean Air Act programs have already done a lot to improve our health, environment leaders and public health advocates alike would like to see lawmakers put in place even more stringent rules to reduce pollution of all kinds and put our economy on a cleaner, greener path overall.

As for what you can do, ALA recommends protecting yourself and your family by checking air quality forecasts in your community and avoiding exercising or working outdoors when bad air quality is expected. Also, steps you can take to improve local air quality—driving less, using less electricity, turning the thermostat down, etc.—will have the positive side effect of helping mitigate global warming. Who knew that reducing your carbon footprint could actually also help you breathe more easily too?

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TENANTS
FROM PAGE 1

"Our greatest concern is a lack of long-term donor support due to the unknowns of the length of the terms of the lease that the museum is being presented," he said.

Ryan pleaded for a 10-year lease with two five-year options.

John Clarizio, owner of Spitfire Grill, said he'd like to have a lease "forever."

Airport Commission Chair David Goddard, a vocal opponent of the airport, said he walked the airport for six hours delivering 130 invitations to the lease workshop. He spoke to about 40 tenants during that process.

"Every tenant I spoke with said they wanted to stay with the exception of KCRW, which is leaving because it is building its own building near Stewart and Olympic," he said. "Some said they would prefer long-term leases and other tenants preferred short term leases, but all said they would stay until they were told to leave. Some acknowledged they were paying below market rents."

Bill Worden, president of the Santa Monica Airport Association, attacked the commission - Goddard in particular.

"You failed to mention that ... you were thrown out by a couple master tenants for compromising their ability to deal with their tenants," he said. "This kind of behavior from some official organization within the city is reprehensible. It shouldn't be allowed."

Residents who oppose the airport - they say its too noisy, too polluting, and too dangerous - have wondered if it is possible to oust the aviation tenants while keeping the others.

City attorneys noted at council's August meeting that this move would pose legal risks and likely result in litigation from aviation interests.

Airport Commission Chair David Goddard, a vocal opponent of SMO, continues to insist that City Hall has the right to discriminate against aviation tenants.

They could, he said, bring back previous regulations that would limit the land to light manufacturing uses. This would preclude many of the aviation tenants, including flight schools, aviation fuel sale, and aviation mechanics.

This would likely make the airport less attractive to pilots and could decrease the amount of flights to and from SMO.

"The report is about the finest collection of wishful thinking and unsubstantiated conjecture I've seen in a long time," Worden said of Goddard's presentation.

Fellow Commissioner Lael Rubin said that Goddard's analysis took some of the city attorney's statements "out of context."

"I think City Council would be remiss in not following that recommendation, which is that you don't treat tenants differently," she said. "If you're going to offer three-year leases non-aviation you need to offer three-year leases to aviation tenants."

Both Goddard and Rubin expressed a desire to make a recommendation to council soon but Goddard asked that they wait as he had just received new information from City Hall.

The commission's next meeting is scheduled for Oct. 27.

dave@smdp.com

THEFTS
FROM PAGE 1

cally placed in the downtown area and in locations experiencing a high incidence of bicycle thefts. Prolific bicycle thieves and organized groups are responsible for an inordinate amount of bicycles thefts and an increase in property crimes within city limits. The use of technology has not only allowed us to recover and return property to their rightful owners but to arrest suspects, identify some of the fences in possession of the stolen property and pinpoint trends and patterns."

He said officers recently used an undercover investigation to thwart a prolific theft operation. He said the thieves were taking public transportation into the city, stealing bikes and riding home. The suspects were making two or three trips per day, seven days a week. The investigation resulted in the recovery of dozens of bicycles, dismantled parts and several arrests.

Camarena said solving bike thefts does more than just recover property, it helps reduce traffic in the city.

"Experience has shown us that a typical victim who ride their bikes to work and use it to run errands, will revert back to driving and will delay replacing the stolen bicycles for months if not years," he said. "Reducing and deterring these personal loses not only helps the police department drive crime rates down, but it's a sound effort consistent with citywide sustainability goals in reducing the environmental footprint caused by driving."

MATT@smdp.com





RHINOS
FROM PAGE 1

help save rhinos across the globe.

Kim Putman is one of 10 finalists in this year's National Geographic's Expedition Granted contest. The winner - chosen through a public online vote - receives $50,000 in funding. Putman's dream, "Changing a Culture to Save Rhinos From Extinction" focuses on ending poaching by educating Asian cultures about rhino horn.

"I was very excited, just to be picked was a highlight of the whole experience," she said. "I've always been a fan [of National Geographic], I grew up reading the magazine."

Last year, Putman spent a month volunteering in South Africa at Care for Wild Africa, a rehabilitation and conservation center. She worked frequently with baby rhinos, orphaned after their mothers were poached.

Winning the grand prize would give Putman the opportunity to start implementing education efforts in countries like China and Vietnam where rhino poaching is most prevalent, she said.

"The change has to come from the culture and people, it can't just be an American saying, 'You're wrong, this is illegal, stop,'" she said.

Putman wants to start work on a documentary addressing why people are interested in purchasing the illegal horn.

"It goes from poacher to purchaser," she said. "Just addressing poaching is like putting a Band-Aid on a leak in a pool. You have to go to the source."

In many Eastern cultures, rhino horn is said to have mystical properties like curing cancer or impotency, so it is highly desired, Putman said, even though the trade is outlawed.

Originally from Michigan, Putman moved to Santa Monica 13 years ago. She dreamed about traveling to Africa since she was young.

"I've always been around animals, and when I'm away from that too much, I feel less human," she said.

The contest began in June with more than 700 submissions outlining innovative exploration in science, technology, conservation, adventure and arts. The finalists were selected based on project originality, viability and ability to make an impact on the local and/or global community.

"The passion and ingenuity that went into the hundreds of videos submitted for consideration were truly inspiring," National Geographic CEO Courteney Monroe said in a statement. "The 10 selected finalists really embrace our vision of pushing boundaries and forging new paths with their thoughtful submissions. We welcome the public votes to help narrow down our ultimate winner and 2014 Expedition Granted Explorer."

Voting continues at www.expeditiongranted.com through Monday, Sept. 29, and the winner will be announced Sept. 30. "Changing a Culture to Save Rhinos From Extinction" was in ninth place at the time of publication.

"I want the future generation to experience being in the presence of a wild rhino," Putman said. "It's amazing. There's not a similar creature on the planet."

KELSEY@smdp.com



Courtesy Photo

RHINO: A Santa Monica girl is competing for a prize from National Geographic to help with Rhino conservation.

FACES
FROM PAGE 1

accomplishment from it. For me, becoming an entrepreneur was about creating something that felt like I was making a difference. Now I feel like what I'm doing is directly impacting people's lives. I saw an opportunity that I thought I could fix (seeing that the flower industry was pretty broken) and I saw something that I felt like I had an answer to.

E: Tell me about BloomNation?

F: BloomNation is a marketplace that's connecting buyers with local florists across the country. So compared to, say, 1-800-Flowers, where there's a middleman lead generation company that's taking half the money that you spend, and they have no idea what is available at the local level. So, all the photos you see are stock photography, the prices have no reflection into the local florist cost structure. There's no dynamic information whatsoever. A lot of times people would order something, and the florist doesn't know who you are, they're just being routed your order and half the money. A lot of times people were getting something that looked nothing like what they saw online. What we do is connect consumers directly with top local florists; they're able to upload their own photos, pick their own prices, get a sense of what's more creative in the local market, and most of the money is going towards the flowers.

E: Why did you choose to be in Santa Monica?

F: Originally we started in Beverly Hills. One of my co-founders uncle's had a small little room in one of his offices, and we sort of felt disconnected from other companies. We were around legal offices and doctors offices and we didn't have a sense of "are we moving fast or are we moving slow?" Because we couldn't really bounce around any ideas, we had no viewpoint. For us coming to Santa Monica allowed us to be a little closer to other companies that are going through the same process as we are, gave us a better sense of our velocity, creativity, all of those things.

E: What is one piece of advice you want to pass along to entrepreneurs?

F: Be naïve. For me, being naïve is opening your mind to the impossible. When I started BloomNation, I had no knowledge of the flower industry, of ecommerce, marketing; I had no conceptual understanding of any of these things. I just knew there was a problem, and generally, I could fix it. I think that by not knowing all of the complications I would get into, it allowed me to take it step-by-step and get to my goal. Knowing too much sometimes stops you from dreaming and pushing yourself to take the challenge. My advice is to always simplify things, don't overthink it, stick to the core philosophy of your product or service and take it from there.

E: How is BloomNation changing the world?

F: The exciting thing about what we're doing is that we're helping small businesses get online. Beyond BloomNation being a marketplace, we're giving small businesses the ability to get in front of their customers, market to them, understand who their customers are, where they're coming from, all the analytics, decision making and resources that a big ecommerce have the luxury of knowing that these small businesses don't. That's why it's a struggle for them to get online and compete. For us, what's exciting for us, is that we're helping drive middle America and the backbone of the US economy (which is small to medium sized businesses) by giving them tools, to not only survive, but thrive in this new world of ecommerce. For us, it's some flower shops that were barely getting by who our now hiring new employees and putting food on the table for a lot of people who didn't have jobs. That's probably the biggest, most exciting thing about what BloomNation has been doing.

E: Is there anything you want to share with local people in Santa Monica?

F: I feel like LA is building an amazing tech community. The way I've interpreted how Santa Monica tech culture is compared to up north [in Silicon Valley] is that we're a lot more supportive here, and I'm excited to have that kind of support system and camaraderie amongst other tech startups. I think that's based off the culture of Santa Monica itself; it's very laidback, comforting, warm. I think the tech community is taking a slice of that and using in the way that they treat each other. For me, I'm really excited to be part of this community and helping it make a name for itself.



KNOW BEFORE YOU GO



Expo Light Rail Line

For the week of September 29, 2014, please note the following activities:
5th Street Between I-10 Freeway and Colorado - Southbound street closures during daytime hours. Local access via northbound 5th and u-turn per detour.
11th Street and Colorado Ave: Scheduled signal outages from Wednesday to Friday. Closures on E/B and W/B directions. Parking lane closures in both directions.
Colorado Avenue between 5th & 19th Streets - Expect westbound and eastbound lane closures during daytime hours. Alleys on the north side of Colorado between 6th and 18th Street will have limited access at Colorado.
16th St and Colorado – Roadwork on 16th from Colorado. Colorado closed on 16th from Colorado. Access from Olympic Blvd.
20th Street between Colorado Ave. and Olympic Blvd.- Northbound and southbound lane closures during daytime hours.
26th Street between Olympic Blvd. and Cloverfield Ave. – Construction scheduled during daytime hours. Lane closures, traffic to be maintained.
Cloverfield Ave. and Olympic Blvd. – Eastbound Olympic right turn lane and southbound Cloverfield lane closures.
Stewart St. b/w Olympic Blvd. and Exposition Blvd.- Northbound and southbound outside lane closures during daytime hours, traffic will be maintained.
Olympic Blvd. between 20th St. and Stewart St. – Eastbound and westbound lane closures between 9 a.m. and 3 p.m.
For more information about the Expo Line project, visit BuildExpo.org or call (213) 922-EXPO (3976).

Bus Stop Improvement Project (BSIP)

For the week of September 29, citywide installation of new bus shelters will continue. Construction will involve intermittent vehicle lane, bicycle lane, and sidewalk closures, in addition to the use of parking lanes. Construction will take place at the following stops:

BUNDY

3171 Bundy Blvd. – SMC Bundy campus parking lot
LINCOLN
2602 Lincoln Blvd. btw Ocean Park Blvd. and Oak St. (West side Lincoln)
OCEAN PARK
814 Ocean Park Blvd. btw Lincoln Blvd. and 11th St. (South side Ocean Park)
1703 Ocean Park Blvd. btw 17th St. and 18th St. (North side Ocean Park)
3200 Ocean Park Blvd. btw Centinela Blvd. and 31st St. (South side Ocean Park)

PICO

711 Pico Blvd. btw 7th St. and Lincoln Blvd. (North side Pico)
2725 Pico Blvd. btw Cloverfield Blvd. and Stewart St. (North side Pico)
2350 Pico Blvd. btw Cloverfield Blvd. and 24th St. (South side Pico)
2922 Pico Blvd. btw 29th St. and 30th St. (South side Pico)
SANTA MONICA
1020 Santa Monica Blvd. btw 10th St. and 11th St. (South side Santa Monica)

WILSHIRE

1401 Wilshire Blvd. btw 14th St. and 15th St. (North side Wilshire)
20TH STREET
2100 20th Street btw Pico Blvd. and Pearl St. (West side 20th Street)
Traffic control measures will be employed in all work zones. Use alternate routes whenever possible. For all bus boarding information, please visit www.bigbluebus.com/bsip or call (310) 451-5444. For construction information, please contact Alex Parry, Project Manager at (310) 458-8981

Annual Tree Trimming

For the week of September 29, 2014, the City's annual tree pruning program will take place on 4th Street - Wilshire to Colorado, 2nd St. - Wilshire to Colorado, Ocean Ave. – Wilshire to Pico Blvd. For further information, please contact Matthew Wells, Urban Forester at (310) 458-8974.

New Map Cases & Pylon Installation on the 3rd St. Promenade

For the week of September 29, 2014, The City of Santa Monica and Downtown Santa Monica, Inc. have begun installation of the new map cases and a decorative pylon signs on the 3rd Street Promenade. For further information, please contact Zubaid Mizan, Project Manager at (310) 458-8726.

Annual Paving and Moomat Ahiko Rehabilitation Project

For the week of September 29, 2014: Moomat Ahiko Rehabilitation - Moomat Ahiko Way between Ocean Ave. and Pacific Coast Highway (PCH) will be closed until October 6. During construction, PCH can be accessed by using the California Incline as well as State Route I-10. The downtown area can also be accessed using Lincoln Bl. from the eastbound 1-10. Please expect delays and use alternate routes whenever possible. Construction Time for Moomat Ahiko:
7 a.m. – 8 p.m. Monday – Friday, 8 a.m. – 7 p.m. Saturday & Sunday

SEE **KNOW** PAGE 12







SURF REPORT



O'NEILL

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FACEBOOK.COM/ONEILLSANTAMONICA

Surf Forecasts

Water Temp: **68.9°**

MONDAY – **POOR TO FAIR** – SURF: **1-2 ft** knee to thigh high occ. 3ft
NW swell mix drops out; keeping an eye on the tropics

TUESDAY – **POOR TO FAIR** – SURF: **2-3 ft** knee to waist high
NW swell mix drops out; keeping an eye on the tropics

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 25, 2014**

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

QUICK STATS (for the last 30 days)

- Number of sewage spills -- 0
- Number of beach closures due to a sewage spill -- 0
- Number of wet days -- 8
- Number of A grades for dry/wet weather -- 43 / ns
- Number of (C,D,F) grades for dry/wet weather -- 2 / 1

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

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

LOCATION	DRY	WET
Leo Carrillo Beach, at Arroyo Sequit Creek mouth.	A+	ns
Nicholas Beach at San Nicholas Canyon Creek mouth.	A+	ns
El Pescador State Beach, between Lechusa and Las Alisos creeks.		
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
Marie Canyon storm drain at Puerco Beach, at 24572 Malibu Rd..	A+	ns
Surfrider Beach at Malibu Colony fence.	A+	ns
Surfrider Beach (broach location)- daily.	A+	ns
Malibu Pier - 50 yards east.	A	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
Pena 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.	ns	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.	A+	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.	A	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.	D	ns
Dockweiler State Beach at Ballona Creek mouth.	C	F
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 DAW 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.

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.

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

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KNOW BEFORE YOU GO

KNOW

FROM PAGE 11

Annual Paving

Contractor will be repairing various Sidewalk repairs at various locations on 2nd Street. Construction Time for Annual Paving: 8 a.m. – 6 p.m. Monday – Friday, 9 a.m. – 5 p.m. Saturday (Pending)
For more information on both projects, please contact Hany Demitri, Civil Engineer, and (310) 458-8721 ext. 5385.

Water Main Replacement Project

For the week of September 29, 2014, the contractor will begin installing water main pipe on Colorado Avenue between 4th Street and Ocean Avenue (M-F 8 am to 6 pm) and on Olympic Blvd between Stewart St. and 26th Street (Night Work – 8 pm to 6 am). For more information, please contact Eric Schoenen, CM/Inspector at (424) 625-3445 or City's contact: Carlos Rosales, PM at (310) 458-8721, x2620.

PRIVATE DEVELOPMENT:

Southern California Edison (SCE) – Underground Electrical Vault Replacement
For the week of September 29, 2014, there will possible be an intermittent lane closure on the south side of Broadway between 2nd St. and 3rd Street Promenade during the hours of 9a.m. to 4pm M-F. Please use alternate routes whenever possible. For more information, please contact Chris Navarre, Project Superintendent at (562) 233-6880 for a 24hr response.

Santa Monica Place Theatre

Beginning on Monday, June 2, 2014, there will be lane closures on 4th St and Colorado Ave.

Santa Monica-Malibu USD - Lincoln Middle School

Beginning on Monday 12/24/12, 14th street between California and Washington will have fencing installed in the northbound lane. The center turning lane will be used by northbound traffic. The Southbound lane will remain open. Estimated date of completion is by September, 2014.

Santa Monica-Malibu USD – Santa Monica High School

Beginning on Monday, 8/4/14, 7th Court between Olympic Drive and Michigan Ave will be closed for ongoing Construction Work. For more information, please contact Gary Bolin at 310-399-5865 ext.79-394.

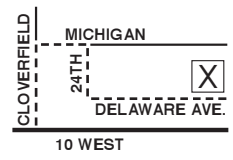


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MOVIE TIMES

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

No movie

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

Dolphin Tale 2 1:47 (PG)
1:30 p.m., 4:30 p.m., 7:30 p.m., 10 p.m.

The Equalizer 2:12 (R)
12:30 p.m., 3:30 p.m., 6:30 p.m., 9:45 p.m.

Guardians of the Galaxy 2:01 (PG-13)
12:45 p.m., 4 p.m., 7 p.m., 9:50 p.m.

Hector and the Search for Happiness 1:54 (R)
1 p.m., 4:05 p.m., 7:15 p.m., 9:55 p.m.

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

The Boxtrolls 1:37 (PG) 3D
1:50 p.m., 4:35 p.m., 10 p.m.

The Boxtrolls 1:37 (PG)
11:05 a.m., 8:20 p.m.

The Disappearance of Eleanor Rigby 2:03 (R)
11:10 a.m., 5 p.m.

The Equalizer
11 a.m., 1:55 p.m., 5:10 p.m., 7:25 p.m., 10:30 p.m.

The Maze Runner 1:53 (PG-13)
11:15 a.m., 2 p.m., 4:40 p.m., 7:30 p.m., 10:25 p.m.

The Skeleton Twins 1:33 (R)
11:25 a.m., 1:45 p.m., 4:30 p.m., 10:40 p.m.

The Drop 1:46 (R)
2:15 p.m., 8 p.m., 10:35 p.m.

This is Where I Leave You 1:43 (R)
11:30 a.m., 2:10 p.m., 4:50 p.m., 7:40 p.m., 10:20 p.m.

A Walk Among the Tombstones 1:54 (R)
11 a.m., 1:40 p.m., 4:20 p.m., 7:15 p.m., 10:15 p.m.

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

ALL SMILES TONIGHT, SAG

ARIES (March 21-April 19)
★★★★ You'll draw inspiration from others' ideas. You might not agree with someone, nor might he or she with you, so detach in order to keep the peace. Try to consider what this person really means to you. Tonight: Accept a caring gesture for exactly what it is.

TAURUS (April 20-May 20)
★★★ Relate directly to an individual who has a way of affecting you deeply. You two are very different, and the results of you avoiding certain matters will not be pleasant. Leave nothing to serendipity. Tonight: Buy a favorite dessert on the way home.

GEMINI (May 21-June 20)
★★★★★ Others seem to make a big splash wherever they are. You could feel somewhat intimidated by them. Step back and note the good ideas being presented. Tonight: A friend could be full of surprises!

CANCER (June 21-July 22)
★★★ Remain at the helm of the ship, even if you feel distracted. An older person might be more unpredictable than you have ever noticed before. Refuse to stand on ceremony; simply smile and move on. Eye a purchase for your home carefully. Tonight: As you like it.

LEO (July 23-Aug. 22)
★★★★ You might want to add more zest to your day. Others probably will thank you for your smile. You'll hear some news or see a situation that could shock you. Given some time, you will understand the dynamics better. Tonight: Ever playful.

VIRGO (Aug. 23-Sept. 22)
★★★ You could be more in your own head than you realize. As a result, others might find it difficult to communicate with you. Take some time to realize who you are angry with or what is upsetting you. Try to get that situation settled first. Tonight: Happy at home.

LIBRA (Sept. 23-Oct. 22)
★★★★ You might need to screen calls and readjust your schedule. On the other hand, you could decide to stay on course. If you do, expect a snag or two along the way. Tonight: Out late.

SCORPIO (Oct. 23-Nov. 21)
★★★ Be aware of the costs of proceeding as you have been. You could be very tired and withdrawn. Know when to say "enough," as it will help you to avoid a hassle. If you can prevent it now, you will be much happier as a result. Tonight: Balance your checkbook first.

SAGITTARIUS (Nov. 22-Dec. 21)
★★★★ What seems clear to you might be obscure to someone else. You are direct and forceful, and it would not be surprising if you were to lose your temper. A friend will come to the rescue, but you might find it difficult to take back words already spoken. Tonight: All smiles.

CAPRICORN (Dec. 22-Jan. 19)
★★★ You might want to step back and consider your options. Even if you have a busy schedule, you'll need some thinking time. Someone you have to answer to could be very caring yet usually difficult. Interact with those you can count on. Tonight: Make it a personal night.

AQUARIUS (Jan. 20-Feb. 18)
★★★★ A friend will demonstrate an enormous amount of caring. A discussion will point you in a new direction. Others seem to be more than willing to do whatever you want. You always appreciate your friends, but make the extra effort to show it now. Tonight: Where the gang is.

PISCES (Feb. 19-March 20)
★★★★ Honor a change of pace. You will want to follow through on a project and get it done. You will not allow distraction to go on for too long; however, you could have a lot of requests from people who would like some extra time with you. Tonight: A must appearance.

Monday, September 29, 2014

This year you are likely to have a different outlook on life. As a result, you will want to make a lot of adjustments and changes. Let go of what no longer works. In the next few years, many opportunities will head your way. Your circle of friends and acquaintances will grow. Your influences will be felt in areas that are significant for you. If you are single, and you would like to change your status, you are very likely to encounter Mr. or Ms. Right. If you are attached, the two of you achieve a mutual goal, which adds to the level of contentment that exists between you. SAGITTARIUS encourages you to open up more.

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

INTERESTED IN YOUR DAILY FORECAST?
Check out the HOROSCOPES above!
smdp.com Santa Monica Daily Press office (310) 458-7737

Speed Bump
By Dave Coverly



Strange Brew
By John Deering



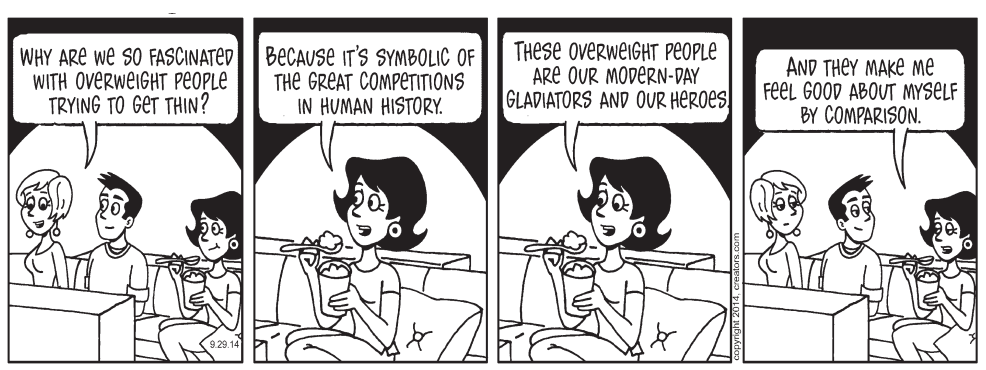
Dogs of C-Kennel
By Mick and Mason Mastroianni



Garfield
By Jim Davis



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



Sudoku

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

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

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

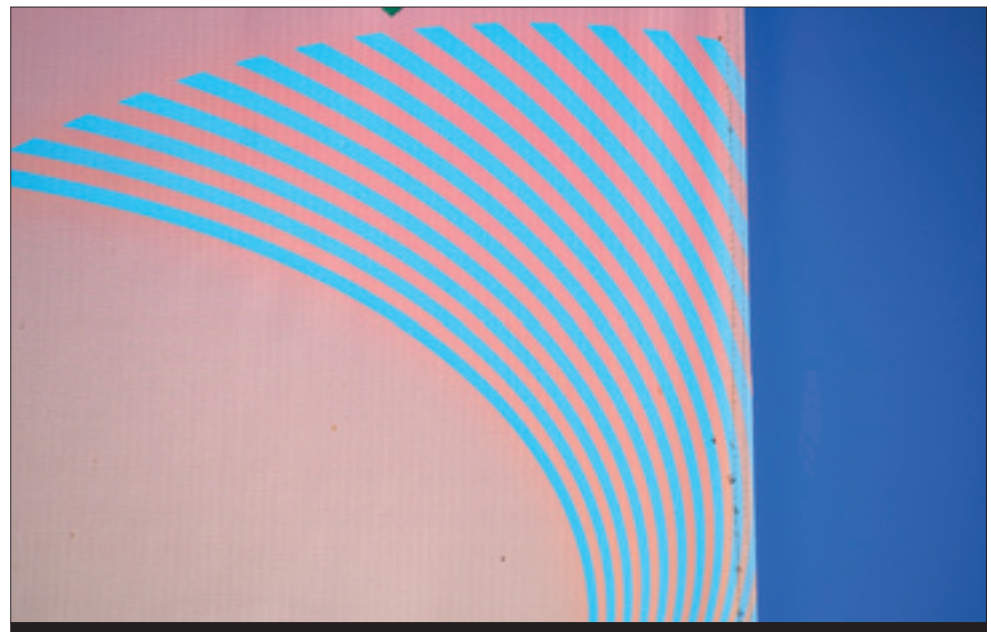
1	4	3	2	7	6	5	8	9
9	7	6	8	5	4	3	2	1
2	8	5	3	9	1	6	7	4
4	5	1	9	3	2	7	6	8
6	9	8	5	4	7	1	3	2
3	2	7	1	6	8	4	9	5
8	6	2	4	1	3	9	5	7
5	3	4	7	8	9	2	1	6
7	1	9	6	2	5	8	4	3

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MYSTERY PHOTO

Matthew Hall *matt@smdp.com*

The first person who can correctly identify where this image was captured wins a prize from the Santa Monica Daily Press. Send answers to *editor@smdp.com*.

CROSSWORD

By THOMAS JOSEPH

ACROSS

1 Saturn sight
6 Resort spots
11 Blockhead
12 Brother's daughter
13 Syrup source
14 Long look
15 Hyphen's kin
17 Young seal
18 Living end
22 Physics bit
23 Kitchen come-ons
27 Masters of meditation
29 "Survivor" team
30 Out-pourings
32 Sketched
33 Tele-marketers' needs
35 Jotting spot
38 Enjoy the pool
39 Japanese port
41 Home of the Marlins
45 Smallest mammal
46 Old anesthetic
47 Many new drivers
48 Some carpets

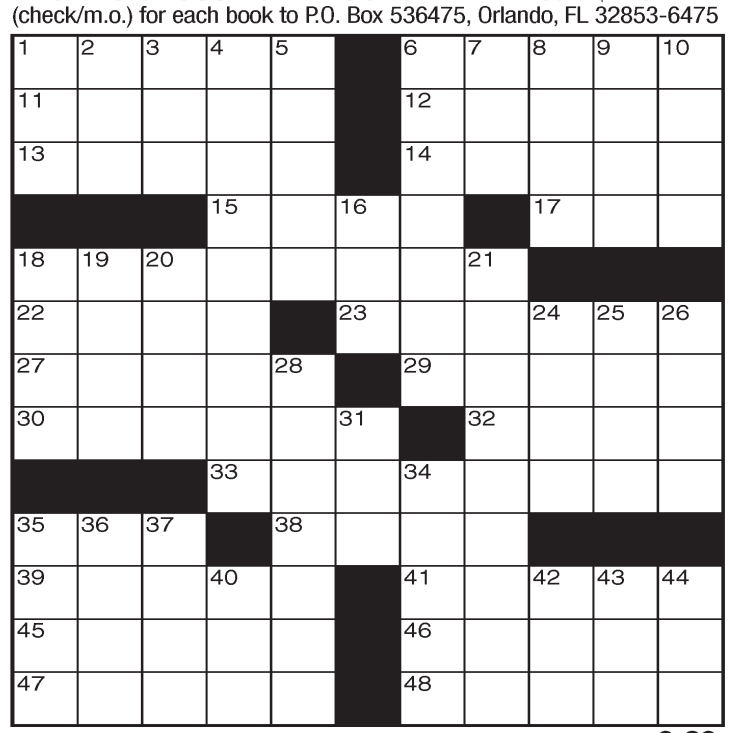
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Saturday's answer

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



9-29

NEWS OF THE WEIRD
BY CHUCK SHEPARD

■ Jonathan Thomas, 50, was charged with DUI and disorderly conduct in Washington Township, Indiana, in August after driving through two backyards one Friday evening and getting his vehicle stuck in the second. Police reported that Thomas "show(ed) his teeth to officers" and later "growled" at hospital security staff. Thomas' day job is director of the Porter County Animal Shelter.

■ Just Like the Script: (1) In August, a Bradenton, Florida, deputy sheriff was forced to duplicate a classic scene from "Raiders of the Lost Ark" when he was advanced upon by a menacing-looking, samurai-sword-swinging, 31-year-old man. The deputy, perhaps as nonplussed as Indiana Jones was, shot him dead. (2) Rule No. 9: The 15-year-old granddaughter of Cliven Bundy (the Nevada rancher whose dispute with the federal government caused a notorious standoff in March) told Las Vegas' KSNV-TV that her dad (Bundy's son) was withdrawing her from her high school because officials would not allow her to carry a knife on campus. She said her dad has taught his kids (just like "NCIS's" Leroy Jethro Gibbs) to "always" carry a knife.

TODAY IN HISTORY

1911 – Italy declares war on the Ottoman Empire.

1918 – World War I, Battle of St. Quentin Canal: The Hindenburg Line is broken by Allied forces. Bulgaria signs an armistice.

1923 – The British Mandate for Palestine takes effect, creating Mandatory Palestine.

1932 – Chaco War: Last day of the Battle of Boquerón between Paraguay and Bolivia.

1938 – Munich Agreement: Germany is given permission from France, Italy, and Great Britain to seize the territory of Sudetenland, Czechoslovakia. The meeting takes place in Munich, and leaders from neither the Soviet Union nor Czechoslovakia attend.

1941 – World War II: Holocaust in Kiev, Soviet Union: German Einsatzgruppe C begins the Babi Yar massacre, according to the Einsatzgruppen operational situation report.

1949 – The Communist Party of China writes the Common Programme for the future People's Republic of China.

1951 – The first live sporting event seen coast-to-coast in the United States, a college football game between Duke and the University of Pittsburgh, is televised on NBC.

1954 – The convention establishing CERN (the European Organization for Nuclear Research) is signed.

1957 – 20 MCi (740 petabecquerels) of radioactive material is released in an explosion at the Soviet Mayak nuclear plant at Chelyabinsk.

1962 – Alouette 1, the first Canadian satellite, is launched.

Santa Monica Daily Press

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DBAS

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014250482 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/05/2014 The following person(s) is (are) doing business as The Butchers Son , www.butcherssonsm.com. 1534 MONTANA AVE. , SANTA MONICA, CA 90403. The full name of registrant(s) is/are: SWEET SIXTEEN LLC 1020 Wilshire Blvd. SANTA MONICA, CA 90401. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:MARK VERGE . SWEET SIXTEEN LLC . This statement was filed with the County Clerk of LOS ANGELES County on 09/05/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/15/2014, 09/22/2014, 09/29/2014, 10/06/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014248038 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/03/2014 The following person(s) is (are) doing business as WESTSIDE RENTALS , WESTSIDE RENTALS BROKERAGE . 1020 WILSHIRE BLVD. , SANTA MONICA, CA 90401. The full name of registrant(s) is/are: KOA LEI, INC 1020 WILSHIRE BLVD. SANTA MONICA, CA 90401. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:KEVIN MILLER . KOA LEI, INC . This statement was filed with the County Clerk of LOS ANGELES County on 09/03/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/08/2014, 09/15/2014, 09/22/2014, 09/29/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014243938 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/28/2014 The following person(s) is (are) doing business as FAYE MIYOSHI. 938 17TH STREET, 5 , SANTA MONICA, CA 90403. The full name of registrant(s) is/are: FAYE SMITH 938 17TH STREET, 5 SANTA MONICA, CA 90403. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:FAYE SMITH . FAYE SMITH . This statement was filed with the County Clerk of LOS ANGELES County on 08/28/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/08/2014, 09/15/2014, 09/22/2014, 09/29/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014237282 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/20/2014 The following person(s) is (are) doing business as LANDING IN LA , WORSTED BEASTS. 9190 W. OLYMPIC BLVD. 222 , BEVERLY HILLS, CA 90212. The full name of registrant(s) is/are: WENNIE LU 9190 W. OLYMPIC BLVD. 222 BEVERLY HILLS, CA 90212. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:WENNIE LU. WENNIE LU. This statement was filed with the County Clerk of LOS ANGELES County on 08/20/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/08/2014, 09/15/2014, 09/22/2014, 09/29/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014248039 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/03/2014 The following person(s) is (are) doing business as PALM MOTEL . 2020 14TH STREET , SANTA MONICA, CA 90405. The full name of registrant(s) is/are: Spyros Dellaportas 432 NINTH STREET SANTA MONICA, CA 90402, Donna Dellaportas 432 NINTH STREET SANTA MONICA, CA 90402. This Business is being conducted by: Husband and Wife. The registrant commenced to transact business under the fictitious business name or names listed on (Date)5/1983. /s/: Spyros Dellaportas, Donna Dellaportas. This statement was filed with the County Clerk of LOS ANGELES County on 09/03/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/08/2014, 09/15/2014, 09/22/2014, 09/29/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014264734 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/19/2014 The following person(s) is (are) doing business as SKATER MADE, SKATER MADE FILMS . 994 OLD TOPANGA CYN. RD. , TOPANGA, CA 90290. The full name of registrant(s) is/are: BART SARIC 994 OLD TOPANGA CYN. RD. TOPANGA, CA 90290. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)10/8/09. /s/: BART SARIC. BART SARIC. This statement was filed with the County Clerk of LOS ANGELES County on 09/19/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014. .

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014236611 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/20/2014 The following person(s) is (are) doing business as THE NOTCHES CO, THE NOTCHES COMPANY, THE NOTCHES ACCESSORIES, THE NOTCHES BELTS, THE NOTCHES CLOTHING , THE NOTCHES WATCHES . 3689 GLENDON AVE, #7 , LOS ANGELES, CA 90034. The full name of registrant(s) is/are: CHRISTOPHER MICHAEL MCCONNELL 3689 GLENDON AVE, #7 LOS ANGELES, CA 90034. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:CHRISTOPHER MICHAEL MCCONNELL. CHRISTOPHER MICHAEL MCCONNELL. This statement was filed with the County Clerk of LOS ANGELES County on 08/20/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/15/2014, 09/22/2014, 09/29/2014, 10/06/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014251106 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/05/2014 The following person(s) is (are) doing business as FLOMARK DESIGN . 8180 MANITOBA ST. #118 , PLAYA DEL REY, CA 90293. The full name of registrant(s) is/are: FLOMARK, LLC 8180 MANITOBA ST. #118 PLAYA DEL REY, CA 90293. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:STACEY PALIOMBAY. FLOMARK, LLC. This statement was filed with the County Clerk of LOS ANGELES County on 09/05/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/15/2014, 09/22/2014, 09/29/2014, 10/06/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014239543 NEW FILING This statement was filed with the County Clerk of LOS ANGELES on 08/22/2014 The following person(s) is (are) doing business as PIPEWORX PLUMBING & DESIGN, PIPEWORX . 6132 WASHINGTON BLVD. , CULVER CITY, CA 90232. The full name of registrant(s) is/are: JMP CENTRAL SOLUTIONS GROUP, INC. 6132 WASHINGTON BLVD. CULVER CITY, CA 90232. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)7/30/2009. /s/: JANNA SWANSON. JMP CENTRAL SOLUTIONS GROUP, INC. . This statement was filed with the County Clerk of LOS ANGELES County on 08/22/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 229723 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/15/2014 The following person(s) is (are) doing business as Fairlane Mobile Lodge 1033 GAYLEY AVE. STE. 200 LOS ANGELES, CA 90024. ÄThe full name of registrant(s) is/are: SEALS II, LLC 1033 GAYLEY AVE. STE. 200 LOS ANGELES, CA 90024, THE GOLDMAN FAMILY NO. II (G) LLC 424 9TH STREET, SANTA MONICA, CA 90402, GOLDMAN -FAIRLANE LLC, 817 N. BEDFORD DR., BEVERLY HILLS, CA 90210. This Business is being conducted by: Äa Limited Partnership. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/1959. /s/: N. SCOTT LIEBERT. PACIFIC MOBILE II, LP. ÄThis statement was filed with the County Clerk of LOS ANGELES County on 08/15/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/01/2014, 09/08/2014, 09/15/2014, 09/22/2014.Ä

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014250483 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/05/2014 The following person(s) is (are) doing business as ASHLAND HILL, WWW.ASHLANDHILL.COM. 2807 MAIN ST. , SANTA MONICA, CA 90401. The full name of registrant(s) is/are: ONE RED LLC 1020 WILSHIRE BLVD. SANTA MONICA, CA 90401. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:MARK VERGE . ONE RED LLC . This statement was filed with the County Clerk of LOS ANGELES County on 09/05/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/15/2014, 09/22/2014, 09/29/2014, 10/06/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014244773 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/28/2014 The following person(s) is (are) doing business as JIBJAB BROS. STUDIOS. 228 MAIN STREET SUITE 4 , VENICE, CA 90291. The full name of registrant(s) is/are: JIBJAB MEDIA INC. 228 MAIN STREET SUITE 4 VENICE, CA 90291. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)5/15/2014. /s/: GREGG SPIRIDELLIS. JIBJAB MEDIA INC. . This statement was filed with the County Clerk of LOS ANGELES County on 08/28/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014259262 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/15/2014 The following person(s) is (are) doing business as LUMINOUS PEACE. 13816 BORA BORA WAY #334A , MARINA DEL REY, CA 90292. The full name of registrant(s) is/are: RITA DAJANI SIMPSON 13816 BORA BORA WAY #334A MARINA DEL REY, CA 90292. 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/:RITA DAJANI SIMPSON. RITA DAJANI SIMPSON. This statement was filed with the County Clerk of LOS ANGELES County on 09/15/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014258088 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/12/2014 The following person(s) is (are) doing business as BESPOKE FLORALS . 5860 BOWCROFT ST. #2 , LOS ANGELES, CA 90016. The full name of registrant(s) is/are: ANNE TYRRELL 5860 BOWCROFT ST. #2 LOS ANGELES, CA 90016. 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/:ANNE TYRRELL. ANNE TYRRELL. This statement was filed with the County Clerk of LOS ANGELES County on 09/12/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE

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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 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. SS024730
Superior Court of California, County of Los Angeles
Petition of MARISA ROSE POLVINO, BENJAMIN ERIK RIETVELD for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: MARISA ROSE POLVINO filed a petition with this court for a decree of changing names as follows: MAKANI ELIOT RIETVELD to MAKANI ELIOT POLVINO-RIETVELD. 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: 11/21/2014, Time: 8:30 AM, Dept: K, Room: A203
The address of the court is SUPERIOR COURT OF CALIFORNIA - COUNTY OF LOS ANGELES, 1725 MAIN STREET SANTA MONICA, CA 90401
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: SEPTEMBER 18, 2014
GERALD ROSENBERG, JUDGE OF THE SUPERIOR COURT

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014264432 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/18/2014 The following person(s) is (are) doing business as Edelweiss Flower Boutique, Edelweiss Flowers, Edelweiss Flower Shop, Edelweiss , Florist Santa Monica , Santa Monica Florist and Gifts . 1722 OCEAN PARK BLVD. , SANTA MONICA, CA 90405. The full name of registrant(s) is/are: Elizabeth Seiji 1722 OCEAN PARK BLVD. SANTA MONICA, CA 90405, Annette Yonemitsu 1722 OCEAN PARK BLVD. SANTA MONICA, CA 90405. This Business is being conducted by: a Partnership. The registrant commenced to transact business under the fictitious business name or names listed on (Date)4/15/1987. /s/: Elizabeth Seiji. Elizabeth Seiji, Annette Yonemitsu. This statement was filed with the County Clerk of LOS ANGELES County on 09/18/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014247267 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/02/2014 The following person(s) is (are) doing business as DANGEROUS ANALOG. 2101 LOMA VISTA PLACE , LOS ANGELES, CA 90039. The full name of registrant(s) is/are: PHILLIP BLACKMAN 251 SOUTH PECK DRIVE BEVERLY HILLS, CA 90212. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:PHILLIP BLACKMAN. PHILLIP BLACKMAN. This statement was filed with the County Clerk of LOS ANGELES County on 09/02/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 254903 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/10/2014 The following person(s) is (are) doing business as AUTO QUOTE BARGAINS, AUTO DEAL HUNTER, AUTO QUOTE HUNTER, BARGAIN DISCOUNT CLUB, INBOX COUPON CLUB. 3122 SANTA Monica Blvd. Suite 302 , Santa Monica CA 90404. The full name of registrant(s) is/are: ZENDZEE LLC 3122 SANTA Monica Blvd. Suite 302 Santa Monica CA 90404. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JORDAN COHEN. ZENDZEE LLC. This statement was filed with the County Clerk of LOS ANGELES County on 09/10/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 258317 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/12/2014 The following person(s) is (are) doing business as BETTER MATCHES, CUSTOM CONNECTION, CUSTOM CARD CONNECTION, BETTER CARD FINDER, BETTER CARD MATCHES. 3122 SANTA Monica Blvd. Suite 302 , Santa Monica CA 90404. The full name of registrant(s) is/are: ZENDZEE LLC 3122 SANTA Monica Blvd. Suite 302 Santa Monica CA 90404. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JORDAN COHEN. ZENDZEE LLC. This statement was filed with the County Clerk of LOS ANGELES County on 09/12/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 246942 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/02/2014 The following person(s) is (are) doing business as HCG FREIGHT. 700 S. 6TH STREET APT. #201 , BURBANK, CA 91501. The full name of registrant(s) is/are: HORACIO CLAUDIO GONZALEZ 700 S. 6TH STREET APT. #201 BURBANK, CA 91501. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)07/02/2014. /s/: HORACIO CLAUDIO GONZALEZ. HORACIO CLAUDIO GONZALEZ. This statement was filed with the County Clerk of LOS ANGELES County on 09/02/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 246940 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/02/2014 The following person(s) is (are) doing business as RED TALENT MANAGEMENT. 23777 MULHOLLAND HWY #162 , CALABASAS, CA 91302. The full name of registrant(s) is/are: SHARON LENNON-MEHLSCHAU 23777 MULHOLLAND HWY #162 CALABASAS, CA 91302. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)09/01/2014. /s/: SHARON LENNON-MEHLSCHAU. SHARON LENNON-MEHLSCHAU. This statement was filed with the County Clerk of LOS ANGELES County on 09/02/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 246944 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/02/2014 The following person(s) is (are) doing business as MAW. 1151 W. 83RD STREET , LOS ANGELES, CA 90037. The full name of registrant(s) is/are: MICHAEL WILLIAMS 1151 W. 83RD STREET LOS ANGELES, CA 90037. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)06/28/2014. /s/: MICHAEL WILLIAMS. MICHAEL WILLIAMS. This statement was filed with the County Clerk of LOS ANGELES County on 09/02/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 251498 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/05/2014 The following person(s) is (are) doing business as R CREW MARKETING. 11024 BALBOA BLVD. #315 , GRANDA HILLS, CA 91344. The full name of registrant(s) is/are: STEPHEN ROMINE 11024 BALBOA BLVD. #315 GRANDA HILLS, CA 91344. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)09/01/2014. /s/: STEPHEN ROMINE. STEPHEN ROMINE. This statement was filed with the County Clerk of LOS ANGELES County on 09/05/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 251497 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/05/2014 The following person(s) is (are) doing business as M COLLABORATIVE. 3101 SCOTLAND ST. , LOS ANGELES, CA 90039. The full name of registrant(s) is/are: MEGAN SETTE 3101 SCOTLAND ST. LOS ANGELES, CA 90039. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)07/10/2014. /s/: MEGAN SETTE. MEGAN SETTE. This statement was filed with the County Clerk of LOS ANGELES County on 09/05/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 258313 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/12/2014 The following person(s) is (are) doing business as AGK MEDIA GROUP. 1224 S. REDONDO BLVD. , LOS ANGELES, CA 90019. The full name of registrant(s) is/are: AGNES GOMES-KOLZUMI 1224 S. REDONDO BLVD. LOS ANGELES, CA 90019. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:AGNES GOMES-KOLZUMI. AGNES GOMES-KOLZUMI. This statement was filed with the County Clerk of LOS ANGELES County on 09/12/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 258311 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/12/2014 The following person(s) is (are) doing business as WANDERWALL SPACE. 558 W. 2ND STREET UNIT E , POMONA, CA 91766. The full name of registrant(s) is/are: LIGHTGREY INC. 558 W. 2ND STREET UNIT E POMONA, CA 91766. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)07/18/2014. /s/: NHU MUON. LIGHTGREY INC.. This statement was filed with the County Clerk of LOS ANGELES County on 09/12/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 261091 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/16/2014 The following person(s) is (are) doing business as DAWN MACHINE. 717 N. CAHUENGA A5 , LOS ANGELES, CA 90038. The full name of registrant(s) is/are: LINCOLN CHASE PROPERTY GROUP 717 N. CAHUENGA A5 LOS ANGELES, CA 90038. This Business is being conducted by: a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed on (Date)08/18/2014. /s/: RAY CHASE. LINCOLN CHASE PROPERTY GROUP. This statement was filed with the County Clerk of LOS ANGELES County on 09/16/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014238731 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/22/2014 The following person(s) is (are) doing business as A, B, SEA. 614 WASHINGTON AVE. , SANTA MONICA, CA 90403. The full name of registrant(s) is/are: DANIELLE EVANS 614 WASHINGTON AVE. 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/:DANIELLE EVANS. DANIELLE EVANS. This statement was filed with the County Clerk of LOS ANGELES County on 08/22/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014258150 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/12/2014 The following person(s) is (are) doing business as AQUA PREMIUM. 21151 S WESTERN AVE STE 100 , TORRANCE, CA 90501. The full name of registrant(s) is/are: K INNOVATIVE INC. 21151 S WESTERN AVE STE 100 TORRANCE, CA 90501. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)09/15/2014. /s/: KENGO KUBA . K INNOVATIVE INC. . This statement was filed with the County Clerk of LOS ANGELES County on 09/12/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 254907 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/10/2014 The following person(s) is (are) doing business as CUSTOM OFFERS, LIMITLESS FINDERS, LIMITLESS OFFERS, NEW AUTO OFFERS, INBOX AUTO QUOTES. 3122 SANTA Monica Blvd. Suite 302 , Santa Monica CA 90404. The full name of registrant(s) is/are: ZENDZEE LLC 3122 SANTA Monica Blvd. Suite 302 Santa Monica CA 90404. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JORDAN COHEN. ZENDZEE LLC. This statement was filed with the County Clerk of LOS ANGELES County on 09/10/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

Statement of Abandonment of Use of Fictitious Business Name
Document Record # 2013204347
Current File No.# 2014265877
State of California, County of Los Angeles
The following person(s) has/have abandoned the use of the fictitious Business name:
PROFESSIONAL PLUMBING COMPANY 529 E. 99 ST., INGLEWOOD, CA 90301
The fictitious business name referred to above was filed on 9/30/2013 in the county of LOS ANGELES.
Registered owners: JAIME GOMEZ 529 E. 99 ST., INGLEWOOD, CA 90301 AND ALFONSO LOPEZ JR. 10815 S. GREVILLEA AVE., INGLEWOOD, CA 90304. This business is conducted by: A GENERAL PARTNERSHIP
Registrant Signature: JAIME GOMEZ
This statement was filed with the County Clerk of Los Angeles County on 09/22/2014
Published: SANTA MONICA DAILY PRESS: 09/29/2014, 10/06/2014, 10/13/2014, 10/20/2014.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014264736 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/19/2014 The following person(s) is (are) doing business as COLLABORATE CREATE. 171 PIER AVE #418 , SANTA MONICA, CA 90405. The full name of registrant(s) is/are: M. LINDA GAETA 2808 2ND ST. SANTA MONICA, CA 90405. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:M. LINDA GAETA. M. LINDA GAETA. This statement was filed with the County Clerk of LOS ANGELES County on 09/19/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014264735 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/19/2014 The following person(s) is (are) doing business as TOBIAS + ALYSHA COMPANY . 8334 MANITOBA ST. #1 , PLAYA DEL REY, CA 90293. The full name of registrant(s) is/are: MICHAEL NORMAN CRISP 8334 MANITOBA ST. #1 PLAYA DEL REY, CA 90293, STEPHEN GLENN PARRISH 12540 BRADDOCK DR #116 LOS ANGELES, CA 90066. This Business is being conducted by: Copartners. The registrant commenced to transact business under the fictitious business name or names listed on (Date)01/01/1999. /s/: STEPHEN PARRISH . MICHAEL NORMAN CRISP , STEPHEN GLENN PARRISH . This statement was filed with the County Clerk of LOS ANGELES County on 09/19/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

Statement of Abandonment of Use of Fictitious Business Name
Document Record #2014 261075
Current File No. 2014153636
State of California, County of Los Angeles
The following person(s) has/have abandoned the use of the fictitious Business name:
CHROMA COLOR JEWELRY
Registered owners: PENYAMIN A. MANOUKIAN AND FABIOLA M. RAYGOZA
This business is conducted by: MARRIED COUPLE
/s/ PENYAMIN A. MANOUKIAN
This statement was filed with the County Clerk of Los Angeles County on 09/16/2014.
SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014255095 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/10/2014 The following person(s) is (are) doing business as LANDMARK CASE, LANDMARK CASE PRODUCTIONS. 143 HOLLISTER AVE #7 , SANTA MONICA, CA 90405. The full name of registrant(s) is/are: ALEXANDRA CASE FERICK 143 HOLLISTER AVE #7 SANTA MONICA, CA 90405. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:ALEXANDRA CASE FERICK. ALEXANDRA CASE FERICK. This statement was filed with the County Clerk of LOS ANGELES County on 09/10/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 21093 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/16/2014 The following person(s) is (are) doing business as ROXANNE ANJOU. 3651 S. LABREA AVENUE SUITE 658 , LOS ANGELES, CA 90016. The full name of registrant(s) is/are: KIMBERLY BLAKE LUDLOW 4137 PUNTA ALTA DRIVE LOS ANGELES, CA 90008. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)09/01/2014. /s/: KIMBERLY BLAKE LUDLOW. KIMBERLY BLAKE LUDLOW. This statement was filed with the County Clerk of LOS ANGELES County on 09/16/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 261087 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/16/2014 The following person(s) is (are) doing business as METRO EMPLOYEES CREDIT UNION. 879 WEST 190TH STREET 8TH FLOOR , GARDENA, CA 90248. The full name of registrant(s) is/are: NORTHROP GRUMMAN FEDERAL CREDIT UNION 879 WEST 190TH STREET 8TH FLOOR GARDENA, CA 90248. 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/:BRADLEY J. PIZER. NORTHROP GRUMMAN FEDERAL CREDIT UNION. This statement was filed with the County Clerk of LOS ANGELES County on 09/16/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 254905 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/10/2014 The following person(s) is (are) doing business as SOLAR HOME SAVING, SAVING AGENT, INBOX BARGAINS, TOTAL INBOX COUPONS, INBOX DISCOUNT CLUB. 3122 SANTA Monica Blvd. Suite 302 , Santa Monica CA 90404. The full name of registrant(s) is/are: ZENDZEE LLC 3122 SANTA Monica Blvd. Suite 302 Santa Monica CA 90404. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JORDAN COHEN. ZENDZEE LLC. This statement was filed with the County Clerk of LOS ANGELES County on 09/10/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 254911 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/10/2014 The following person(s) is (are) doing business as INBOX COUPON GRABBER, CUSTOM COUPONS, CUSTOM CARD GRABBER, CUSTOM FINDER, NEW CARD MATCHES. 3122 SANTA Monica Blvd. Suite 302 , Santa Monica CA 90404. The full name of registrant(s) is/are: ZENDZEE LLC 3122 SANTA Monica Blvd. Suite 302 Santa Monica CA 90404. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JORDAN COHEN. ZENDZEE LLC. This statement was filed with the County Clerk of LOS ANGELES County on 09/10/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 254909 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/10/2014 The following person(s) is (are) doing business as INBOX AUTO, AUTO INBOX, AUTO DEAL SPOTTER, AUTO QUOTE EXPERT, AUTO QUOTE SPOTTER. 3122 SANTA Monica Blvd. Suite 302 , Santa Monica CA 90404. The full name of registrant(s) is/are: ZENDZEE LLC 3122 SANTA Monica Blvd. Suite 302 Santa Monica CA 90404. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JORDAN COHEN. ZENDZEE LLC. This statement was filed with the County Clerk of LOS ANGELES County on 09/10/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 258315 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/12/2014 The following person(s) is (are) doing business as VANVER CAPITAL GROUP INC.. 1875 CENTURY PARK EAST SUITE 700 PMB #849 , LOS ANGELES, CA 90067. The full name of registrant(s) is/are: VANVER CAPITAL GROUP LLC 1875 CENTURY PARK EAST SUITE 700 PMB #849 LOS ANGELES, CA 90067. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)05/08/2014. /s/: SONJA L. COPELAND-BRUMFIELD. VANVER CAPITAL GROUP LLC. This statement was filed with the County Clerk of LOS ANGELES County on 09/12/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 251500 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/05/2014 The following person(s) is (are) doing business as CREATE PLUS CULTIVATE. 1800 S. BRAND AVE. SUITE #106 , GLENDALE, CA 91204. The full name of registrant(s) is/are: NO SUBJECT LLC 4133 SUNSET DRIVE LOS ANGELES, CA 90027. This Business is being conducted by: a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed on (Date)09/01/2010. /s/: JACLYN R. JOHNSON. NO SUBJECT LLC. This statement was filed with the County Clerk of LOS ANGELES County on 09/05/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 261076 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/16/2014 The following person(s) is (are) doing business as GIFT FLAVORS. 404 WEST 7TH STREET #720 , LOS ANGELES, CA 90014. The full name of registrant(s) is/are: ZILLION 8 ENTERPRISES 404 WEST 7TH STREET #720 LOS ANGELES, CA 90014. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)08/14/2014. /s/: PENYAMIN A. MANOUKIAN. ZILLION 8 ENTERPRISES. This statement was filed with the County Clerk of LOS ANGELES County on 09/16/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 261078 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/16/2014 The following person(s) is (are) doing business as ZEALOT DESIGNS. 404 WEST 7TH STREET #720 , LOS ANGELES, CA 90014. The full name of registrant(s) is/are: ZILLION 8 ENTERPRISES 404 WEST 7TH STREET #720 LOS ANGELES, CA 90014. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)08/14/2014. /s/: PENYAMIN A. MANOUKIAN. ZILLION 8 ENTERPRISES. This statement was filed with the County Clerk of LOS ANGELES County on 09/16/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 261082 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/16/2014 The following person(s) is (are) doing business as SPARKLING JEWELERS. 404 WEST 7TH STREET #720 , LOS ANGELES, CA 90014. The full name of registrant(s) is/are: ZILLION 8 ENTERPRISES 404 WEST 7TH STREET #720 LOS ANGELES, CA 90014. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)08/14/2014. /s/: PENYAMIN A. MANOUKIAN. ZILLION 8 ENTERPRISES. This statement was filed with the County Clerk of LOS ANGELES County on 09/16/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 261080 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/16/2014 The following person(s) is (are) doing business as CHROMA COLOR JEWELRY. 404 WEST 7TH STREET #720 , LOS ANGELES, CA 90014. The full name of registrant(s) is/are: ZILLION 8 ENTERPRISES 404 WEST 7TH STREET #720 LOS ANGELES, CA 90014. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)08/14/2014. /s/: PENYAMIN A. MANOUKIAN. ZILLION 8 ENTERPRISES. This statement was filed with the County Clerk of LOS ANGELES County on 09/16/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 261085 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/16/2014 The following person(s) is (are) doing business as CHARMING JEWELERS. 404 WEST 7TH STREET #720 , LOS ANGELES, CA 90014. The full name of registrant(s) is/are: ZILLION 8 ENTERPRISES 404 WEST 7TH STREET #720 LOS ANGELES, CA 90014. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)08/14/2014. /s/: PENYAMIN A. MANOUKIAN. ZILLION 8 ENTERPRISES. This statement was filed with the County Clerk of LOS ANGELES County on 09/16/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 261089 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/16/2014 The following person(s) is (are) doing business as DAN SIEG CONSULTING. 3600 BAGLEY AVE. #301 , LOS ANGELES, CA 90034. The full name of registrant(s) is/are: DANIEL ROBINSON SIEG 3600 BAGLEY AVE. #301 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)09/02/2014. /s/: DANIEL ROBINSON SIEG. DANIEL ROBINSON SIEG. This statement was filed with the County Clerk of LOS ANGELES County on 09/16/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014 261073 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/16/2014 The following person(s) is (are) doing business as PCIM LOGISTICS. 12 RAWHIDE LANE , ROLLING HILLS ESTATE, CA 90274. The full name of registrant(s) is/are: SAM KHULUSI 12 RAWHIDE LANE ROLLING HILLS ESTATE, CA 90274. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)09/11/2014. /s/: SAM KHULUSI. SAM KHULUSI. This statement

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was filed with the County Clerk of LOS ANGELES County on 09/16/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/22/2014, 09/29/2014, 10/06/2014, 10/13/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014251282 NEW FILING This statement was filed with the County Clerk of LOS ANGELES on 09/05/2014 The following person(s) is (are) doing business as DBA- AVIDSTAR NETWORK. 1450 BRETT PLACE UNIT 303 , SAN PEDRO, CA 90732. The full name of registrant(s) is/are: YUKI NAKAHARA 1450 BRETT PLACE UNIT 303 SAN PEDRO, CA 90732. 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/:YUKI NAKAHARA. YUKI NAKAHARA. This statement was filed with the County Clerk of LOS ANGELES County on 09/05/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/29/2014, 10/06/2014, 10/13/2014, 10/20/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014265878 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/22/2014 The following person(s) is (are) doing business as PROFESSIONAL PLUMBING COMPANY. 529 E. 99 ST , INGLEWOOD, CA 90301. The full name of registrant(s) is/are: JAIME GOMEZ 529 E. 99 ST 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/:JAIME GOMEZ. JAIME GOMEZ. This statement was filed with the County Clerk of LOS ANGELES County on 09/22/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/29/2014, 10/06/2014, 10/13/2014, 10/20/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014262843 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/17/2014 The following person(s) is (are) doing business as AMOBEE . 3301 EXPOSITION BLVD. FIRST FLOOR , SANTA MONICA, CA 90404. The full name of registrant(s) is/are: ADCONION MEDIA, INC. 3301 EXPOSITION BLVD. FIRST FLOOR 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/:JONATHAN HARRILL. ADCONION MEDIA, INC. . This statement was filed with the County Clerk of LOS ANGELES County on 09/17/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/29/2014, 10/06/2014, 10/13/2014, 10/20/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014249429 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/04/2014 The following person(s) is (are) doing business as BE LIKE WATER TAI CHI. 10716 MCCUNE AVE , LOS ANGELES, CA 90034. The full name of registrant(s) is/are: HAGAI ISRAELI 10716 MCCUNE AVE LOS ANGELES, CA 90034, TAMAR KRONENFELD ISRAEL 10716 MCCUNE AVE LOS ANGELES, CA 90034. 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/:HAGAI ISRAELI. HAGAI ISRAELI, TAMAR KRONENFELD ISRAEL. This statement was filed with the County Clerk of LOS ANGELES County on 09/04/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/29/2014, 10/06/2014, 10/13/2014, 10/20/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014246430 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/29/2014 The following person(s) is (are) doing business as PREMIER PLUMBING . 530 S LAKE AVE. #123 , PASADENA, CA 91101. The full name of registrant(s) is/are: JULIAN CARDENAS 117 N WHITNALL BURBANK, CA 91505. 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/:JULIAN CARDENAS. JULIAN CARDENAS. This statement was filed with the County Clerk of LOS ANGELES County on 08/29/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE 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 09/29/2014, 10/06/2014, 10/13/2014, 10/20/2014.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014260930 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/16/2014 The following person(s) is (are) doing business as YOKED YOGIS . 3111 4TH ST. #409 , SANTA MONICA, CA 90405 . The full name of registrant(s) is/are: RACHEL BURELL 3111 4TH ST. #409 SANTA MONICA, CA 90405 , JAMISON BURELL 3111 4TH ST. #409 SANTA MONICA, CA 90405 . This Business is being conducted by: A Married Couple. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:RACHEL BURELL. RACHEL BURELL, JAMISON BURELL. This statement was filed with the County Clerk of LOS ANGELES County on 09/16/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/29/2014, 10/06/2014, 10/13/2014, 10/20/2014.

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. BS147644
Superior Court of California, County of Los Angeles
Petition of KERRI ANNE HOULE for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: KERRI ANNE HOULE filed a petition with this court for a decree of changing names as follows: KERRI ANNE HOULE to CONNOR JENISEN HOULE. 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: 11/20/2014, Time: 10:00 AM, Dept: 20, Room: 310
The address of the court is SUPERIOR COURT OF CALIFORNIA - COUNTY OF LOS ANGELES, 111 NORTH HILL STREET LOS ANGELES, CA 90012
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: MARCH 18, 2014

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