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MONDAY, OCTOBER 8, 2012
Volume 11 Issue 278

Santa Monica Daily Press

We have you covered

FRAUD AND THE RECYCLING BUSINESS
SEE PAGE 3

THE CONGRATS, SMC JOURNALISM ISSUE

California's gas prices hit another record high; relief may be coming

CHRISTOPHER WEBER
Associated Press

LOS ANGELES California motorists faced another day of record-breaking gasoline prices Sunday, though relief appeared to be on the way.

In its latest update early Sunday, AAA reported that the statewide average price for a gallon of regular unleaded gasoline was $4.655. Saturday's average of $4.6140 was the highest since June 19, 2008, when it was $4.6096.

The four-penny-per-gallon jump Sunday was less than Saturday's increase, which was 12 cents.

Sunday's price, like Saturday's, was the highest in the nation, with the Golden State overtaking Hawaii as the state with the most expensive fuel due to a temporary reduction in supply.

Gov. Jerry Brown ordered state smog regulators Sunday to allow winter-blend gasoline to be sold in California earlier than usual to help drive prices down. Winter-blend gas typically isn't sold until after October 31. Few refineries outside the state

SEE GAS PAGE 11

COMMUNITY PROFILES

SARAH LETTS



SARAH LETTS WITH SHARDAE WILLIAMS

Making a home

Sarah Letts talks housing, the future of Santa Monica

BY ASHLEY ARCHIBALD
Daily Press Staff Writer

DOWNTOWN The Community Corporation of Santa Monica celebrated its 30th birthday in September, and like many people hitting the big 3-0, its leadership is being forced to take a long look at its future.

CCSM, Santa Monica's largest affordable housing provider, took a blow in the last year when Gov. Jerry Brown, the Legislature and the California Supreme Court ripped the rug out from under it and other housing groups by destroying their primary source of funding — redevelopment agencies.

It's made for a trying 18 months for Sarah Letts, the new executive director of CCSM. Letts took over from 20-year veteran Joan Ling in April 2011 and immediately began work to deal with Brown's attacks on redevelopment.

SEE CP PAGE 9



Michael Yanow *news@smdp.com*

GETTING UP: **Santa Monica High School quarterback Jordan Detamore (16) and wide receiver Sabastian LaRue (1) celebrate in the end zone after a LaRue touchdown against Morningside High School on Friday at Coleman Stadium. Samohi would go on to win the game, 35-20.**

HIGH SCHOOL FOOTBALL

Samohi Vikings ride wild fourth quarter to victory

BY DANIEL ARCHULETA
Managing Editor

COLEMAN STADIUM There were two fumble recoveries on kickoffs, four total touchdowns and at the end, one happy Santa Monica football team. And that was just the fourth quarter.

Down 20-14 early in the fourth quarter, Samohi rode a wave of momentum to its first win in three weeks and a strong start to the Ocean League season with a 35-20 win over Morningside on the road on Friday.

"Special teams, that cost us the game," second-year Morningside head coach Sheron Butler said after the game. "That's where it got away from us."

Although special teams ultimately doomed them, Morningside did benefit from a pair of punt return touchdowns by Taveon Campbell that put the Monarchs up 20-14 with 10 minutes to play.

That's when things got interesting.

Samohi responded with a 52-yard touchdown pass to Jason King from Ryan Barbarin that gave the Vikings a 21-20 edge.

On the ensuing kickoff, a squib kick struck the back of Roy Stringer and Samohi quickly pounced on the loose ball and began a drive that would end with another score.

Leading 28-20, lighting struck again. For the second straight kickoff, Stringer had the ball bounce off of him, giving Samohi another possession. Running back Yachal Butler capped that drive off with his second touchdown of the quarter giving Samohi a

SEE FOOTBALL PAGE 11

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What's Up Westside

OUT AND ABOUT IN SANTA MONICA

Monday, Oct. 8, 2012

It came from the library
Montana Library
1704 Montana Ave., All day
Visit the library to celebrate books for teens. There will be necklace making, plenty of books and even the chance to write a book review to guide other young people to quality work. For more information, visit smpl.org.

Jazzy evening
Typhoon
3221 Donald Douglas Loop South, 8 p.m. & 9:30 p.m.
Catch live jazz every Monday evening at this cool eatery. For more information, call (310) 390-6565.

Tuesday, Oct. 9, 2012

The mighty pen
Barnes & Noble
1201 Third Street Promenade, 10:30 a.m.
Mixing enlightened analysis with innovative authorship, join Bill Robertson of Santa Monica Emeritus College and strengthen your poetry dedication, appreciation and creation. Visit www.greenpoets.com for more information.

Small, small world
Santa Monica College
1900 Pico Blvd., 11:15 a.m.
Dr. Paul Weiss, UCLA professor of chemistry and biochemistry and director of the California NanoSystems Institute, will discuss research findings of the multidisciplinary program that brings together a diverse group of specialties to push forward the advancement of nanosystems research. For information, call (310) 434-4303 or go to www.smc.edu/associates.

Serve it up
Annenberg Community Beach House
415 Pacific Coast Highway, 4 p.m. — 5:30 p.m.
Kids and teens ages 7-15 are welcome at this beach volleyball class. All levels can attend this semi-private class. Classes cost $18. This is the last class for the fall. For more information, call (310) 458-4904.

Foodies welcome
California Heritage Museum
2612 Main St., 5:30 p.m. — 9:30 p.m.
Gourmet food trucks gather each week offering foodies plenty to choose from. There's free parking in the museum's lot. For more information, call (310) 392-8537.

Browsing 101
Main Library
601 Santa Monica Blvd., 6 p.m.
Continue to build your web searching skills to help you locate information and evaluate online sources. Intermediate level. Seating is on a first arrival basis. For more information, please visit the reference desk or call (310) 434-2608.

Music in the open
Sonoma Wine Garden
395 Santa Monica Place, third floor dining deck, 6:30 p.m.
Join Brett Young and special guests every Tuesday night for a live music set on the garden patio of this popular spot. For more information, call (424) 214-4560.

To create your own listing, log on to smdp.com/submitevent

For help, contact Daniel Archuleta at 310-458-7737 or submit to editor@smdp.com

For more information on any of the events listed, log on to smdp.com/communitylistings





AND THEY'RE OFF

Ray Solano *news@smdp.com*

Runners begin the 10K portion of the Santa Monica 5000 on Sunday. The race helps raise money for athletic programs at public schools.

Drivers who dropped insurance would see rate hike

HANNAH DREIER
Associated Press

SACRAMENTO, Calif. Billionaire insurance executive George Joseph has been fighting with consumer advocate Harvey Rosenfield for two decades over California's landmark automobile insurance law.

This November, the two are squaring off again over a ballot initiative that would roll back a provision of the 1988 law and let insurance companies charge drivers based on their history of coverage.

Proposition 33 would allow anyone who went five years without a 90-day lapse in payments to maintain a "continuous coverage" discount even if they changed insurers. Opponents have seized upon a provision that says drivers who had dropped insurance coverage in the past would pay higher premiums.

A nearly identical measure was defeated two years ago, in part out of concern that military personnel would be harmed. This version makes an exception for service members and grants an 18-month grace period to people who lose their jobs.

Joseph, the chairman of Mercury General Corp., and other supporters say the change would lower rates for the 85 percent of drivers who already have car insurance. Rachel Hooper, a consultant for the Yes on Prop. 33 campaign, characterizes the measure as a win-win for business and customers.

"George Joseph really believes in competition and opening up the market, and letting consumers shop whatever insurance companies they choose," she said.

The initiative also would help Mercury and other insurers lure drivers from competing carriers because the continuous coverage discounts would follow the consumer.

Consumer groups say the initiative would hurt students, people recovering from illness, the long-term unemployed and others who dropped auto insurance for what they believed were valid reasons.

"It's like a bank robber putting an initiative on the ballot to legalize bank robberies," said Rosenfield, founder of Consumer Watchdog, based in Santa Monica. "The campaign led by Mercury to surcharge the public for not having insurance in the past has been going on since the mid-'90s."

Rosenfield said the initiative would allow companies to boost rates on people who had temporarily dropped their coverage because they could not afford to make monthly payments, and could lead to more uninsured drivers.

The initiative is necessary to get around Proposition 103, the 1988 Rosenfield-written law that forces insurers to set rates using only three main factors: driving experience; miles traveled per year; and safety record.

SEE **INSURANCE** PAGE 10

Report: Recycling fraud costs state millions

ASSOCIATED PRESS

LOS ANGELES Rampant fraud within California's recycling redemption program is costing the state millions of dollars, as scammers drive trucks full of cans across the border from Nevada and Arizona to collect nickels on deposits that were never paid.

California recyclers also are claiming redemptions for the same containers several times, or for containers that never existed, according to an investigation by the Los Angeles Times.

Government officials recently estimated the fraud at $40 million a year, and an industry expert told the newspaper it could exceed $200 million. The state's $1.1 billion recycling fund paid out $100 million more in expenses last year than it took in from deposits and other sources, the Times said.

More than 8.5 billion recyclable cans were sold in California last year and some 8.3 billion were redeemed for a nickel, making for an improbable return rate of nearly 100 percent. The Times said the recycling rate for certain plastic containers was even higher: 104 percent.

"The law says California has to make it easy to recycle... so anyone with a devious mind, it's so easy, they can just go right in," Los Angeles County Sheriff's Deputy Dave Chapman told the newspaper. Chapman has investigated several recycling fraud rings in recent months.

Under a 25-year-old recycling law, California charges consumers a deposit on most beverage containers sold in the state. Anyone who brings empty containers back to one of about 2,300 privately run recycling centers can collect 5 cents for most cans and bottles and 10 cents for larger containers. Only cans sold in California are eligible, but many recycling centers don't ask where they come from. As a result, thousands of cans are arriving from out of state.

California is the only state in the region besides Oregon with a deposit program, making it a magnet for recycling fraud. And it is the only state besides Hawaii to directly administer the program through private recycling centers.

The Times cited state Department of

SEE **FRAUD** PAGE 10

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LETTERS TO THE EDITOR

Send comments to editor@smdp.com

Clearing the air

Editor:

Re: Response to M Coyne's request for complete ban on smoking.

On Oct. 4, Margaret Coyne wrote, in part: "It's really simple: enact a complete ban on smoking in apartments and let landlords evict those who continue to smoke" ("Calling for a complete ban on smoking," Letters to the Editor).

Wow, Ms. Coyne, aren't you just the most special person in the world!

Are you actually advocating that landlords be allowed to evict current tenants because they smoke ... a legal substance? Are you actually advocating that landlords be allowed to refuse an apartment to a potential tenant because that person smokes? Are you actually advocating for a complete ban of smoking in multifamily dwellings? Does your position solely affect renters or are you also addressing homeowners of condominiums and townhomes?

Here is the deal: Tobacco is a legal substance, whether in the form of a cigarette, cigar, or pipe. To discriminate against smokers is akin to discriminating against someone who drinks alcohol, who lives in an apartment. It is akin to discriminating against someone who has children, who lives in an apartment. It is akin to discriminating against a person who eats junk food, who lives in an apartment. It is akin to discriminating against a person with a disability, who lives in an apartment. Smoking tobacco, drinking alcohol, having children, eating junk food, having a disability ... none of these things should be the subject of overt discrimination. Perhaps you are unaware that there are laws, state and federal, that prohibit landlords from discriminating against certain activities or certain people.

You, Ms. Coyne, are advocating for legalized discrimination against apartment-dwellers who happen to engage in an activity you personally do not like. No one in this fair city should have to kowtow to your personal views.

An argument I have made twice in this newspaper is that it makes no sense to apply a law particularly pointed at apartment dwellers and not at all residents in any type of dwelling structure. If a person in a single-family dwelling can smoke with impunity, then it is patently discriminatory to prohibit a person from smoking in their apartment, condominium, or townhome. It makes no sense to legislate what someone can do in the privacy of their own home, as long as said activity is not illegal.

Ms. Coyne, recognize that you are advocating for discrimination against people engaged in a legal practice in the privacy of their own homes. If smoking and smokers bother you so very much, perhaps you could move to a place where you will have a one-mile radius of smoke-free space around you or you could live in a hermetically sealed home or you could buy an air purifier.

There is no justification for your position, Ms. Coyne.

Stacy Westly
Santa Monica

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My Write

Bill Bauer

Send comments to editor@smdp.com

Measure ES another blank check for school district

IT'S ANOTHER ELECTION YEAR and yet another school fundraising scheme is on the ballot.

Measure ES is a $385 million bond to supposedly pay for repairs and renovation of the Santa Monica-Malibu Unified School District (SMMUSD) facilities.

ES will cost the average property owner $30 for every $100,000 of assessed evaluation or $300 annually for a house or condo assessed at $1 million. Costs will be divided equally among all units in apartment buildings and added to monthly rents.

Polling conducted by the district's Economic Feasibility Committee (EFC) earlier this year revealed that voters would be more likely to approve a construction bond (which can only be used for capital improvements) and requires 55 percent voter approval over a parcel tax which can be used for general classroom expenses and needs two-thirds voter approval. So, ES was born.

ES proponents state that bond money is needed to make schools safer and for repairs, technological upgrades and a vague roster of "If we don't get this the ceiling will cave in" items. The truth is there may be a "wish list" but a specific list of critical projects that require funding didn't exist when the measure was approved for the ballot by the school board.

Some $268 million from the previous bond (Measure BB) is still being spent to upgrade facilities and provide repairs "for a modern, safe educational environment." There's been no study or evaluation done on potential projects nor were priorities determined. ES is strictly a con game, not about any real needs. It's pure greed — a scam.

There's no incentive here to trim fat, eliminate the overabundance of overpaid administrators, cut frill programs, remove the Classroom Teachers Union president from the district payroll or implement other cost saving measures. There's also absolutely no interest in securing new revenue streams such as licensing school names and logos that alone could be worth millions.

Attorney Neil Carrey, chair of the EFC said, "If we wait until 2014, there's a strong possibility that we'll be competing with bond measures from City Hall and Santa Monica College." Really Neil? Neither entity has announced any ballot measures for 2014. Nevertheless, despite Carey's prognostications, the usual cheerleaders are contemplating another school parcel tax or money raising scheme for 2014.

Take a look at the recent history of school tax and revenue measures:

1988 Measure TT: $58 per parcel tax

1990 Proposition ES: $75 million school repair and upgrade bond

1994 Measure K boosted TT's rate from $58 to $68 per parcel

1998 Measure X: 42-million school bond for classroom modernization, science labs and repairs

2000 Measure Y: $98 per parcel tax

2002 Measure EE: $300 per parcel tax (failed)

2003 Measure S: $225 per parcel tax (barely passes)

2004 Parcel tax proposition being circulated to qualify for the ballot is canceled when a "shared revenue agreement" between the SMMUSD and the city of Santa Monica is agreed upon

2006 Measure BB: $268 million school renovation and construction bond

2008 Measure R Parcel Tax: Combined and extended (forever) existing parcel tax Measures Y and S that were expiring

2010 Measure A: $198 "emergency" parcel tax on a mail-in ballot (failed)

2010 Props. Y and YY: A half-cent increase in the sales and use tax that splits revenues between City Hall and SMMUSD

2012 Measure ES: Current $385 million school construction and renovation bond proposition

School supporters suggested sharing school playgrounds and athletic facilities with the city of Santa Monica in July of 2004. A Master Facilities Use Agreement was approved and $6 million in annual city money flowed into SMMUSD coffers.

An increase of $529,000 was approved in June 2007. This past May, the agreement was extended for a 10 year period — with a built-in, annual cost of living increase. This year's agreement will generate $8.1 million for the district. Malibu also gives a couple hundred thousand dollars a year to the SMMUSD.

I'm voting "no" on ES because it's just another school money grab.

This isn't the right time to ask voters to open their wallets, again. The usual wealthy attorneys and North of Montana school activists behind this measure don't give a hoot about low- and fixed-income residents that have a difficult time making ends meet.

Approximately one-third of SMMUSD student families pay neither parcel tax or bond expense. We the taxpayers of Santa Monica and Malibu subsidize approximately 3,500 students because non-resident permit families don't pay SMMUSD tax and bond assessments nor do student families living in Santa Monica's tax-exempt low-income housing.

In February 2007, the state-endorsed Fiscal Crisis and Management Assistance Team (FCMAT) reviewed district operations and declared, "Strategic changes in regard to spending, staffing, handling money and enrollment were needed. Continued changes in financial management policies, increased revenues and/or cuts in costs would be necessary to avoid future fiscal crises." Nothing's changed in five years

The SMMUSD is still a deep money pit run by administrators and governed by a school board with little aptitude for managing money. Well-intentioned but clueless school cheerleaders with their heads in the sand keep coming to the public trough because they think we'll keep blindly supporting tax and bond measures, indefinitely.

It's not "for the children," either because our children are being exploited while hard-working taxpayers are asked to ransom them over and over again.

There is a better way and school board members and their well-meaning supporters need to find it.

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In West Virginia's coal country, a show of solidarity takes root

VICKI SMITH
Associated Press

MORGANTOWN, W.Va. Coal country is hurting, and the people who live there want the whole nation to know it.

Thousands of miners have been laid off this year across Kentucky, Virginia and West Virginia, many with little hope of getting their jobs back as power plants and the coal mines that once fed them shut down. Now the families, friends and business operators who depend on those miners are planning a multi-state show of solidarity they hope will be heard in Washington, D.C., and beyond.

"No one really hears our voices down here and knows what's going on," says 28-year-old coal miner's wife Tracy Miller of Keokee, Va.

She's working to change that.

If all goes as planned, huge crowds wearing miners' stripes and fluorescent "United for Coal" T-shirts will line up Oct. 13 along U.S. Highway 23 from Big Stone Gap, Va., through Paintsville, Ky., and toward Chillicothe, Ohio. They will stretch north on U.S. 119 from Pikeville, Ky., toward Williamson, W.Va.

Some call it "Hands Across Coal Country." In Virginia, it's a "Prayer Chain." But everyone knows what it's for: It's to show the rest of America the people behind the headlines from a faraway place.

"Hopefully it's an inspiring and uplifting event for the people who were laid off," says 32-year-old Shana Lucas, wife of a coal miner in Wise, Va. "It's just a way as a community to say, 'We can't stop anything. We can't do anything to prevent this from happening to you, but we can stand up for you. We can form a line three states long to show you we care.'"

The industry was already enduring a seasonal downturn after a warm winter that kept demand for coal low. It faces growing competition from cheap, abundant natural gas. And it was struggling with the Environmental Protection Agency's crackdown on permitting for mountaintop removal mines and tougher clean-water standards.

Then old, inefficient power plants started shutting down, too, cutting off a traditional market for Appalachian steam coal.

Operators had to adjust, and that translated to layoffs — 800 alone last month when Alpha Natural Resources shut down eight Appalachian mines. That means fewer working miners, spending less in stores, giving less to relatives in need and struggling to find new jobs.

"I'm not a very political person," says Miller, who's planning to take her 5- and 10-year-old children to the demonstration. "I don't want this prayer chain to turn into politics. But the EPA has absolutely destroyed our way of life."

She and other organizers are expecting a huge turnout from people who feel the same.

Jesse Bowling, tourism director for the city of Pikeville, says his town of 6,900 is hosting a free concert for the miners and preparing for a crowd of as many as 50,000.

"It's to help them and show them we're proud of them and we care about them and we support them," he says. "And we'll continue to do so."

Unlike many coal demonstrations, this one isn't orchestrated by companies or trade associations. United for Coal is a grass-roots initiative, promoted largely on Facebook by people who are directly affected.

"In Washington, that gets lost in translation sometimes. These layoffs affect families — wives, mothers, grandmothers, kids, grandkids," says Jesse Salyer, the 52-year-old president of a Pikeville energy company that leases land and mineral rights to coal operators. "It's just a real miserable time here in the coalfields.

"Ninety-five percent of the people doing this have not met each other, don't know each other and are just doing this to — for at least one day — give some attention to the miners."

The idea started with Allen Gibson, a 60-year-old disabled surface miner from Elkhorn City, Ky.

An elderly woman who lives on $205 a month in Social Security income told him she'd always gotten by, thanks to support from five sons who were coal miners. Now, four are unemployed.

"She wasn't complaining that she couldn't get the medicines she needed," Gibson says. "She was worried about her sons. She said, 'If the coal jobs run out, they won't have jobs, and they won't be able to support their children.'

"This is not a Democrat or a Republican thing," he says. "It's a moral thing."

But there is little doubt that United for Coal is also a political event. Posts on every state's page are heavy with anti-Obama sentiment.

Gibson says state and federal governments have failed the coalfields, and he blames politicians at every level for the failure to bring economic diversity to the region.

"They have ignored us," he says. "And we are going to be a voice. Even if we have to take everyone in this lineup to Washington, we are going to be a voice."

United for Coal, he says, has the potential to become a national movement.

"If the politicians want us to stay off their backs, then they better get off their hind ends and do something," Gibson says. "It's not going to end with a bunch of people standing on the side of the road."

The Q Line

Putting out the fire

The City Council recently banned smoking for new tenants of condos and apartments and on the same day approved a moratorium stopping medical marijuana dispensaries from operating within city limits.

So, this week's Q-Line question asks:
Did the smoking ban go far enough or should smoking be disallowed in all condos and apartments? Also, do you think they did the right thing by temporarily stopping pot shops and why?

Contact **qline@smdp.com** before **Friday at 5 p.m.** and we'll print your answers in the weekend edition of the Daily Press. You can also call **310-573-8354**.



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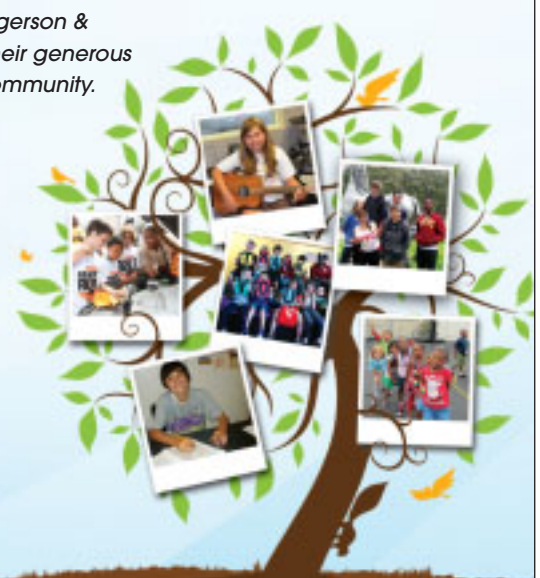
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PROTECTING THE PLANET: **Environmentalists have cheered several of President Obama's moves during his first term, but dismay his lack of follow-through on a 2008 campaign promise to label genetically modified foods. Mitt Romney doesn't have much of an environmental track record, but has been open minded to both regulatory and market-based policy ideas.**

Who's the greenest candidate?

Dear EarthTalk:

Given that the presidential election is just around the corner, what can you tell me about each candidate's environmental track record and positions?

– Jane Miller,
Chicago, Ill.

Just because the environment is getting short shrift this election season due to our nation's lingering economic woes doesn't mean that candidates Obama and Romney can ignore the issue.

Environmentalists have cheered several of President Obama's moves during his first term, including: passage of the Recovery Act and its funding for environmental and habitat restoration and water quality improvements; passage of the first comprehensive National Policy for the Stewardship of the Ocean, the Coasts and the Great Lakes; and the signing of the Omnibus Public Lands Management Act of 2009, which expanded land protections and water conservation across two million acres of federal wilderness.

Obama also formed the Partnership for Sustainable Communities to bring together federal agencies to help communities nationwide improve access to affordable housing and increase low cost transportation options while protecting the environment. He also established new rules to reduce the negative impacts of mountain-top removal coal mining, set historic standards limiting greenhouse gas emissions from cars and trucks, made substantial investments in clean energy, proposed the first-ever carbon pollution limits for new fossil-fuel-fired power plants, and reduced carbon emissions within the federal government.

On the downside, green leaders dismay Obama's lack of follow-through on a 2008 campaign promise to label genetically modified foods so that consumers know what they are getting when they buy corn, sugar or breakfast cereal. Also, a 2011 Obama decision to deregulate the planting of genetically modified alfalfa and sugar beets incensed organic farmers and environmental leaders. Greens also worry about Obama's enthusiasm for an "all-of-the-above" energy policy that includes the practice of hydraulic fracturing ("fracking") to access natural gas in shale beds under wide swaths of the northeast and western U.S.

If re-elected, Obama would no doubt work to expand U.S. leadership on setting emissions limits in unison with other nations, and has pledged to continue to reduce our dependence on oil so as to lower greenhouse gas emissions. Conservationists are also hopeful that Obama will set aside threatened lands for protection from development as both Bill Clinton and George W. Bush did soon before leaving the White House.

While Mitt Romney doesn't have much of an environmental track record from his days as Massachusetts' governor, he did get kudos for being open minded to both regulatory and market-based policy ideas. He also supported a 2003 northeastern states agreement to reduce carbon emissions from power plants via a regional cap-and-trade emissions reduction plan. But in 2005 Romney abruptly pulled Massachusetts out of the plan, telling reporters that it didn't protect businesses and consumers from increased energy costs.

Romney is now pitching an energy plan that that embraces all the options, including fossil fuels, nuclear energy and renewables. But he recently told ScienceDebate.org that he opposes any kind of carbon tax or cap-and-trade system "that would handicap the American economy and drive manufacturing jobs away," adding that economic growth and technological innovation, "not economy-suppressing regulation," are key to protecting the environment in the long run.

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NM residents vow to fight Forest Service's travel plan

SUSAN MONTOYA BRYAN
Associated Press

ALBUQUERQUE, N.M. It was supposed to take the U.S. Forest Service four years to decide which roads and trails throughout the nation's vast network of forests should be designated for travel by motorcycles, four-wheelers and other backcountry vehicles.

Seven years have passed, and forests from Oregon south to Arizona and New Mexico are still struggling to balance the demands of environmentalists, off-roaders and ranchers.

The battle has come to a head on one mesa in northern New Mexico where Hispanics have been ranching and collecting firewood and pinon for centuries.

A state senator and residents of Glorieta Mesa are vowing to take their case to Congress and to federal court after regional forest officials this week denied their appeal of the Santa Fe National Forest's travel management plan. They had complained the plan was racially biased and that an influx of off-roaders would threaten their culture and traditions

"They have awoken a sleeping giant. This is not over. It's not over by a long shot," Democratic Sen. Phil Griego of San Jose told The Associated Press in a telephone interview.

Across the country, similar disputes are playing out as the Forest Service tries to implement a 2005 mandate aimed at curbing unrestricted travel on all 155 forests and 20 national grasslands.

Recreationists have sued over travel management plans on the Clearwater National Forest in Idaho and on forest lands in the Sierra Nevada range.

On the Wallowa-Whitman National Forest in Oregon, officials withdrew their initial plans following public outcry over the protection of traditional activities such as woodcutting, berry picking and mushroom harvesting.

Elsewhere, ranchers have fought to keep forest roads open so they can access their herds and watering holes, while off-roaders have tried to protect access to their favorite spots.

From Oregon to New Mexico, critics are accusing the Forest Service of developing travel plans that fail to address their concerns.

"I think what a lot of people are feeling is that there's no balance," said Karen Budd-Falen, a Cheyenne, Wyo.-based attorney who deals with environmental and property issues.

On Glorieta Mesa, residents have long complained that irresponsible off-roaders are threatening their livelihood by tearing up the forest they depend on. There are stories about livestock being chased, fences being cut, earthen stock tanks being used as ramps and windmill piping being disassembled and used for mud bogging.

Forest officials have denied the claims of discrimination and said the concerns of many groups were considered when crafting the plan, which specifies which roads and trails across the 1.6 million acres of the Santa Fe forest are open to vehicles. The forest held dozens of meetings and received more than 3,000 comments over the last seven years.

The agency reiterated in documents related to the appeal that the Santa Fe forest followed federal laws and policies in developing the travel plan.

While the Forest Service is used to considering scientific denominators such as watersheds or endangered species, critics say getting the agency to give equal weight to factors such as culture and tradition has proven more elusive.

Daniel Patterson, southwest director of Public Employees for Environmental Responsibility, said both ranchers and land managers are in a tough situation.

"It's been different from forest to forest. But still, on too many the planning really hasn't done the job of right-sizing the road system," he said. "It's a matter of access and excess, and it's the job of the Forest Service to balance that."

On the Santa Fe National Forest, the travel plan designates nearly 2,500 miles of trails, roads and areas where vehicles are allowed. On Glorieta Mesa, the plan cuts access to illegally created roads but allows all classes of vehicles on the remaining roads.

Mesa residents accuse the Forest Service of turning their community, which is largely made up of Hispanic and low-income families, into "a sacrifice zone" for off-roading.

They had pushed for only street-legal vehicles to be allowed but claim their requests were rebuffed and that derogatory remarks about Mexicans and ranchers were made during conversations with agency employees. Forest officials deny those claims.

"We as minorities have been taking it in the shorts ever since the U.S. government came into our part of the country," Griego said. "It's time for us, as a people and as a culture, to stand up and say enough is enough."







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Please note the following activities:
1. Olympic/Cloverfield Boulevard Bridge: Construction is ongoing with abutment excavation and pile drilling taking place directly behind the K-rail to prepare the area for bridge construction. Most construction activities will be limited to areas behind the K-rail. All traffic lanes will be maintained during daytime peak hours. There will only be one eastbound Olympic lane, between 20th and Cloverfield, this will occur during non-peak hours but expect delays.
2. Sewer relocations on Colorado Avenue between Lincoln Boulevard and 14th Street. Expect daytime lane closures on Colorado, one lane in each direction will be maintained. Expect delays if using Colorado. Note the loss of parking on Colorado but replacement parking is provided on adjacent streets. There will be sidewalk closures on the south side of Colorado between Lincoln and 11th Street. After hours (9 p.m. – 6 a.m.) sewer construction between 10th and 14th streets will run through October.
3. Centinela Bridge: Majority of the work will take place in the city of Los Angeles right of way, with the west abutment being built within the city of Santa Monica. Construction of the bridge will be implemented in stages. Pile drilling in Santa Monica is complete and the contractor is currently building the pile cap.
4. Excavation, soil removal, rail removal, clear and grub and grading within the Expo right-of-way from Centinela to 20th Street. Expect additional truck activities on Centinela, Stewart and 26th Street.
5. Time Warner Cable: Just west of Olympic and Cloverfield, crews will be relocating fiber optic cables and conduits via directional drilling from north sidewalk on Olympic to median area.
6. SCE: Colorado between 14th and 17th streets, crews will be relocating electrical conduits for SoCal Edision (SCE). Colorado will maintain only one east-bound lane. Expect delays. Note 16th Street will be closed during the day at Colorado, please use Olympic for access.
7. City Traffic Signal and Fiber: Cloverfield between Michigan and Olympic, crews will be relocating fiber conduits during non-peak traffic hours of 9 p.m. – 6 a.m. Expect north-bound lane closures on Cloverfield and on Olympic.
8. South sidewalk is closed on Colorado between 14th and 16th streets.
For more information about the Expo Line project, visit BuildExpo.org or call (213) 922-EXPO (3976).

20th/Cloverfield Blvd. Improvement Project

Construction activities include curb ramp modification, street light pole foundation installation, and installing of brick pavers and silva cells in the sidewalk. Said work will involve lane closures. Traffic control will be in place during construction and will maintain one lane of traffic in each direction at all times. Left turn movements may be restricted some times. Please use alternate routes whenever possible. For more info, please contact Jim Litzel, Black & Veatch at (310) 863-4991.

Ocean Park Boulevard Complete Green Street Project

Construction will take place Monday to Friday, 8 a.m. to 6 p.m., on Ocean Park Boulevard, between Neilson Way and Lincoln Boulevard. Traffic control will be in place during construction and will maintain one lane of traffic in each direction. There will be lane closures from Nielson Way to Lincoln. Please use alternate routes whenever possible. For more info, go to: www.SMConstructs.org

Sewer Main Replacement Project

Partial closures with temporary traffic control measures deployed include: Lincoln Court between Ocean Park Boulevard and Ocean Park Place North; Ocean Park Place North between Lincoln Court and 11th Street; and Pacific Place North between Lincoln Court 110th and 11th Street. Temporary street closures may occur between 8 a.m. and 6 p.m. on 10th Street between Ocean Park Boulevard and Maple Street and between Pacific Street and Grant Street. Temporary traffic control measures and detour routes will be provided during any street closure. Motorists are advised to use caution at the locations listed above. For more information on this project, please contact: Curtis Castle, (310) 458-8721.

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CP
FROM PAGE 1

Now that it's gone, she will join local officials and advocates across the state to fight for either a redevelopment 2.0 or another mechanism for paying for affordable housing, which Letts believes is critical to preserving the diversity and life of affluent communities like Santa Monica.

"We want this rich, diverse environment here and the only way to keep it is to make sure there's enough affordable housing," Letts said.

CCSM's mission has drawn its share of criticism from people within the community who believe it creates slums by concentrating low-income housing in certain neighborhoods like Pico, and, as with any large landlords, accusations surface that some of their buildings are poorly-maintained.

Naysayers aside, Letts believes that CCSM has a strong future in Santa Monica, and it will be up to herself, her board and her staff to determine what that will look like. The Daily Press sat down with her this week to discuss how she plans to move the organization forward.

Daily Press: How have the last 18 months been? What's the learning curve like here?

Sarah Letts: How would I describe the learning curve? I would say the housing development and finance piece of it I understood because I've been in the industry for about 20 years. In the 1990s, I did housing development for community-based nonprofits, and then I was with Fannie Mae for 11 years. That's where I was involved in financing affordable housing. That piece of it was relatively easy.

The biggest learning curve was Santa Monica specific. I wanted to put in all the extra hours needed to absorb the essence of the city, the people, the issues and there's always a story behind the story and another story behind that story, so it's really fascinating.

There's 80 people on the staff here at CCSM, so it's the process of getting to know everybody and respecting the 20 years of Joan Ling leading this organization and the 30 years of the Board of Directors leading this organization so it's sort of about learning that history, respecting and honoring that history.

I'm a fresh set of eyes that's absorbed the past, and now I need to figure out how we're going to do things for the next 30 years.

DP: What is CCSM's role in Santa Monica?

SL: We are the antidote to Costa-Hawkins.

(Costa Hawkins is a law passed in 1995 that requires that rents rise to market-rate when a rent controlled tenant leaves his or her apartment.)

So if a private, for-profit developer can buy a building, when a tenant moves out rent will go up to market. When we buy a building, an existing property and a household chooses to move out, we lower the rent to like 60 or 80 percent of area median income. So we do the opposite of Costa-Hawkins.

DP: What challenges do you see ahead of you?

SL: The dissolution of the redevelopment agencies, that was a significant source of financing for affordable housing and major improvements around the city. It creates this crisis and I feel like when there's a crisis people strip away their old ways of thinking and

SEE LETTS PAGE 12

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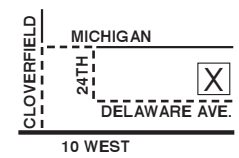
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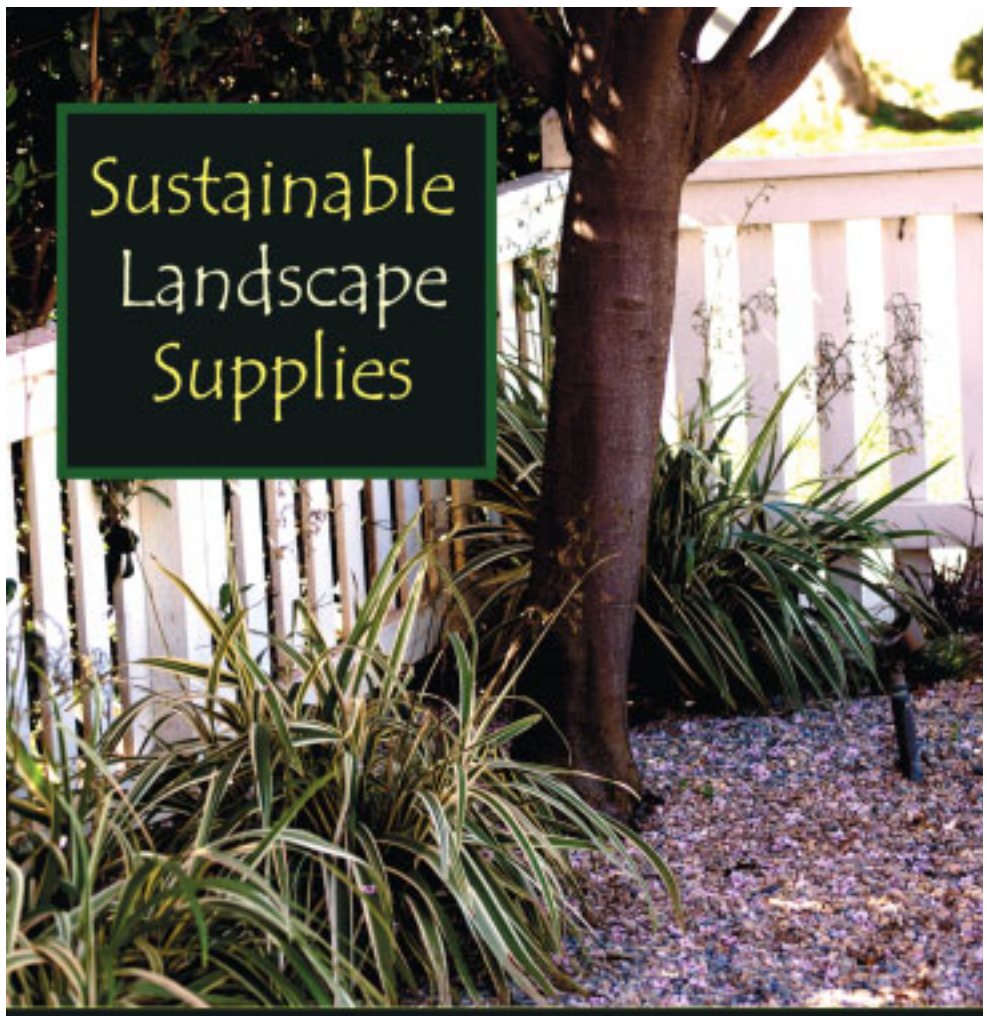
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INSURANCE
FROM PAGE 3

Coverage history is specifically excluded.

If voters adopt Proposition 33, insurance companies would have the option of charging higher rates for previously uninsured drivers but still would be constrained by Proposition 103's prohibition on excessive rates.

In Texas, the Mercury Insurance quotes are 27.8 percent higher for uninsured motorists than for those who already have coverage. The Mercury loyalty discount for Californians is 5 percent.

That calculus is troubling to University of San Francisco sophomore Kelsey Craven, who said her family is scrambling to save money to make up for cuts to state financial aid. She would like to stop insuring the car she keeps in her parents' Sacramento garage, but worries that she will end up paying more in the long run if the rate-setting rules change.

"There are probably thousands of students that are in the same situation as me, who will go through college, graduate and then need a car again," said Craven, a politics major. "When we're already paying off student loans, we'll have to pay that much extra on top of car insurance."

Nan Brasmer said the change could hurt her when she has knee surgery next year and has to give up driving for several months.

"It is hard enough," said Brasmer, 74, who is president of the California Alliance for Retired Americans. "I pay $50 a month toward my car insurance, enough to pay my water bill or buy some food."

In 2010, Joseph outspent opponents of his ballot initiative 12 to 1 and is again pouring millions into his campaign. The 91-year-old executive also has won over the Berkeley-based Greenlining Institute, an economic justice advocacy group that opposed his 2010 initiative.

Greenlining's executive director, Orson Aguilar, said he supports Proposition 33 because it includes an exemption for active duty military and will reduce insurance rates for most drivers. The institute has accepted a $195,000 donation from Joseph.

Brian Sullivan, editor of the Auto Insurance Report newsletter, thinks Joseph and Rosenfield are "well-matched opponents" who make convincing cases.

In the end, he said, voters will have to choose whether they care more about lowering rates for themselves or helping out drivers with spotty coverage histories, who tend to be lower-income.

"It's not a matter of good and evil, it's a matter of what we deem to be fair," Sullivan said.

FRAUD
FROM PAGE 3

Food and Agriculture numbers that showed 3,500 vehicles carrying used beverage containers arrived in California last summer.

Officials with the state Department of Justice told the newspaper they have filed approximately 10 criminal cases this year against fraud rings bringing in cans from outside California.

Gov. Jerry Brown signed a law last month that will require those importing more than 25 pounds of aluminum or plastic or 250 pounds of glass to declare at the border what their purpose is and the source and destination of the material, the Times reported.

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FOOTBALL
FROM PAGE 1

comfortable 55-20 lead that would prove to be the final score.

"I was not our best victory," said Samohi senior wide receiver Sebastian LaRue, who scored twice and intercepted a pair of passes. "We had to battle a lot of things tonight."

The win improves Samohi's overall record to 3-3 and 1-0 in league as they try to repeat as Ocean League champs.

Morningside falls to 3-3 overall and 0-1 in league.

Both teams face Beverly Hills next. Samohi will host the Normans on Friday at Santa Monica College with Morningside facing them the next week after their bye.

The win comes after a three-game skid that saw the Vikings lose to Mater Dei, Valencia and Hart.

daniela@smdp.com



Michael Yanow *news@smdp.com*

OOPS: **Morningside High School linebacker Roy Stringer (left) covers his face after receiving a personal foul call on defense giving Santa Monica High School a first down during an Ocean League matchup at Coleman Stadium on Friday. Samohi would go on to score.**

GAS
FROM PAGE 1

are currently making summer-blend gas, putting the pressure on already-taxed California manufacturers.

In some locations, fuming motorists paid $5 or more per gallon while station owners had to shut down pumps in others.

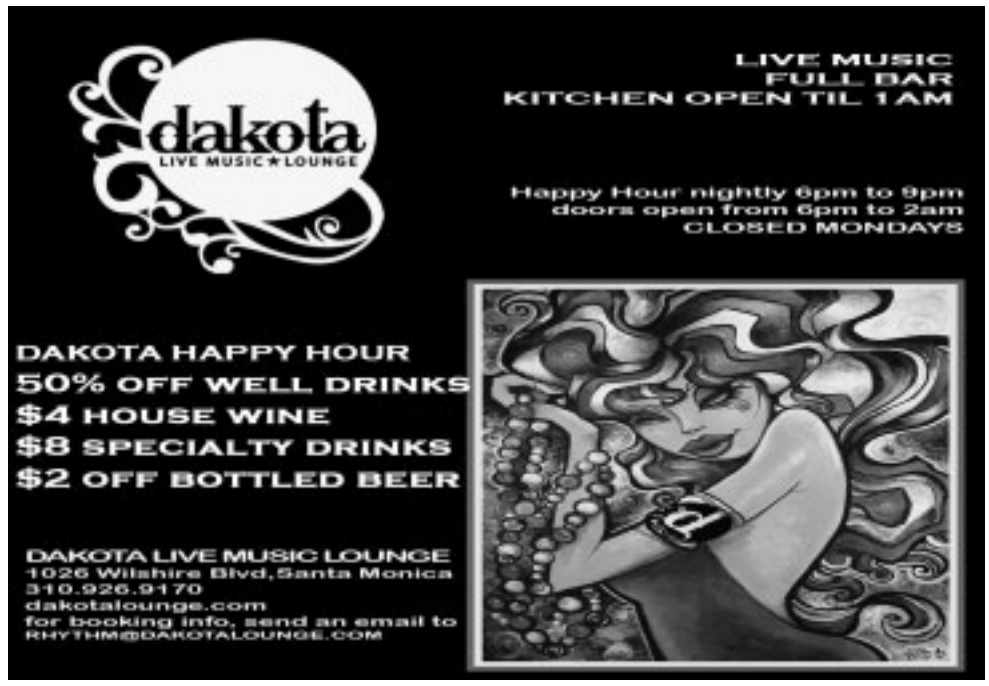
A station in Long Beach had California's priciest gas at $6.65 for a gallon of regular, according to GasBuddy.com. Meanwhile customers at an outlet in San Pablo paid just $3.49, the lowest price in the state.

The average for a gallon of regular was $4.69 in Los Angeles, $4.71 in San Diego and San Francisco, $4.55 in Sacramento and $4.90 in Santa Barbara, according to GasBuddy.com.

The dramatic surge came after a power outage Monday at a Southern California refinery that reduced supply in an already fragile and volatile market, analysts said. The refinery came back online Friday and prices were expected to stabilize in the coming days.

Patrick DeHaan, senior petroleum analyst at GasBuddy.com, predicted the average price could peak as high as $4.85 before coming back down.



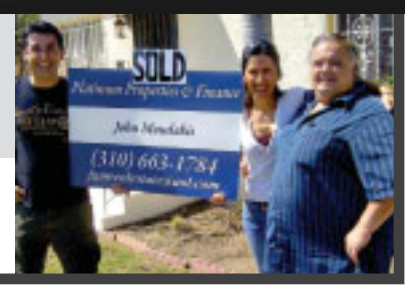




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LETTS
FROM PAGE 9

they say, "How are we going to tackle this crisis?"

So even though it's a negative that the RDAs were dissolved, we can turn it into a positive. Let's go back to basics and figure out what's critical and how we can do things differently.

DP: What's your plan to accomplish that? What action is being taken?

SL: There are little bits and pieces of legislation being passed at the state level — nothing big yet. Going forward, I plan to be more actively involved in the statewide campaign.

I want to be the local voice at the state level for anything and everything having to do with affordable housing. If we can come up in the future with redevelopment 2.0 … if we can get something like that through in the future, that's another initiative I would be working toward representing Santa Monica and trying to get any state legislation passed that we can.

I'm only allowed to spend a small percentage of my time since we're a nonprofit, but I'll spend an acceptable amount of time doing what I can to make sure there are resources for Santa Monica to use.

DP: Why is funding like Santa Monica and CCSM had through redevelopment so important?

SL: Even though Santa Monica put an impressive amount of resources toward affordable housing, what it really did was allow us to leverage money from the state and federal government and bring those resources to the city. So you know, that's an important consideration. The city has to figure out what are we going to do to partially replace redevelopment because that's going to allow us to compete for state and federal money and allow us to bring that money to our city.

DP: Have you ever worked in a place without redevelopment funding? What did you do then?

SL: Most of the time I was investing Fannie Mae's dollars in deals that had low-income housing tax credits, and so I was in Louisiana, I saw a lot of deals done without redevelopment. … I would say I need to draw upon my experience at Fannie Mae because there were probably a couple hundred deals I underwrote that involved no redevelopment money. I need to do more reflecting on all of those deals I underwrote many deals ago because they were done without redevelopment money, and it is very doable.

DP: Are joint ventures a possible solution?

SL: Our first joint venture project is going to be with [developer] Related for Site B of The Village. That's 160 units of affordable housing. I anticipate that CCSM is going to consider more joint venture partnerships so that would be one component of it.

DP: How does CCSM's mission dovetail with other goals in Santa Monica?

SL: There's a lot of talk now about transit-oriented development. A subtle way to achieve that is for CCSM to acquire properties near transit stations and then, as people move out, we lower rents. And then we'll keep rents low for as long as the regulatory agreement says we have to, and then probably after that as well. Our regulatory agreements say at least 55 years, some say 80 years. I imagine we get to the point in time that the regulatory agreement expires 55 years in the future and we keep those rents affordable because that's our mission.

DP: In an era of scarce resources, do you think things will move toward mission-driven organizations doing affordable housing rather than relying on private developers?

SL: The staff you just met out front, they're income certifying people on the front end, that's a lengthy, very detailed process where we go out and verify with the third parties — whether it's the banks, their employers, whatever it is — that they really make what they say they make. We want to verify that people truly are income-qualified. So we have this perfect file on every household that shows they truly are income-qualified, and we're complying with our local state and federal funding sources that say we have to serve households at these income levels.

I'm not sure if for-profit would like to hire us to manage and lease up their units, and, when some family moves out, make sure an income-qualified family moves in. Maybe some developer would like to hire us because we do that all day long.

DP: What about workforce housing?

SL: Most are working and have some source of income so that they can pay the rent. In a very simple way we are workforce housing.

I would say if there is a segment where we want to encourage them to live in the city a housing voucher is a much more flexible, rational way to get that part of the workforce to be able to afford the unit they're going to rent.

DP: There's a perception out there that CCSM builds excessively in low-income neighborhoods, like Pico. How do you respond to that?

SL: There was a time where my recollection of the history I've been told we were doing a lot of development in the Pico neighborhood and they said, "enough," so

SEE TALK PAGE 13

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TALK
FROM PAGE 12

we really just started to acquire properties all around the city and manage them. They blend in with the rest of the neighborhood.

(According to Letts, roughly 30 percent of CCSM housing is located in the Pico neighborhood. Another 34 percent is in Ocean Park, 13 to 14 percent in Sunset Park and the Wilshire area respectively. The Downtown and North of Montana areas have less than 4 percent of CCSM's buildings.)

DP: People know CCSM as a housing institution. What else does it do?

SL: We have community rooms at all of our buildings, so lots of times we have programming for the children in the community rooms. They come home from school and they can go to the community room and there are staff and volunteers to help them get their homework done. We have a program called Upgrade, our own program run by our resident services team. Our resident services staff and volunteers help their kids with their homework and then at a couple of our sites we have a partnership with Boys and Girls Club. That's worked out great.

You keep kids engaged, make sure they're getting their homework done, you build a community. The resident services staff do so many things that are subtle and hard to quantify but they're profound. It's really unfortunate that the work of our resident services team is hard to quantify but really profound.

ashley@smdp.com

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SURF REPORT



RIPCURL LIVE THE SEARCH

1451 THIRD STREET PROMENADE • SANTA MONICA, CA • 310-656-2875

Surf Conditions **Water Temp:** 66.7°

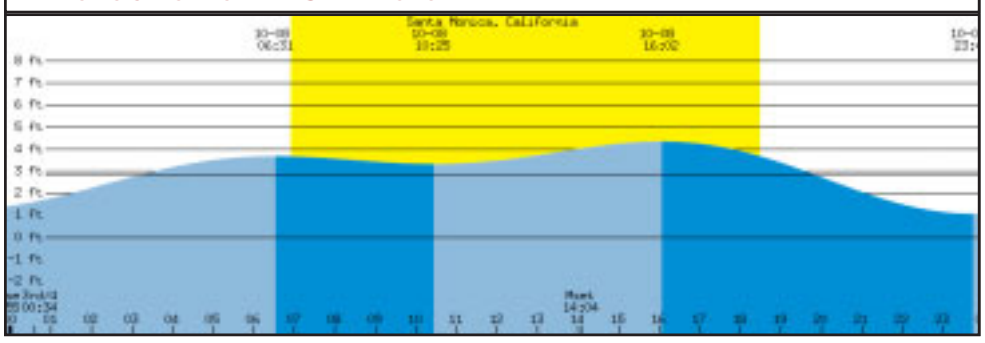
Swell Forecast

Looking at waist high waves most everywhere.

Long Range Synopsis

Waist high at south facing breaks, knee to waist at west facing spots.

Tide Forecast for Today in Santa Monica



BEACH REPORT CARD

NORTH LOS ANGELES COUNTY

Grades for this report are based on monitoring data from the previous 30 days up to the ending date of **October 3, 2012**

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

QUICK STATS (for the last 30 days)

- Number of sewage spills -- 1
- Number of beach closures due to a sewage spill -- 0
- Number of wet days -- 8
- Number of A grades for dry/wet weather -- 28 / ns
- Number of (C,D,F) grades for dry/wet weather -- 0 / ns

The Beach Report Card is made possible by: The Diller – von Furstenberg Family Foundation, Goodbrook Family Foundation, simplehuman, LAcarGUY, SBBA

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

LOCATION	DRY	WET
Leo Carrillo Beach, at Arroyo Sequit Creek mouth.	A+	ns
Nicholas Beach at San Nicholas Canyon Creek mouth.	A+	ns
El Pescador State Beach, between Lechusa and Los Alisos creeks.	ns	ns
Encinal Canyon at El Matador State Beach.	A+	ns
Broad Beach at Trancas Creek mouth.	A+	ns
Zuma Beach at Zuma Creek mouth.	A+	ns
Walnut Creek, projection of Wildlife Rd. (private).	A	ns
Paradise Cove Pier at Ramirez Canyon Creek mouth.	A+	ns
Escondido Creek, just east of Escondido State Beach.	A	ns
Latigo Canyon Creek mouth.	A+	ns
Solstice Canyon at Ben Blocker County Beach.	A+	ns
Puerco State Beach at creek mouth.	A	ns
Marie Canyon storm drain at Puerco Beach, at 21672 Malibu Rd.	B	ns
Surfrider Beach at Malibu Colony fence.	A+	ns
Surfrider Beach (breach location)- daily.	A+	ns
Malibu Pier - 50 yards east.	F	ns
Carbon Beach at Sweetwater Canyon.	A+	ns
Las Flores State Beach at Las Flores Creek (point zero).	A+	ns
Big Rock Beach at 19948 PCH stairs.	A	ns
Pena Creek at Los Tunas County Beach.	A+	ns
Tuna Canyon.	ns	ns
Topanga State Beach at creek mouth.	A+	ns
Castlerock Storm Drain at Castle Rock Beach.	A	ns
Santa Ynez Storm Drain at Castle Rock Beach.	A+	ns
Will Rogers State Beach at 17208 PCH (1/4 mile east of Sunset drain).	A+	ns
Will Rogers State Beach at Bel Air Bay Club drain near fence.	F	ns
Will Rogers State Beach at Pulga Canyon storm drain.	A+	ns
Will Rogers State Beach at Temescal Canyon drain.	B	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.	B	ns
Dockweiler State Beach at Ballona Creek mouth.	A	ns
Dockweiler State Beach at Culver Blvd. drain.	A+	ns
North Westchester Storm Drain at Dockweiler State Beach.	A	ns
Dockweiler State Beach at World Way (south of CIWW 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.	C	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 is a non-profit environmental organization dedicated to making Santa Monica Bay and Southern California coastal waters safe and healthy for people and marine life.

Heal the Bay

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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.

WNBA

Sparks' Ogwumike and Ross earn top honors

ASSOCIATED PRESS

LOS ANGELES The Los Angeles Sparks have collected two of the WNBA's season-ending awards, with Nneka Ogwumike honored as rookie of the year and Carol Ross chosen coach of the year.

The awards were announced Sunday before the Sparks and Minnesota Lynx played Game 2 of the Western Conference finals.

Ogwumike averaged 14 points, 7.5 rebounds and 1.2 assists during the regular season. She was drafted No. 1 overall out of Stanford by the Sparks.

Ross, in her first season with the Sparks, guided them to a 24-10 record, including a 16-1 mark at Staples Center. She previously was an assistant with the Atlanta Dream and coached 16 years at Florida and Mississippi.

Candace Parker of the Sparks was runner-up for league MVP honors to Tina Charles last month.

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MOVIE TIMES

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

Cat People (R)
1hr 58min
and
I Walked with a Zombie (PG)
1hr 9min
7:30pm

AMC Loews Broadway 4
1441 Third Street Promenade
(888) 262-4386

Butter (R) 1hr 31min
1:55pm, 4:35pm, 7:30pm, 9:45pm

House at the End of the Street
(PG-13) 1hr 41min
1:45pm, 4:25pm, 7:15pm, 9:50pm

Won't Back Down (PG)
2hrs 01min
1:00pm, 4:05pm, 7:00pm, 10:00pm

Escape Fire: The Fight to Rescue American Healthcare
(PG-13) 1hr 35min
1:30pm, 4:15pm, 7:00pm, 9:30pm

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

Hotel Transylvania 3D (PG)
1hr 31min
11:55am, 2:30pm, 5:20pm, 7:50pm, 10:15pm

Frankenweenie in Disney Digital 3D
(PG) 1hr 27min
11:45am, 2:30pm, 5:10pm, 7:45pm, 10:15pm

Taken 2 (PG-13) 1hr 31min
11:55am, 2:45pm, 5:25pm, 8:00pm, 10:25pm

Perks of Being a Wallflower (PG-13)
1hr 42min
11:30am, 2:20pm, 4:50pm, 7:25pm, 10:20pm

Trouble with the Curve (PG-13)
1hr 51min
11:20am, 1:55pm, 4:35pm, 7:15pm, 10:00pm

End of Watch (R) 1hr 49min
11:35am, 2:25pm, 5:10pm, 7:55pm, 10:30pm

Hotel Transylvania (PG) 1hr 31min
11:25am, 1:45pm, 4:20pm, 7:00pm, 9:30pm

Laemmle's Monica Fourplex
1332 Second St.
(310) 478-3836

Arbitrage (R) 1hr 40min
1:50pm, 4:20pm, 7:00pm, 9:40pm

Decoding Deepak (NR) 1hr 23min
1:00pm, 3:00pm, 5:10pm, 7:20pm, 9:55pm

Just 45 Minutes from Broadway (R)
1hr 48min
1:40pm, 4:20pm, 7:10pm, 9:50pm

Master (R) 2hrs 30min
1:00pm, 4:05pm, 7:10pm, 10:15pm

AMC Criterion 6
1313 Third St.
(310) 395-1599
Frankenweenie (PG) 1hr 27min
11:15am, 1:40pm, 4:05pm, 4:45pm, 6:40pm, 9:15pm

Looper (R) 1hr 58min
11:25am, 12:35pm, 2:15pm, 3:40pm, 5:10pm, 6:45pm, 8:00pm, 9:45pm

Dredd (R) 1hr 36min
11:30am, 2:10pm

Taken 2 (PG-13) 1hr 31min
11:15am, 1:50pm, 4:30pm, 7:00pm, 7:30pm, 9:45pm

Pitch Perfect (PG-13) 1hr 52min
11:40am, 2:30pm, 5:30pm, 8:10pm, 10:00pm

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

Go with the flow tonight, Cappy

ARIES (March 21-April 19)
★★★ You might need to depend on someone else, which could make you uncomfortable. You simply cannot be everywhere at once. Consider an option that comes too late this time but perhaps just soon enough for next time. In the meantime, be patient. Tonight: Mosey on home.

TAURUS (April 20-May 20)
★★★★ Reach out for a key person who has been evasive lately. If this individual continues in this manner, revamp your approach or simply choose not to deal with him or her. Your clarity and sense of direction remain assets. Tonight: Share a different perspective about an investment and/or an expenditure.

GEMINI (May 21-June 20)
★★★ You offer a lot. Your creativity might be at a standstill, but this will last for only a short period of time. Your optimism flows and helps open up many different options. Tonight: Avoid extremes.

CANCER (June 21-July 22)
★★★★ Tension builds. Allow greater give-and-take, and remember to center yourself. Take a risk and trust your sixth sense; you will like the end results. Touch base with a family member, as this person might have some important news. Tonight: Whatever works for you.

LEO (July 23-Aug. 22)
★★★ Time works in your favor, though impulsiveness might be your initial reaction. Know that an immediate decision most likely would backfire. Tomorrow, you could get different results. Tonight: Get extra R and R.

VIRGO (Aug. 23-Sept. 22)
★★★★ You benefit from hearing what people around you have to say. You might not be sure as to what decision or choice to make, so get as much feedback as possible. You need to understand where others are coming from. Tonight: Catch up with a friend.

LIBRA (Sept. 23-Oct. 22)
★★★★ Meet responsibilities head-on. Your willingness to step up to the plate is what identifies you and separates you from others. Your unique perspective and ability to detach play into the situation and are two of your strengths. Tonight: Take the first step in making a dream happen.

SCORPIO (Oct. 23-Nov. 21)
★★★★ Reach out for experts. Do some research on your own, too, and you will have a greater understanding when speaking to others. One person gives you feedback that hits home. You finally know which way to go. Tonight: Listen to passionate music.

SAGITTARIUS (Nov. 22-Dec. 21)
★★★★★ Deal with a key person directly who has an impact on you personally and/or professionally. At times, you might find that your guard goes up when this person shares. A meeting or a friend helps you keep your goals in mind. Tonight: Togetherness works.

CAPRICORN (Dec. 22-Jan. 19)
★★★★ Let others express what they want. You are anchored and know how to deal with various suggestions. By encouraging such exchanges, others will feel more comfortable and be willing to share with you. Tonight: Go with the flow.

AQUARIUS (Jan. 20-Feb. 18)
★★★★ Focus on accomplishments and getting a project completed. Your creativity surges and might distract you, but if you funnel it into what you're doing, it could help you complete and/or add a little more imagination to that project. Tonight: Squeeze in some exercise.

PISCES (Feb. 19-March 20)
★★★★★ Brainstorm and share more with others. At the same time, you do not want to reveal too much about a particular person. Your willingness to be vulnerable is OK, but not if it exposes someone else. Tonight: So what if it is Monday?

Happy birthday

This year an innate tension exists between two seemingly opposing interests that are pulling you in different directions. As a result, your juggling skills become critical. Your unusual resourcefulness and creativity emerge and allow many different opportunities to open up. Some of you could become involved in higher education, publishing and/or travel. A foreigner or someone very different might suddenly appear in your life, which could cause you to permanently alter your thinking. If you are single, this person could become more than just an acquaintance. If you are attached, travel could play a very important role in your year; it also might draw the two of you closer together. CANCER is emotional, and you often feel a need to respond.

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

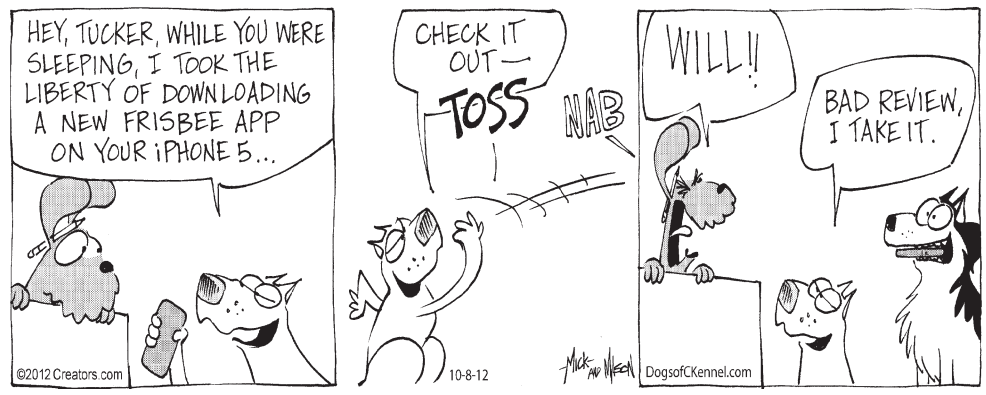
Speed Bump
By Dave Coverly



Strange Brew
By John Deering



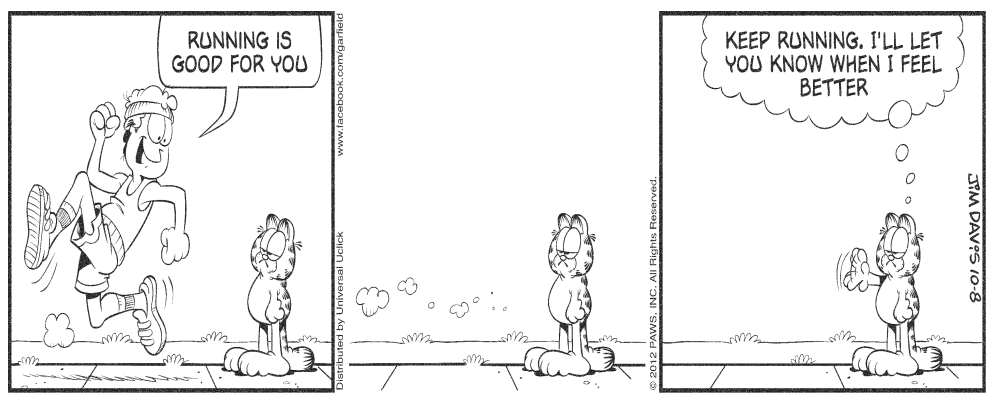
Dogs of C-Kennel
By Mick and Mason Mastroianni



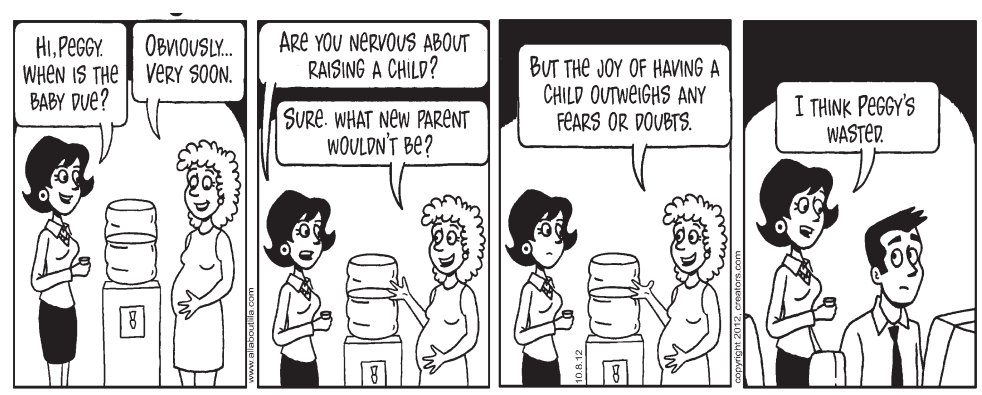
Edge City
By Terry & Patty LaBan



Garfield
By Jim Davis



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



Sudoku

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

Difficulty Level ★

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

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

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MYSTERY PHOTO

Daniel Archuleta *daniela@smdp.com*

The first person who can correctly identify where this image was captured wins a prize from the Santa Monica Daily Press. Send answers to *editor@smdp.com*. Send your mystery photos to *editor@smdp.com*. Hint: It's not the mural at Lincoln and Ocean Park boulevards.

CROSSWORD

By THOMAS JOSEPH

ACROSS

1 Ship of 1492
5 Highway exit
9 Tablecloth material
10 Scientist Newton
12 "With — of thousands!"
13 Ship of 1492
14 Egyptian Christian
16 Sgt.'s superior
17 Yale students
18 Whatever person
21 Behold
22 Mass leader
23 Bank offerings
24 Furrow
26 Sack
29 Snoopy, for one
30 Vend
31 Boxing great
32 Place
34 With 37-Across, ship of 1492
37 See 34-Across
38 Spirited horse
39 "As You Like It" forest
40 Casino calculation
41 Lawman Eliot

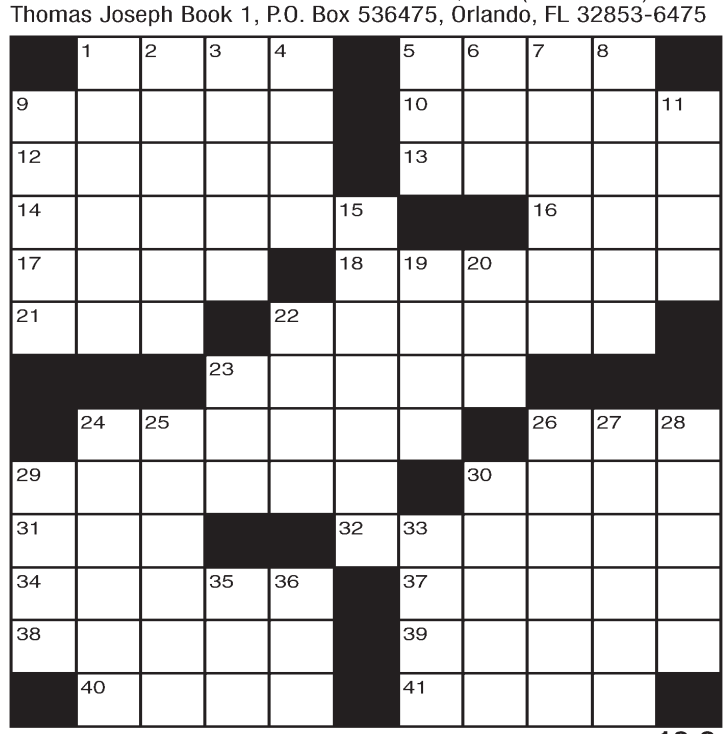
DOWN

1 Kidman of "Australia"
2 Place for some blackbirds
3 Bird abodes
4 Opposed to
5 Tear
6 "Do — say!"
7 Tropical fruits
8 Inventor's protection
9 Oxford features
11 Walking aid
15 13-Across, for one
19 Three squared
20 "Sure thing!"
22 Swimming spot
23 Fireplace fuel
24 Rich ice cream
25 Poured
26 Chin covers
27 Axis foes
28 Collect
29 Deep voice
30 Frighten
33 Yemen neighbor
35 Slugger Williams
36 TV spots

A	T	O	M			T	I	D	A	L
N	I	N	O	S		I	R	E	N	E
T	A	R	O	T		R	A	N	I	N
E	R	A		R	A	E		A	M	I
S	A	M	P	A	N		C	L	A	N
	S	P	L	I	T	R	A	I	L	
			U	N	I	O	N			
	H	I	T	S	Q	U	A	D	S	
D	E	M	O		U	N	L	O	A	D
R	A	P		B	E	D		S	I	R
A	D	O	B	E		E	M	I	L	E
M	U	S	E	S		D	U	D	E	S
S	P	E	N	T			G	O	D	S

Saturday's answer

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



10-8

DAILY LOTTERY

MEGA MILLIONS
Draw Date: Oct.5
8 9 16 32 39
Meganumber: 15
Jackpot: $M

SUPER LOTTO PLUS
Draw Date: Oct.6
3 9 15 17 31
Meganumber: 25
Jackpot: $M

Fantasy 5
Draw Date: Oct. 6
1 2 7 16 25

DAILY 3
Draw Date: Oct.6
MIDDAY: 1 5 4
EVENING: 0 1 6

SANTA ANITA
Draw Date: Oct. 6
1st: 12-LUCKY CHARMS
2nd: 01-GOLD RUSH
3rd: 04-BIG BEN
RACE TIME: 1:40.84

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

NEWS OF THE WEIRD
BY CHUCK SHEPARD

■ For some reason, South Korea (with about one-sixth the men that America has) is the world's largest consumer of male cosmetics, with its leading company approaching $1 billion a year in sales. According to a September Bloomberg Business Week dispatch, South Korean males became fascinated with the country's 2002 World Cup soccer team's "flower men," who had smooth, flawless skin, and the craze took off from there. Said a male college student, "Having a clean, neat face makes you look sophisticated and creates an image that you can handle yourself well." Makeup routines include drawing "thicker, bolder" eyebrows and, of course, expert application of lipstick. Said one admiring woman, "I feel like I have more to talk about with guys who use makeup."

■ Cliche Come to Life: In an August report, the inspector general of the Department of Veterans Affairs warned that the regional office building in Winston-Salem, N.C., was in danger of collapsing because there were too many claims files stacked on the sixth floor. "We noticed floors bowing under the excess weight to the extent that the tops of file cabinets were noticeably unlevel throughout the storage area." The report also warned of the potential of files falling on, and injuring, employees. For the short term, the agency relocated all the folders (estimated: 37,000) on the sixth floor to offices on the fifth, seventh and eighth floors.

TODAY IN HISTORY

1991 - Croatia votes to sever constitutional relations with Yugoslavia, making the country fully independent

1998 - Oslo's Gardermoen airport opens after the close down of Fornebu airport.

2001 - U.S. President George W. Bush announces the establishment of the Office of Homeland Security.

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\ TAHR-di-greyd \ , adjective;
1.
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Notices

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. SS022522
Superior Court of California, County of Los Angeles
Petition of CHARLES WILLIAM HERSEL for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: CHARLES WILLIAM HERSEL filed a petition with this court for a decree of changing names as follows: CHARLES WILLIAM HERSEL to CHARLES WILLIAM RUSSELL. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: October 26, 2012 Time: 9:00 am, Dept. A, Room 104
The address of the court is 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: OCTOBER 26, 2012
JOSEPH S. BIDERMAN, JUDGE OF THE SUPERIOR COURT

NOTICE OF APPLICATION TO SELL ALCOHOLIC BEVERAGE LICENSE(S)
Date of Filing Application: 09/26/2012
To Whom it may concern:
The Name(s) of the Applicant(s) is/are:
NAIA LLC
The applicants listed above are applying to the Department of Alcoholic Beverage Control to sell alcoholic beverages at: 829 BROADWAY #D, SANTA MONICA, CA 90401-3500
Type of License(s) Applied for: 41- ON SALE BEER AND WINE - EATING PLACE Department of Alcoholic Beverage Control INGLEWOOD.
SANTA MONICA DAILY PRESS

NOTICE OF APPLICATION FOR CHANGE IN OWNERSHIP OF ALCOHOLIC BEVERAGE LICENSE(S)
Date of Filing Application: 08/06/2012
To Whom it may concern:
The Name(s) of the Applicant(s) is/are:
PROJECT HOPS LLC
The applicants listed above are applying to the Department of Alcoholic Beverage Control to sell alcoholic beverages at: 129 BROADWAY, SANTA MONICA, CA 90401-2304
Type of License(s) Applied for: 41- ON SALE BEER AND WINE - EATING PLACE Department of Alcoholic Beverage Control INGLEWOOD.
SANTA MONICA DAILY PRESS

DBAS

NOTICE OF APPLICATION TO SELL ALCOHOLIC BEVERAGE LICENSE(S)
Date of Filing Application: 09/12/2012
To Whom it may concern:
The Name(s) of the Applicant(s) is/are:
ROMANA PIER LLC
The applicants listed above are applying to the Department of Alcoholic Beverage Control to sell alcoholic beverages at: 250 SANTA MONICA PIER, SANTA MONICA, CA 90401-3126
Type of License(s) Applied for: 47- ON-SALE GENERAL EATING PLACE Department of Alcoholic Beverage Control INGLEWOOD.
SANTA MONICA DAILY PRESS

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2012177944 ORIGINAL FILING
This statement was filed with the County Clerk of LOS ANGELES on 09/20/2012 The following person(s) is (are) doing business as YEMAYA SWIMWEAR. The full name of registrant(s) is/are: YEMAYA SWIMWEAR CORP. 2408 STRONGS DR. VENICE, CA 90291. 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/:CARLA PALLARES. This statement was filed with the County Clerk of LOS ANGELES County on 09/20/2012. 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 09/24/2012, 10/01/2012, 10/08/2012. 10/15/2012

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2012170399 ORIGINAL FILING
This statement was filed with the County Clerk of LOS ANGELES on 09/17/2012 The following person(s) is (are) doing business as BOLD AS LOVE DESIGN, BOLD AS LOVE DESIGNS, ASTRO ART, BOLD AS LOVE DESIGN STUDIO, DANDELION ENTERTAINMENT, SWEET NOTE THINGS. The full name of registrant(s) is/are: KANDACE WILLIAMS 458 CLOVERDALE AVE. LOS ANGELES, CA 90036. 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/:KANDACE WILLIAMS. This statement was filed with the County Clerk of LOS ANGELES County on 09/17/2012. 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 09/17/2012, 09/24/2012, 10/01/2012, 10/08/2012.

Statement of Abandonment of Use of Fictitious Business Name
Document Record #2012185216
Current File No.2012117510
State of California, County of Los Angeles
The following person(s) has/have abandoned the use of the fictitious Business name:
B-REFERRALS
The fictitious business name referred to above was filed on 06/14/2012 in the county of LOS ANGELES.
Registered owners: TINA CARSTON; LAUREL TEVOLITZ
This business is conducted by: A GENERAL PARTNERSHIP
/s/ LAURA TEVOLITZ, PARTNER
This statement was filed with the County Clerk of Los Angeles County on 09/14/2012
Published: SANTA MONICA DAILY PRESS 09/24/2012, 10/1/2012, 10/8/2012, 10/15/2012

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2012183039 ORIGINAL FILING
This statement was filed with the County Clerk of LOS ANGELES on 09/12/2012 The following person(s) is (are) doing business as BIG DEEP. The full name of registrant(s) is/are: BIG DEEP GROUP INC 1935 PENMAR AVE. VENICE CA 90291. This Business is being conducted by: a Corporation. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JASON ELIAS. This statement was filed with the County Clerk of LOS ANGELES County on 09/12/2012. 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 09/17/2012, 09/24/2012, 10/01/2012, 10/08/2012.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2012181429 ORIGINAL FILING
This statement was filed with the County Clerk of LOS ANGELES on 09/10/2012 The following person(s) is (are) doing business as EMARKETLAB, MARINA MARKETING. The full name of registrant(s) is/are: MIA NGUYEN 14014 PANAY WAY #253 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/:MIA NGUYEN. This statement was filed with the County Clerk of LOS ANGELES County on 09/10/2012. 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 09/17/2012, 09/24/2012, 10/01/2012, 10/08/2012.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2012186068 ORIGINAL FILING
This statement was filed with the County Clerk of LOS ANGELES on 09/17/2012 The following person(s) is (are) doing business as BAD 13 ARMA TM. The full name of registrant(s) is/are: JEAN MARCIAL 11566 GATEWAY BLVD. LOS ANGELES, CA 90064, IVAN NUNEZ 1755 GRANVILLE AVE. APT #4 LOS ANGELES, CA 90025. This Business is being conducted by: a Joint Venture. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:JEAN MARCIAL. This statement was filed with the County Clerk of LOS ANGELES County on 09/17/2012. 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 09/24/2012, 10/01/2012, 10/08/2012, 10/15/2012.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2012140472 ORIGINAL FILING
This statement was filed with the County Clerk of LOS ANGELES on 07/11/2012 The following person(s) is (are) doing business as MISS MAKE. The full name of registrant(s) is/are: DEVON IOTT 1301 FRANKLIN ST #8 SANTA MONICA CA 90404. This Business is being conducted by: an Individual. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:DEVON IOTT. This statement was filed with the County Clerk of LOS ANGELES County on 07/11/2012. 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 09/24/2012, 10/01/2012, 10/08/2012, 10/15/2012.

FICTITIOUS BUSINESS NAME STATEMENT
FILE NUMBER: 2012185217 ORIGINAL FILING
This statement was filed with the County Clerk of LOS ANGELES on 09/14/2012 The following person(s) is (are) doing business as B-REFERRALS. The full name of registrant(s) is/are: LAUREL TEVOLITZ 8505 GULANA AVE #607 PLAYA DEL REY CA 90293, BEVERLY TEVOLITZ 11786 NORTH TEVY TRAIL PRESCOTT VALLEY, AZ 86315. This Business is being conducted by: a Partnership. The registrant commenced to transact business under the fictitious business name or names listed on (Date)06/04/2012. /s/: LAUREL TEVOLITZ. This statement was filed with the County Clerk of LOS ANGELES County on 09/14/2012. 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 09/24/2012, 10/01/2012, 10/08/2012, 10/15/2012.

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-186517
The following person(s) is (are) doing business as: LUCERO EXPRESS BAKERY, 12120 GARFIELD AVE., SOUTH GATE, CA 90280. Full name of registrant(s) is (are) CARLOS L. PEREZ, ADRIANA G. PEREZ, 12120 GARFIELD AVE., SOUTH GATE, CA 90280. This Business is conducted by: HUSBAND and WIFE. Signed: CARLOS L. PEREZ. This statement was filed with the County Clerk of Los Angeles County on 09/18/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 08/20/2012. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Sept. 24, Oct. 01, 08, 15, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-185385
The following person(s) is (are) doing business as: NATIONAL INSPECTION; NATIONAL INSPECTION CO.; NATIONAL INSPECTIONS, 1508 E. 1st ST., L.A.., CA 90033. Full name of registrant(s) is (are) ISMAEL CORDERO, MARIO CORDERO, 1508 E. 1st ST., L.A., CA 90033. This Business is conducted by: A GENERAL PARTNERSHIP. Signed: ISMAEL CORDERO. This statement was filed with the County Clerk of Los Angeles County on 09/14/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Sept. 24, Oct. 01, 08, 15, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-186828
The following person(s) is (are) doing business as: TIRES & LUBE AUTO CARE, 9823 S. NOMANDIE AVE. UNIT B, L.A., CA 90044. Full name of registrant(s) is (are) SERGIO D. ALVARADO, 601 W. 40th PL. #207A, L.A., CA 90037. This Business is conducted by: AN INDIVIDUAL. Signed: SERGIO D. ALVARADO. This statement was filed with the County Clerk of Los Angeles County on 09/18/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Sept. 24, Oct. 01, 08, 15, 22, 2012
Publish: Santa Monica Daily Press

Statement of Abandonment of Use of Fictitious Business Name
Document Record #2012188651
Current File No. 2012177944
State of California, County of Los Angeles
The following person(s) has/have abandoned the use of the fictitious Business name:
YEMAYA SWIMWEAR
The fictitious business name referred to above was filed on 09/05/2012 in the county of LOS ANGELES.
Registered owners: YEMAYA SWIMWEAR CORP.
This business is conducted by: YEMAYA SWIMWEAR CORP.
/s/ CARLA PALLARES, OWNER
This statement was filed with the County Clerk of Los Angeles County on 09/14/2012
Published: SANTA MONICA DAILY PRESS 09/24/2012, 10/1/2012, 10/8/2012, 10/15/2012

FICTITIOUS BUSINESS NAME STATEMENT
File No. 2012-193027
The following person(s) is (are) doing business as: EL RANCHO MOTOR INN, 6101 S. BROADWAY, L.A.., CA 90003. Full name of registrant(s) is (are) OLD FASHION HOSPITALITY LLC, 6101 S. BROADWAY ST., L.A., CA 90003. This Business is conducted by: A LIMITED LIABILITY COMPANY. Signed: HITESH PATEL. This statement was filed with the County Clerk of Los Angeles County on 09/26/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Sept. Oct. 01, 08, 15, 22, 2012
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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012186066 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/17/2012 The following person(s) is (are) doing business as QUALITY ROBES. The full name of registrant(s) is/are: ROBERT CHARLES GREENE 1328 2ND STREET #408 SANTA MONICA CA 90401. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date). /s/: ROBERT CHARLES GREENE. This statement was filed with the County Clerk of LOS ANGELES County on 09/17/2012. 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 09/24/2012, 10/01/2012, 10/08/2012, 10/15/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012186067 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/17/2012 The following person(s) is (are) doing business as SAPHA MANAGEMENT GROUP, LLC. The full name of registrant(s) is/are: JASON SAWCHUK 1640 BROCKTON AVE #19 LOS ANGELES, CA 90025. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)09/01/2012. /s/: JASON SAWCHUK. This statement was filed with the County Clerk of LOS ANGELES County on 09/17/2012. 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 10/01/2012, 10/08/2012, 10/15/2012, 10/22/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012184869 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/14/2012 The following person(s) is (are) doing business as RITAS FRANCHISE COMPANY, LLC. The full name of registrant(s) is/are: RITAS WATER ICE FRANCHISE COMPANY LLC 1210 NORTHBROOK DRIVE, STE #310 TREVOSE, PA 19053. 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/:robert guthmann. This statement was filed with the County Clerk of LOS ANGELES County on 09/14/2012. 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 09/24/2012, 10/01/2012, 10/08/2012, 10/15/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012186633 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/18/2012 The following person(s) is (are) doing business as JAC INTERIORS. The full name of registrant(s) is/are: POTMAN/HAMILTON INTERIORS 1247 EUCLID STREET SANTA MONICA CA 90404. 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)08/15/2012. /s/: JANE HAMILTON. This statement was filed with the County Clerk of LOS ANGELES County on 09/18/2012. 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 10/01/2012, 10/08/2012, 10/15/2012, 10/22/2012.

DBAS

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012183256 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/12/2012 The following person(s) is (are) doing business as TRES PERSONAS LOCAS. The full name of registrant(s) is/are: MICHAEL W. BARNARD 1653 18TH STREET #3B SANTA MONICA CA 90404. This Business is being conducted by: a Partnership. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:MICHAEL W. BARNARD. This statement was filed with the County Clerk of LOS ANGELES County on 09/12/2012. 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 10/01/2012, 10/08/2012, 10/15/2012, 10/22/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012190487 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/24/2012 The following person(s) is (are) doing business as PINNACLE TAX SERVICES. The full name of registrant(s) is/are: ROBERT L. HYMERS III 825 S. PINROSE AVE. SUITE A MONROVIA, CA 91016. 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/:ROBERT L. HYMERS III. This statement was filed with the County Clerk of LOS ANGELES County on 09/24/2012. 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 10/01/2012, 10/08/2012, 10/15/2012, 10/22/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012188393 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/20/2012 The following person(s) is (are) doing business as NETWORK REFLEX. The full name of registrant(s) is/are: ANDREW CORDOS 28247 VA ACERO STREET MALIBU CA 90265. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)09/13/2012. /s/: ANDREW CORDOS. This statement was filed with the County Clerk of LOS ANGELES County on 09/20/2012. 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 10/01/2012, 10/08/2012, 10/15/2012, 10/22/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012189992 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/21/2012 The following person(s) is (are) doing business as GIVEANDTHRIVE.COM. The full name of registrant(s) is/are: GIVE AND THRIVE, LLC 1223 WILSHIRE BLVD. #1045 SANTA MONICA CA 90403. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:MICHELLE J. RAPPEPORT. This statement was filed with the County Clerk of LOS ANGELES County on 09/21/2012. 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 10/01/2012, 10/08/2012, 10/15/2012, 10/22/2012.

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FICTITIOUS BUSINESS NAME STATEMENT File No. 2012-190080
The following person(s) is (are) doing business as: I LOVE FLOWERS LA, 10125 PALMS BLVD. #111, L.A., CA 90034. Full name of registrant(s) is (are) IVAN ROBLES, 10125 PLAMS BLVD. #111, L.A., CA 90034. This Business is conducted by: AN INDIVIDUAL. Signed: IVAN ROBLES. This statement was filed with the County Clerk of Los Angeles County on 09/21/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Sept. Oct. 01, 08, 15, 22, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT File No. 2012-192924
The following person(s) is (are) doing business as: PRETTY HU$TLE, 6103 PICKFORD ST. #303, L.A., CA 90035. Full name of registrant(s) is (are) NICOLE YOUNG, LANICA FLEMING, 6103 PICKFORD ST. #303, L.A., CA 90035. This Business is conducted by: A GENERAL PARTNERSHIP. Signed: NICOLE YOUNG. This statement was filed with the County Clerk of Los Angeles County on 09/26/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Sept. Oct. 01, 08, 15, 22, 2012
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FICTITIOUS BUSINESS NAME STATEMENT File No. 2012-190145
The following person(s) is (are) doing business as: INNOVATIVE TECH SOLUTIONS, 1428 N. GRAND AVE. STE J, COVINA, CA 91724. Full name of registrant(s) is (are) KRANTHI REDDY PEDDAMAIL, 1428 N. GRAND AVE. STE J, COVINA, CA 91724. This Business is conducted by: AN INDIVIDUAL. Signed: KRANTHI REDDY PEDDAMAIL. This statement was filed with the County Clerk of Los Angeles County on 09/21/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 05/18/2012. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Sept. Oct. 01, 08, 15, 22, 2012
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FICTITIOUS BUSINESS NAME STATEMENT File No. 2012-193027
The following person(s) is (are) doing business as: EL RANCHO MOTOR INN, 6101 S. BROADWAY, L.A.., CA 90003. Full name of registrant(s) is (are) OLD FASHION HOSPITALITY LLC, 6101 S. BROADWAY ST., L.A., CA 90003. This Business is conducted by: A LIMITED LIABILITY COMPANY. Signed: HITESH PATEL. This statement was filed with the County Clerk of Los Angeles County on 09/26/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Sept. Oct. 01, 08, 15, 22, 2012
Publish: Santa Monica Daily Press

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012197297 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/02/2012 The following person(s) is (are) doing business as HUNGRY MACAW MUSIC. The full name of

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registrant(s) is/are: YELENA KOSHELEVSKAYA 525 S. GRAMERCY PL. #107 LOS ANGELES, CA 90020. 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/:YELENA KOSHELEVSKAYA. This statement was filed with the County Clerk of LOS ANGELES County on 10/02/2012. 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 10/08/2012, 10/15/2012, 10/22/2012, 10/29/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012176369 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/31/2012 The following person(s) is (are) doing business as MAKE, MATTHEW KENNEY CULINARY. The full name of registrant(s) is/are: MAKE SMP LLC 914 S. STREET SACRAMENTO, CA 95811. 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/:MATTHEW KENNEY. This statement was filed with the County Clerk of LOS ANGELES County on 08/31/2012. 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 10/08/2012, 10/15/2012, 10/22/2012, 10/29/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012194048 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/27/2012 The following person(s) is (are) doing business as LETS DO ART. The full name of registrant(s) is/are: GERALYN WLLIAMS P.O. BOX 50162 STUDIO CITY CA 91614. 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/:GERALYN WLLIAMS. This statement was filed with the County Clerk of LOS ANGELES County on 09/27/2012. 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 10/08/2012, 10/15/2012, 10/22/2012, 10/29/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012180901 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/10/2012 The following person(s) is (are) doing business as SEGNO MARKETING. The full name of registrant(s) is/are: N PRINT SOLUTIONS, INC. 556 N. DIAMOND BAR BLVD. STE. 202 DIAMOND BAR, CA 91765. 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/:NEAL VERGA. This statement was filed with the County Clerk of LOS ANGELES County on 09/10/2012. 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 10/08/2012, 10/15/2012, 10/22/2012, 10/29/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012181793 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/11/2012 The following person(s) is (are) doing business as CLASS ACT MUSICAL THEATER. The full name of registrant(s) is/are: SING DOG, LLC 1349 WEST GALLERIA DRIVE SUITE 200 HENDERSON, NEVADA 89014. 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/:KIM BULLARD. This statement was filed with the County Clerk of LOS ANGELES County on 09/10/2012. NOTICE:

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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 10/08/2012, 10/15/2012, 10/22/2012, 10/29/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012181794 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/11/2002 The following person(s) is (are) doing business as WORDSMITHS. The full name of registrant(s) is/are: YOLANDA P. KIRK 21211 WILLOW WEED WAY SANTA CLARITA, CA 91351, YOLANDA P. KIRK 4445 CARTWRIGHT AVE. #207 NORTH HOLLYWOOD, CA 91602. This Business is being conducted by: a Partnership. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:YOLANDA P. KIRK. This statement was filed with the County Clerk of LOS ANGELES County on 09/11/2002. 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 10/08/2012, 10/15/2012, 10/22/2012, 10/29/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012181795 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/11/2002 The following person(s) is (are) doing business as WE ARE MUCH MORE. The full name of registrant(s) is/are: ALEXANDRA CANTLE 3281 SOUTH SEPULVEDA BLVD. APT. 306 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/:ALEXANDRA CANTLE. This statement was filed with the County Clerk of LOS ANGELES County on 09/11/2002. 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 10/08/2012, 10/15/2012, 10/22/2012, 10/29/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012181796 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/11/2002 The following person(s) is (are) doing business as ROCK OFF. The full name of registrant(s) is/are: HEADLINE ENTERTAINMENT INC. 7655 SAN FERNANDO ROAD BURBANK, CA 91505. 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/:STEVE SPERL. This statement was filed with the County Clerk of LOS ANGELES County on 09/11/2002. 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 10/08/2012, 10/15/2012, 10/22/2012, 10/29/2012.

FICTITIOUS BUSINESS NAME STATEMENT File No. 2012-198916
The following person(s) is (are) doing business as: GUILLEN DELIVERY SERVICE, 114 E. 36th ST., L.A., CA 90011. Full name of registrant(s) is (are) ANTONIO GUILLEN PULIDO, 5240 LONG FELLOW WAY, OXNARD, CA 93033. This Business is conducted by: AN INDIVIDUAL. Signed: ANTONIO GUILLEN PULIDO. This statement was filed with the County Clerk of Los Angeles County on 10/04/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on 01/01/2005. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Sept. Oct. 08, 15, 22, 29, 2012
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FICTITIOUS BUSINESS NAME STATEMENT File No. 2012-196023
The following person(s) is (are) doing business as: FASHION HAPPY HOUR, 6824 ESPLANADES ST. #303, PLAYA DEL REY, CA 90293. Full name of

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registrant(s) is (are) NONJA MCKENZIE, 6824 ESPLANADES ST. #303, PLAYA DEL REY, CA 90293. This Business is conducted by: AN INDIVIDUAL. Signed: NONJA MCKENZIE. This statement was filed with the County Clerk of Los Angeles County on 10/01/2012. The registrant(s) has (have) commenced to transact business under the fictitious business name or names listed above on N/A. NOTICE- This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Business Name Statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or common law (See section 14411 et seq. Business and Professions Code) Pub. Sept. Oct. 08, 15, 22, 29, 2012
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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012180900 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/10/2012 The following person(s) is (are) doing business as WILLS TOWING AND AUTO TRANSPORT. The full name of registrant(s) is/are: WILLIAM CORNEJO 13413 PIERCE ST. PACOIMA, CA 91331. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)08/1/2012. /s/: WILLIAM CORNEJO. This statement was filed with the County Clerk of LOS ANGELES County on 09/10/2012. 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 10/08/2012, 10/15/2012, 10/22/2012, 10/29/2012.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2012181797 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 09/11/2002 The following person(s) is (are) doing business as JOES CAFE. The full name of registrant(s) is/are: ALICEON MARSTON 1874 MONTIFLORA AVENUE LOS ANGELES, CA 90041. 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/:ALICEON MARSTON. This statement was filed with the County Clerk of LOS ANGELES County on 09/11/2002. 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 10/08/2012, 10/15/2012, 10/22/2012, 10/29/2012.



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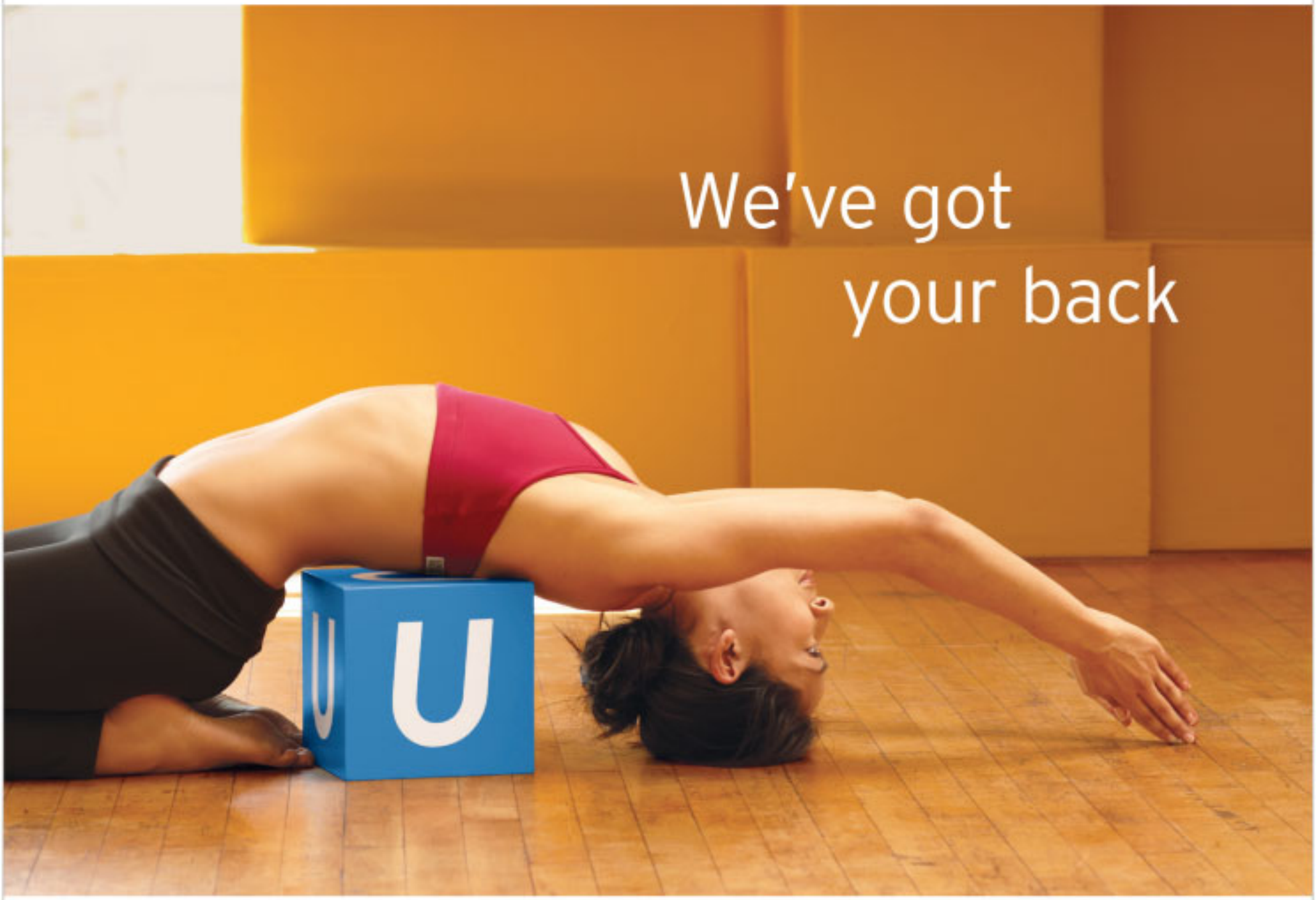
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