Taxi ! Taxi !
20th Anniversary
2009 Grand Prize Sustainable Quality Award
City of SM, SM Chamber & Sustainable Works
310-444-4444
Hybrid • Mercedes-Benz
not valid from hotels or with other offers • SM residents only • Expires 8/31/10
SM to LAX $30
SantaMonicaTaxi.com

LARGEST SELECTION OF FLAT SCREEN TVs IN SO. CAL. at GUARANTEED LOWEST PRICES!
VIDEO & AUDIO CENTER
...The Talk of the Town!™
See our ad on PAGE 9
Find out why we are the "Talk of the Town!"

smdp.com
Santa Monica Daily Press

OCTOBER 9-10, 2010

Volume 9 Issue 285



Santa Monica Daily Press

WHEN IT COMES TO SAFE SEX, KIDS ON TOP
SEE PAGE 5

We have you covered

THE SUPPORT THE SPECIAL OLYMPICS ISSUE



GOING GREEN

Brandon Wise *brandonw@smdp.com*

A production crew films actors riding green-screen objects during the shooting of an AT&T commercial at the intersection of Second Street and Arizona Avenue on Friday afternoon. The crew was seen filming throughout Santa Monica. Downtown and the Santa Monica Pier are popular locations for TV shows, commercials and film projects.

47 at SMMUSD top $100K in pay

BY NICK TABOREK
Daily Press Staff Writer

SMMUSD HDQTRS Forty-seven employees of the Santa Monica-Malibu Unified School District earn more than $100,000 per year — nearly all of them central office administrators or campus principals, according to a review of salaries by the Daily Press.

Superintendent Tim Cuneo has the top annual salary, at $214,000 (not including benefits), followed by Chief Academic Officer Sally Chou, who makes $153,000 a year. Rounding out the top five are Fiscal Services Director Pat Ho ($149,000), Chief Financial Officer Jan Maez ($145,000) and Assistant Superintendent for Human Resources Debra Washington ($141,000).

The next two highest-paid employees in the district are Hugo Pedroza, Santa Monica High School's principal, who earns $136,000, and Malibu High Principal Mark Kelly, who makes $129,000.

The school district provided the salary information this week in response to an information request filed by the Santa Monica Daily Press under the California Public Records Act. All of the salaries reflected a 2.7 percent reduction that resulted from the five furlough days the school board approved earlier this year. (Top administrators took an equivalent pay cut but didn't take the days off, Cuneo said).

The disclosure, which included the names of all 47 employees, did not show any outsize salaries or other irregularities.

The list included one classroom teacher, Malibu High School's Anna Deshautelle, a Special Education Department chair who is paid $103,000 a year.

Santa Monica-Malibu Classroom Teachers Association President Harry Keiley — whose name was not on the list — estimated the average teacher salary in the district is $66,000.

Any teacher who makes more than $100,000 a year, he said, likely has been in the district for more than 20 years and has

SEE SALARY PAGE 8

SM biz gears up for electric car debut

BY NICK TABOREK
Daily Press Staff Writer

DOWNTOWN Right now, electric car company Coda is a startup in an unproven industry whose employees are still settling into its new headquarters at Broadway and Ninth Street.

But to hear Coda CEO Kevin Czinger tell it, the company is on the verge of something big.

Czinger predicts Coda will sell 14,000 of its all-electric compact sedans next year — an impressive feat for a company that didn't exist three years ago.

Coda plans to begin shipping vehicles this December, making it among the first to mar-

SEE CAR PAGE 8

Suicide surge: schools confront anti-gay bullying

DAVID CRARY
AP National Writer

NEW YORK A spate of teen suicides linked to anti-gay harassment is prompting school officials nationwide to rethink their efforts against bullying — and in the process, risk entanglement in a bitter ideological debate.

The conflict: Gay-rights supporters insist that any effective anti-bullying program must include specific components addressing harassment of gay youth. But religious conservatives condemn that approach as an unnecessary and manipulative tactic to sway young people's views of homosexuality.

It's a highly emotional topic. Witness the hate mail — from the left and right — directed at Minnesota's Anoka-Hennepin School District while it reviews its anti-bullying strategies in the aftermath of a gay stu-

SEE BULLY PAGE 7

PIANO & GUITAR LESSONS
ONLY $15.00 45 MINUTE CLASSES
- SIGN-UP NOW! -
SANTA MONICA MUSIC CENTER
(310) 453-1928
1901 Santa Monica Blvd. in Santa Monica
www.santamonicamusic.com



LIST WITH KRONOVET, AND START PACKING!
Go Samo! 310-829-9303
Robert Kronovet is a California Association of Realtors Director.
Kronovet Realty
DRE # 01128992
sales@Kronovet.com

IZZY'S DELI DOES TURKEY!
Fresh Roasted Turkey
TURKEY MEATLOAF • TURKEY BURGERS • TURKEY CHILI
TURKEY SALAD • TURKEY SAUSAGE • TURKEY BACON
TURKEY GUMBO SOUP • TURKEY DINNERS
TURKEY SANDWICHES
DELI TO THE STARS
IZZY'S
1433 Wilshire Boulevard, at 15th Street
310-394-1131 | OPEN 24 HOURS

General, Cosmetic, & Implant Dentistry

Modern, Comfortable and Relaxed Atmosphere

Gentle Dentistry | Sedation Available | Digital Technology | Smile Makeover | Flexible Financing

Basic Cleaning, Exam and full Mouth Xrays $65.00
Modern facilities, gentle dentistry, sedation

Have your kids been to the dentist?
This month: KIDS ARE FREE!
Exam, basic cleaning and full mouth xrays
Call for details.

Santa Monica Tooth Doctor



Ali Mogharei DDS
(310) 829-2224
2222 Santa Monica Blvd, Suite 202, Santa Monica, CA 90404

Check our monthly promotions on our website www.santamonicatoothdr.com

Residential Window Cleaning Specialist



Awning Cleaning • Gutter Cleaning
Scrub and Re-polish Wood Floors
High Pressure Jet Washing
(House Siding, Driveways, and Patios)



FIRST TIME CUSTOMERS Receive 50% off Services for the month of October with this Coupon

Call for FREE Estimate - Frank 310-990-0249 • Office # 877-398-7141

SERVING SANTA MONICA AND MALIBU SINCE 1994
Licensed, Bonded and Insured

SUPERCLEAN

WISE & Healthy Aging

presents a FREE

Financial Literacy Series

Amidst current economic times, this *Free* series provides guidance for planning your financial well-being. WISE & Healthy Aging is proud to collaborate with the professionals from the nonprofit **Financial Planning Association of Los Angeles** on this free series.

Investing / Managing Risk
Understand how to manage risk in your individual investment portfolio.
Wednesday, October 13, 2010 • 5:30 – 7 p.m.

Long-Term Care
Learn about long-term care and how to plan for the future.
Wednesday, October 20, 2010 • 5:30 – 7 p.m.

Estate Planning
Know how to protect your assets, your heirs, and yourself.
Wednesday, October 27, 2010 • 5:30 – 7 p.m.

Ken Edwards Center
1527 4th St., Santa Monica
For more information and reservations,
please call 310.394.9871, ext. 435.

A nonprofit social services organization

Your Trusted Source

Adult Day Service Center

The right choice for quality care for your loved one. Let us give you the break you need.

1510 Pico Blvd., • Santa Monica

WISE & Healthy Aging

(310) 452-7802

Enjoy a Free Preview Day on Us!

www.wiseandhealthyaging.org

WHAT'S UP WESTSIDE

OUT AND ABOUT IN SANTA MONICA AND SURROUNDS



Saturday, Oct. 9, 2010

Dissecting Burri
Santa Monica Museum of Art
Bergamot Station G-1
2525 Michigan Ave., 2 p.m.

Join SMMoA board member Philip Yenawine in a conversation about Alberto Burri's complex and highly evocative paintings. Discuss a selection of works mining materials, colors, shapes, and relationships for the meanings they convey. Yenawine is an esteemed art and museum educator. He is co-founder (with cognitive psychologist Abigail Housen) of Visual Understanding in Education (VUE), a nonprofit educational research organization that develops and studies ways of teaching visual literacy and using art to teach thinking and communication skills. For more information, call (310) 586-6488.

Designing a library
Thelma Terry Center Community Meeting Room
Virginia Avenue Park
2200 Virginia Ave., 2 p.m.

Participate in a community workshop on the proposed Pico Library. Topics covered at this second in the Let's Talk Pico Branch Library workshop series will include an update on plans for the branch library, including the results of the recent survey, the draft library program, and integration of the new library at the Park site. Community Workshops are also planned for November and December. Virginia Avenue Park is served by Big Blue Bus Line 7. The park is wheelchair accessible and welcomes persons of all abilities. A Spanish-language translator will be available at the workshop. For more information call Library Administration at (310) 458-8606, sign up for e-mail updates at pico.library@smgov.net, or visit the website smpl.org/pico/library.htm.

Poetry in Ocean Park
Ocean Park Library
2601 Main St., 2 p.m.

The Ocean Park Branch of the Santa Monica Public Library is pleased to present a special program of awarding winning poetry by Judith Pacht who will share new works including "St. Louis Suite" and William Archila who will read selected poems. Pacht's works offer a wry, sly, wickedly funny and deadly serious commentary on our culture of technology and consumption, among other foibles. Her manuscript, "Vectors," was a finalist for the 2008 Philip Levine Prize and Tupelo Press competitions. She won an honorable mention in the 2007 Robinson Jeffers Tor House Prize for Poetry. Archila was born in Santa Ana, El Salvador in 1968. At the age of 12, he fled a civil war that tore his country apart and immigrated to the U.S. He earned his master's in fine arts in poetry from the University of Oregon. His first book "The Art of Exile" won the Emerging Writer Fellowship Award from the Writer's Center.
For more information call (310)458-8638.

Sunday, Oct. 10, 2010

Walking for a cause
Crescent Bay Park
9 a.m. — 12:30 p.m.

Support the American Lung Association's Fight for Air Walk taking place at Crescent Bay Park. Registration is free and easy. Just go to FightForAirWalk.org and make sure to register for the Santa Monica walk. It's only 1.5 or 3 miles. You choose! This is a fundraiser that benefits our programs and advocacy efforts.
For more information call Lauren Dukar at (213) 384-5864.

Go Hawaiian for Special Olympics
Santa Monica Pier

Special Olympics Southern California is celebrating its 14th Annual Pier Del Sol event at Pacific Park on the Santa Monica Pier. This year's "Hawaiian Paradise" theme includes spectacular cuisine from over 35 of LA's top restaurants, hula lessons, Hawaiian dancers, live tropical music, rides and games. Along with other celebrities and sports figures, California's First Lady Maria Shriver will be attending as the honorary chair. Participants can also enjoy a VIP brunch from L.A.'s top restaurants, including Melisse, Providence, Water Grill, Angelini Osteria and Spago. Unlimited Pacific Park rides and games are included in the price of admission. General Admission tickets are $45.
For more information visit www.pierdelsol.org or call (562) 502-1038.

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



CORRECTION

In the travel column Wanderlust ("Intimate small ship cruising," page 6, Oct. 8), a website address for Windstar Cruises was published incorrectly. The website should have read www.windstarcruises.com.

FAA: Dangerous runway incidents down 50 percent

JOAN LOWY
Associated Press Writer

WASHINGTON The number of near collisions on U.S. airport runways dropped to six in the last budget year, half as many as the year before.

There were 12 such incidents in the 2009 budget year, according to the Federal Aviation Administration.

That's a dramatic drop from 67 incidents in 2000.

Reducing those incidents has long been a top safety priority for the FAA. Alarmed by a spike in near collisions, the agency convened an industry "call to action" meeting in 2007 to find solutions to the problem.

Federal Aviation Administrator Randy Babbitt credited the decline to the installation of new technology at airports, including runway lights that change color to warn pilots whether or not it's OK to enter a runway, expanded requirements for improved signage and markings at airports, and improved pilot training on runway conflict scenarios.

The FAA and pilot organizations have also conducted education efforts aimed at private pilots.

The deadliest aviation accident in history, in which 583 people were killed, was a 1977 runway collision between two airliners at Tenerife, one of the Canary Islands. The worst U.S. runway accident involving two aircraft was a collision between a USAir 737 and a Skywest Metroliner commuter airplane at Los Angeles International Airport in February 1991 that killed 34 people.

"The goal we are working towards is zero runway incursions," Babbitt said in a statement. "I'm confident that the right combination of education and technology will help us get there."

He announced the decline in runway incidents at a news conference at Boston's Logan International Airport, where the FAA is installing a runway lighting system. Similar systems are in place at airports in Dallas, Los Angeles and San Diego. The FAA plans to install the systems at a total of 23 airports.

Doug Church, a spokesman for the National Air Traffic Controllers Association, attributed the decline in part to "the collaborative approach the FAA is taking to addressing safety matters and including controllers in that process."

Relations between controllers and FAA management were openly hostile during the Bush administration due in part to failed contract negotiations and differences over staffing. They've warmed considerably under the more labor-friendly Obama administration.



Brandon Wise *brandonw@smdp.com*

RUNNING THE SHOW: **Former Viking Marybell Moreno, now head coach for the Santa Monica High School fast-pitch softball team, poses for a photo as her team does 'Greeks' during an off-season workout on Friday afternoon at Samohi's Greek Theatre.**

HIGH SCHOOL SOFTBALL

Samohi safe at home with coach choice

BY DANIEL ARCHULETA
Managing Editor

SAMOHI If at first you don't succeed, keep looking.

That's the maxim Santa Monica High School's Daniel Escalera, the athletic director, had to stick with when his first choice for a new softball coach didn't pan out.

For the second time in recent weeks, Samohi has announced a new head coach for a team that is the returning California Interscholastic Federation Southern Section Division 4 champions, the first title in the sport in school history. Former junior varsity coach and Samohi alumna Marybell Moreno was named as the replacement for Debbie Skaggs, who led the team for 24 seasons.

"For me, I have big shoes to fill," Moreno said. "But, coming from the program itself gives me perspective."

Aside from playing for Samohi, Moreno played softball for Santa Monica College after graduation and later coached a number of club teams before returning to the school to coach JV.

The selection of Moreno late last week comes on the heels of the appointment of Natalie Adame to lead the program. Escalera said that the two parties couldn't come to terms on the contract and had to resume his search. He ultimately settled on Moreno, who graduated from Samohi in 1996, after playing for Skaggs.

The decision to go with Moreno was an easy one for Escalera, who said that she was one of the finalists for the job.

"It was a tough decision to begin with," Escalera said. "They were both very good."

For former coach Skaggs, the move to appoint Moreno was welcomed. She said that Moreno has been an asset to the program dating back to her playing days.

"She's going to do just fine," Skaggs said. "She's going to carry out our legacy for sure."

Moreno takes over a defending champion, but has lost a group of seniors that propelled the team to new heights last season. Gone are Kaile Nakao, Hailey Sheridan, Emma Woo, Celisha Walker, Holly Elander and Hayley Condon, all of which were pivotal in Samohi winning the title last season.

Despite those losses, the team does return starters Kelsey Hom, Meghan Bradley, Stephanie Ordaz and pitcher Natalie Abel, who were contributors to last year's champs.

Hom, an outfielder, told the Daily Press recently that senior leadership would be key to making a smooth transition to a new coach. That transition should be made easier by the fact that Moreno has coached a number of the current varsity team's roster, a fact that Skaggs is happy with.

"She's a go-getter," Skaggs said. "I know the kids will play for her, she'll be an outstanding coach."

Considering that Moreno is a walk-on coach who will not teach at the school, Skaggs has committed to leading the team's sixth period conditioning class this season. It wasn't immediately clear if Skaggs, who still teaches at the school, would continue with that next season, but for the time being she's just happy to keep the gig in the Samohi family.

"It helps that she knows a lot of the teachers here," Escalera said. "She knows the whole system, that's a big plus."

daniela@smdp.com



SMALL BUSINESS
STARTUP?
LET ME HELP YOU SUCCEED
TAXES • BOOKKEEPING • STARTUPS • CORPS. • LLCS
(310) 395-9922
SAMUEL B. MOSES, CPA
100 Wilshire Blvd., Suite 1800 Santa Monica 90401

LETTERS TO THE EDITOR

Send comments to editor@smdp.com

Clearing my name

Editor:

The article in the SMDP correctly pointed out that I am not an opponent of Measure Y and YY ("Measure Y opponents don't appear to be one happy family," page 1, Oct. 7). Also, the piece correctly quoted me as stating, "What the opponents did was completely in poor taste and morally and ethically wrong."

However, the article failed to explain why I'm so angry about the mischaracterization. On the ballot argument against Measure Y and YY, the opponents identify me as president of Heal the Bay, as if somehow Heal the Bay is involved in the initiative. I objected vociferously against the deceitful use of my name as an opponent, when I don't oppose the measure and the use of my name against my permission is reprehensible. Mat Millen refused to take my name off the ballot argument and he even refused to take off the identification of me as Heal the Bay president, despite the fact that I identified myself as a local resident in my comments supporting City Council action and leadership to provide greater school funding. Millen even refused to remove Heal the Bay's name on the ballot.

Millen and his cronies will stop at nothing to win on this campaign, even if it means dragging me and Heal the Bay into a campaign against our will. They are absolutely shameless and exemplify the behavior that has turned off vast segments of the voters to the electoral process. What a chilling deterrent for future public discourse on critical local issues. What has Santa Monica become?

Mark Gold
Santa Monica

He tells it like it is

Editor:

Having lived in Santa Monica for more than four decades, columnist Bill Bauer obviously prefers the city as much as reader Sheila Finley does ("Focus on the positive, Bauer," Letters to the Editor, Oct. 7). But his love is not blind. When he sees city government going in the wrong direction, he writes about it. That's his job as a journalist.

As founding father Thomas Jefferson said, " ... were it left to me to decide whether we should have a government without newspapers, or newspapers without a government, I should not hesitate for a moment to prefer the latter."

Harriet P. Epstein
Santa Monica

Is this necessary?

Editor:

Regarding the LED stop sign featured in the Oct. 7 issue of the Santa Monica Daily Press ("Stop sign goes green," page 1).

Let me get this straight, Santa Monica is contemplating a $4,000 stop sign and is asking its citizens to up the sales tax by .5 percent. Give me a break. I understand this sign did not cost the city any money, but the traffic department is considering buying them. In this case it's particularly galling where this sign has been placed because it's right in front of the Public Safety Facility (aka the police station). Are the police not enforcing the law on their own front porch? I have an idea, put a motor officer at this intersection for 15 minutes a day. When drivers see someone pulled over on a regular basis there, they will get the hint. Drivers will get the word to stop there and the city will make some extra cash.

Andrew Goldstein
Santa Monica

✉WHAT DO YOU THINK?

■ Send letters to **editor@smdp.com**

READ US ON THE GO
www.smdp.com/**mobile**
Santa Monica Daily Press office **(310) 458-7737**

On the Beat

NRO Richard Carranza — **Send comments to editor@smdp.com**

Tips for keeping co-eds, vacationers safe

Q: I JUST STARTED SCHOOL AND I'M A LITTLE concerned about my safety while on campus. What precautions can I take?

A: Starting a new semester of college is a busy and exciting time. Students are worried about how much work they will have for their classes, ordering the books and supplies they need and making a good impression on their professors and peers. There are so many things to deal with and worry about that sometimes one of the most essential aspects of campus life is neglected: personal safety.

When you are returning to school you will be preoccupied with many details and responsibilities, but be sure to take some time to consider your personal security. Start off by getting to know a new campus, or re-familiarizing yourself with a location you've been away from for a while. Map out the safest route to and from your classes, and pick a path that is clear and secure. This is especially important at night when a predator could be hiding behind tall trees or lurking in a dark, secluded area.

Criminals often look for hiding spots where they can be concealed by tall trees, bushes or other obstacles. It gives them a great advantage over potential victims because they can see you long before you see them. Sometimes the best self defense tip is to simply stay away from areas where danger could be hiding. Stick to routes that are well lit and highly trafficked because law breakers do not want to be noticed by other people. A potential assailant looks for victims who are alone in areas where no one else can see or hear them because an onlooker can contact campus security, call the police and identify the perpetrator later on.

While you are getting to know the campus, take some time to learn the locations of the security offices. If you ever are in danger, the campus security officers will be your fastest and best option for assistance. Many universities also have phones available that have a direct line to security personnel. Be sure to know where you can find help, just in case you ever need it.

Q: I'm going on vacation next month and would like some advice. What sort of precautions can I take while I'm out in public so I don't become a crime victim?

A: Whether you live in a big city or are just visiting, it is vital to know how to remain safe on the city streets. People who come from smaller towns may be caught off guard by the amount of crime and violent activity that is present in large cities, but by being aware and taking a few precautions you can stay safe wherever you go.

The most important thing you can do when you are on city streets or anywhere else is to be aware of your surroundings. Understand that criminals look for easy opportunities to assault an unsuspecting victim. A typical target will be a person who is clearly from out of town and may be intimidated by big city life. Be careful where you go, and pay attention to everything and everyone around you.

That is especially important when parking your car and leaving it unattended for any length of time with luggage, cameras, laptop computers, etc. inside. It is best to take all your valuables out of your car whenever possible, but this is not always practical. When you know you're going to leaving your car unattended with valuables inside, stow them in the trunk or cargo area prior to leaving for your destination, not when you arrive. Criminals will see you placing your belongings in the trunk as an opportunity to steal, because they know you will most likely not be back for some time.

A PREDATOR NEVER WANTS TO BE SEEN BEFORE COMMITTING A CRIME, SO IF YOU WALK INTENTLY WITH YOUR HEAD HELD HIGH AND SURVEY EVERYTHING, YOU WILL BE A FAR LESS LIKELY TARGET.

A predator never wants to be seen before committing a crime, so if you walk intently with your head held high and survey everything, you will be a far less likely target. When you are out at night, try to stay in areas that are brightly lit. Darker streets and alleys offer the perfect cover for an assailant to hide and catch you by surprise. Walk with friends anytime you can, because criminals are far less likely to approach a group than an individual. If you are alone, keep a brisk pace, get to where you are going and make your way inside. As you return to your vehicle, be prepared to get in right away. Lock the door and drive off quickly. You never know when a predator may be nearby watching to see if you linger and give them an opportunity to assault you.

Although it's always best to be polite, even to strangers, it is a good idea to be very wary of anyone you don't know that approaches you. They may ask for directions, money or anything else. Answer quickly, and continue on your way. If they persist, tell them that you are unable to help and mention that a police officer would be better suited to provide assistance. You may find yourself being followed, and if so remain in a public area. Find a police station or security guard and explain your predicament.

This column was prepared by **NEIGHBORHOOD RESOURCE OFFICER RICHARD CARRANZA** (Beat 1: Beach, Santa Monica Pier). He can be reached at (424) 200-0681 or richard.carranza@smgov.net.

SEE NEWS HAPPENING OR HAVE SOMETHING TO REPORT?
smdp.com Santa Monica Daily Press CALL US TODAY **(310) 458-7737**

PUBLISHER
Ross Furukawa
ross@smdp.com

EDITOR IN CHIEF
Kevin Herrera
editor@smdp.com

MANAGING EDITOR
Daniel Archuleta
daniela@smdp.com

STAFF WRITER
Nick Taborek
nickt@smdp.com

CHIEF PHOTOGRAPHER
Brandon Wise
brandonw@smdp.com

STAFF PHOTOGRAPHER
Morgan Genser
news@smdp.com

CONTRIBUTING WRITERS
Bill Bauer, David Pisarra, Meredith Carroll, Kenny Mack, Jack Neworth, Lloyd Garver, Dr. Reese Halter, Taylor Van Arsdale, Dane Robert Swanson, Steve Breen, Elizabeth Brown, Merv Hecht, Cynthia Citron, Amanda Cushman, and Phyllis Chavez

CONTRIBUTING PHOTOGRAPHER
Fabian Lewkowicz

NEWS INTERNS
Melissa Leu, Jessie Schiewe
news@smdp.com

PHOTOGRAPHY INTERN
Ray Solano
news@smdp.com

ADVERTISING SALES MANAGER
Rob Schwenker
schwenker@smdp.com

SENIOR ADVERTISING ACCOUNT EXECUTIVE
Brittney Seeliger
brittneys@smdp.com

ADVERTISING ACCOUNT EXECUTIVES
Steven Stuart
stevens@smdp.com

Crystal Alanis
crystala@smdp.com

ADVERTISING TRAFFIC FACILITATOR
Amber Kessee
amberk@smdp.com

OPERATIONS COORDINATOR
Michele Emch
michele.e@smdp.com›

PRODUCTION MANAGER
Darren Ouellette
production@smdp.com

CIRCULATION
Keith Wyatt
Osvaldo Paganini
circulation@smdp.com

Santa Monica Daily Press
We have you covered

410 Broadway, Suite B
Santa Monica, CA 90401
OFFICE (310) 458-PRESS (7737)
FAX (310) 576-9913

smdp.com

CIRCULATION VERIFICATION COUNCIL

The Santa Monica Daily Press is published six days a week, Monday through Saturday.

19,000 daily circulation, 46,450 daily readership. Circulation is audited and verified by Circulation Verification Council, 2006. Serving the City of Santa Monica, and the communities of Venice Beach, Brentwood, West LA. Members of CNPA, AFCP, CVC, Associated Press, IFPA, Santa Monica Chamber of Commerce.

Published by Newlon Rouge, LLC

© 2006 Newlon Rouge, LLC, all rights reserved.

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



Modern Times

Lloyd Garver
Send comments to editor@smdp.com

Teens are more responsible than adults when it comes to safe sex

"KIDS TODAY. TEENAGERS AREN'T LIKE WE were when we were their age. They can't be trusted, and they're totally irresponsible."

That's how many adults view today's teenagers. In one area, they're wrong — sex. According to a recent survey, teens are more responsible about sex than adults.

The data comes from the National Survey of Sexual Health and Behavior conducted at Indiana University. It was based on responses from 5,865 people. The results are clear. Depending on gender, somewhere between 80 and 69 percent of teenagers reported that they used condoms the last time they had sex, while less than 50 percent of adults said they used condoms when they had "casual" sex. Notice that this survey wasn't talking about couples that are married or are in a "serious, committed" relationship. You'd expect those people to probably have a lower condom use than those noisy kids who hang out at the mall. But no, they're not comparing apples and oranges in the survey. They're comparing motels and motels — adults and kids who have casual sex.

Maybe we've been trying to discourage unsafe sex in the wrong way. It looks like teenagers should do commercials aimed at adults. Maybe those in middle and high school should have "that talk" with their parents. Kids, I know it's not easy to have a discussion like that, but it's up to you to start a dialogue. You want to do it without causing any embarrassment or guilt because you'd like your parents to feel they can always come to you with any questions they might have.

I'm sure all this is going to bring about some controversy. People will disagree about whether it's OK for there to be sex education for adults. Some on the conservative side will feel that it will only encourage adults to have sex, rather than encourage them to have safe sex. Those on the liberal side will see nothing wrong with bringing up the issue of sex with adults, regardless of the consequences.

And there will be that great debate about whether kids should only teach their parents about safe sex at home or whether it's appropriate to learn about these things in the workplace.

Some people will probably propose outlawing sex for people over 21. I think that's ridiculous. It would be just one more example of the "nanny state." Let's leave government out of the bedroom and keep it where it belongs, in the den on TV. I think we adults can be trusted to act responsibly once we learn all the facts — except, of course, on New Year's Eve.

This has turned traditional perceptions (and stereotypes) upside down. If we've misjudged teenagers in terms of their sex lives, maybe we've misjudged them in other ways. It's possible that when we see them hanging out on a corner late at night in a big group, we shouldn't feel that they're up to no good. Maybe they're talking about how they can save the planet or which charities they should support or what's their favorite book of the Bible. On the other hand, as we drive past a retirement home and see a group of senior citizens socializing, maybe we shouldn't smile and think how nice it is that they're talking to each other. Maybe they're the ones who are up to no good. How do we know that they're not talking about egging some cars or scoring some drugs?

Let's return to sex, as people always seem to do. This study was quite comprehensive. It's the first survey of its kind that questioned people as young as 14 and as old as 94. I sure hope that 94-year-old woman is having protected sex. If she's not married and gets pregnant, just think how upset her parents are going to be.

LLOYD GARVER has written for many television shows, ranging from "Sesame Street" to "Family Ties" to "Home Improvement" to "Frasier." He has also read many books, some of them in hardcover. He can be reached at lloydgarver@gmail.com. Check out his website at lloydgarver.com and his podcasts on iTunes.

The Q Line

Ch-ch-changes

It's time to make a change. Since its inception, Q-Line has allowed our readers to call in and leave a detailed response to a question created by the Daily Press staff each week. We have decided to do things differently and hopefully make it easier for you to respond and ensure accuracy. So, from now on, those responding to Q-Line must do so by e-mailing **qline@smdp.com**. Responses will continue to be edited for length so please be concise. For those without e-mail, use this as an opportunity to get hip to the Internet and discover what everyone's been talking about. Thank you and we look forward to reading your responses.





Board Certified in Plastic & Reconstructive Surgery
Conveniently located in Santa Monica

FREE Breast Augmentation
with "Mommy Makeover" purchase
FREE Botox, valued at $140
when you spend $200 on Botox or fillers



*Call for details
20% off
Cosmetic Surgery of your Choice

Specializing in:

Facial Rejuvenation
- Face Lift / Neck Lift
- Eyelid & Eyebrow Rejuvenation
- Nose Surgery
- Dermal Fillers

Body Contouring
- Breast Augmentation
- Breast Lift
- Male Breast Reduction
- Tummy Tuck
- Liposuction
- Skin Reduction Surgery

Michael Zarrabi, M.D.

mz
2221 Lincoln Blvd. | Suite 100
Santa Monica, California 90405
www.DrZarrabi.com
(310) 392-5550
Office Hours: 9 AM – 5:30 PM M-F

In the DARK
about your lighting options?

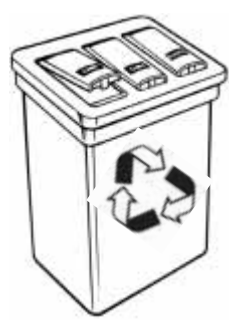
Go where the locals go for all their lighting & electrical needs

VISIT OUR BEAUTIFUL SHOWROOM
Specializing in Architectural and Modern Design

Mention SMDP & receive 20% off

Santa Monica Wholesale Lighting & Electrical
1631 Colorado Ave, Santa Monica, CA | 310-829-3888
Email: smlighting@hotmail.com | Monday through Friday 7-5 PM

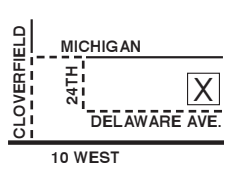
RECYCLE NOW!



Aluminum Cans
$1.80 per pound with
this coupon expires 10-31-10

Aluminum Plastic Glass Bi-Metal Newspaper
CardboardWhite/Color/Computer Paper Copper & Brass

Santa Monica Recycling Center
2411 Delaware Avenue in Santa Monica
(310) 453-9677







The Re-View

Merv Hecht

Send comments to editor@smdp.com

A new high at Loews

LOEWS HOTEL HAS A REPUTATION OF putting top chefs into their dining room, sometimes called "Ocean and Vine." Remember Alain Giraud when he was there with his lavender ice cream? Well now it's Keith Roberts, and he's special.

They've added a comfortable sushi bar, with a genuine sushi chef, and they still have the beautiful indoor-outdoor seating for the Sunday brunch, with a great beach and ocean view. Now, when I feel like sushi and my dining companions want a traditional American food menu, this is where we go — the best of both worlds. And the prices are quite reasonable. It usually runs us about $60 a person for a first-class meal with wine or sake included.

First let's talk about the sushi bar. Yes they have the regular fare. But they are specializing in a different style of sushi. My favorite example is the kaleidoscope plate, a beautiful assortment of about eight or more diverse pieces of sushi with different sauces on top. So instead of tasting the usual where each piece includes the taste of soy and wasabi, each piece has a distinct flavor emanating from its own sauce. I find this plate irresistible, and particularly pleasant with a glass of the New Zealand sauvignon blanc which you can find on the wine list offered by the glass. At $22 the Kaleidoscope plate is quite a bargain.

The regular dining menu, as required for a hotel with only one restaurant, is a mish-mash of lots of traditional items, from cobb salad (excellent) to hamburgers. A few items stand out: the chef particularly likes his lobster lasagna, served with slices of asparagus and a sauce of vermouth cream with a touch of grapefruit juice on the asparagus. The flavors were delicious, but personally I would prefer this dish if the lobster were chopped up into smaller pieces and mixed with something to give it more body, and encased into a smaller frame. My lasagna kept falling apart off the fork, and the lobster pieces dropped out of the casing.

Not everything is on the menu every night, but two outstanding dishes I've had here include the best breast of duck in town, with all the fat cooked out of the skin and the meat still moist and tender, and a smoked filet mignon. Since Orleans closed years ago I don't know where to find a smoked filet. When the smoked filet is not on the menu, the regular filet is also first class, although the sauce on the side is too sweet.

A couple of other outstanding dishes include the flatbread — with sliced apples and sausage and the walnut shrimp, derived from a Hong Kong recipe — and this one is really good.

Not everything is perfect, and, in my opinion, Michelin won't award it any stars anytime soon. The service is slow, friendly, but not entirely professional. Some of the dishes don't make it, like an attempt one night at a wild boar chop that was so tough even a bear couldn't eat it, and the desserts are not to my taste. And the chef scheduling is questionable: sometimes both the chef and the sous-chef are off on the same evening. When that happens the quality is not as consistent. I suggest checking when you call to make sure one of them is expected to be in the kitchen.

The wine list is unfortunately the standard fare from Southern and Young's, with huge markups, but at least there are wines on it that are perfectly OK to drink with the food. Wine by the glass is $13-$15, but there is no wine sold by the bottle on the list for less than $40. Our friendly waitress Sara knew the flavors of the available sakes, which she expertly described, and her recommendation of the Mizuno Shirabe was appreciated, and I pass it on to you. This sake had good body with a nice fruit undertone.

I think Chef Roberts is a star, and when he talks about food you can taste it just from his descriptions. Under his continued direction this restaurant can only get better and better, and it's already so good I've been there three times this month!

If You Go

Loews Santa Monica
Ocean & Vine dining room
Sushi at Sunset at the sushi bar
(310) 576-3180
1700 Ocean Ave.,
Santa Monica, Calif. 90401

MERV HECHT, the food and wine critic for the Santa Monica Daily Press, is a wine buyer and consultant to a number of national and international food and wine companies. He can be reached at mervynhecht@yahoo.com

Get Cash For Your Gold & Jewelry!

California's Premier Jewelry Buyer Is Paying The Highest Prices For:


Diamonds


Gold


Watches

WE BUY: Rolex - Cartier - Patek Philippe - Tiffany - Chopard - Van Cleef - David Yurman
Broken & Unwanted Gold Jewelry - 10k - 14k - 18k - 24k - Silver - Coins and More!

LIMITED TIME SPECIAL OFFER!
$25 INSTANT BONUS
On Any Transaction Over $100
$50 INSTANT BONUS
On Any Transaction Over $500!
Offer Ends Soon!
(Bonus not valid on coin sales)
Lic. No. 19651221



DIAMOND & GOLD exchange

Santa Monica
2629 Wilshire Blvd.
Santa Monica 90403
(310) 829-9800

Hollywood
7280 Melrose Ave.
Los Angeles 90046
(323) 653-9009

Mon - Fri 10am to 6pm, Sat 11am to 5pm
www.DiamondAndGoldExchangeUSA.com

Santa Monica


Hollywood


BULLY
FROM PAGE 1

dent's suicide.

The invective is "some of the worst I've ever seen," Superintendent Dennis Carlson said. "We may invite the Department of Justice to come in and help us mediate this discussion between people who seem to want to go at each other."

Carlson's district in the northern suburbs of Minneapolis is politically diverse, and there are strong, divided views on how to combat bullying.

"We believe the bullying policy should put the emphasis on the wrong actions of the bullies and not the characteristics of the victims," said Chuck Darrell of the conservative Minnesota Family Council.

That's a wrongheaded, potentially dangerous approach, according to the Gay, Lesbian and Straight Education Network — which tries to improve the school climate for gay students nationwide.

"Policies have to name the problem in order to have an impact," said GLSEN's executive director, Eliza Byard. "Only the ones that name it see an improvement."

According to a 2009 GLSEN survey of 7,261 students, only 18 percent said their schools had a comprehensive program addressing anti-gay bullying, while gay students in schools that had such programs were less likely to be victimized and more likely to report problems to staff.

Across the political spectrum, every group weighing in on the issue had deplored the recent deaths — the latest in a long series of suicides over many years by harassed gay teens, but dramatic nonetheless because of the high toll in a short span.

The most recent and highest-profile case involved Rutgers University freshman Tyler Clementi, 18, who killed himself by jumping off the George Washington bridge after his roommate secretly recorded him with another male student, then broadcast the video online.

But at least four younger teens have killed themselves since July after being targeted by anti-gay bullying, including Justin Aaberg, 15, of Andover, Minn., who hanged himself in his room in July. His friends told his mother he'd been a frequent target of bullies mocking his sexual orientation.

Five other students in his Anoka-Hennepin school district have killed themselves in the past year, and gay-rights advocates say bullying may have played a role in two of these cases as well.

Carlson, the district superintendent, lost a teenage daughter of his own in a car crash, and says he shares the anguish of the parents bereaved by suicide. He acknowledges that a controversial district policy calling for "neutrality" in classroom discussions of sexual orientation may have created an impression among some teachers, students and outsiders that school staff wouldn't intervene aggressively to combat anti-gay bullying.

The district — Minnesota's largest — serves nearly 40,000 students in 13 towns. The school board adopted the neutrality policy in 2009 as a balancing act, trying not to offend either liberal or conservative families.

Rebecca Dearing, 17, a junior who belongs to the gay-straight alliance at the district's Champlin Park High School, said the neutrality policy caused teachers to shy away from halting anti-gay harassment — sometimes leaving her gay friends feeling vulnerable to the point where they don't come to school.

"This shouldn't be a political issue any more, when it's affecting the lives of our students," she said. "It's a human issue that needs to be dealt with. They can be doing more and they're not."

In August, amid the furor over the suicides, the district clarified its anti-bullying program — saying that it was not governed by the neutrality provision and had always been intended to encourage vigilant, proactive adult intervention to curb anti-gay harassment. Staffers were told failure to intervene would be punished.

Justin Aaberg's mother, Tammy Aaberg, is convinced the broader neutrality policy has been damaging to gay students and wants it changed. She said she heard belatedly from Justin's friends about instances in past years where he was harassed that she was never notified about even through staff members were aware.

Now she sees signs that the district wants to be more diligent, but isn't fully reassured.

"Most of the teachers and principals, and maybe even now the superintendent, they mean well — they want to intervene," she said. "But the teachers still don't know what they can and can't do."

Nadia Boufous Phelps, the school psychologist at Anoka's Blaine High School, is co-advisor for its gay-straight alliance — to which 27 of the 3,000 students belong. She welcomes the attempt to clarify the stance toward anti-gay bullying.

"In the past, the staff often would not intervene," she said. "Now the district has come out loud and clear, if you hear "That's so gay,' if you witness anything, you must do something."

Still, she said, "We still have a long way to go"

Carlson says his district, seven years ago, was among the first in the state to implement a comprehensive anti-bullying program. Now he's exasperated by the highly charged, politicized debate that has flared since Aaberg's suicide.

"It's a terribly sensitive situation," he said. "Hurtful statements on either side are not helpful ... and the kids are watching."

Phil Duran, staff attorney for the statewide gay rights group OutFront Minnesota, says Carlson and his colleagues are constrained by school board members who do not want to anger conservative voters in the district.

"They're between a rock and a hard place," he said. "I do think they want to do the right thing — I don't think they known what the right thing is."

Nationally, the recent suicides have intensified calls on Congress to pass a pending bill, the Safe Schools Improvement Act. It would require schools receiving federal funds to implement bullying prevention programs that specifically address anti-gay harassment.

Supporters of the act say it has bipartisan support, but the likelihood of Democratic losses in the Nov. 2 election cloud its prospects, and it is vehemently opposed by many conservatives.

"A lot of these anti-bullying programs are crossing the lines far beyond bullying prevention into adult-oriented material and politics," said Candi Cushman, education analyst for Focus on the Family. Mission America president Linda Harvey said the act would "incorporate mandatory pro-gay propaganda."

According to GLSEN, 10 states have anti-bullying laws along the lines of the Safe Schools Act — requiring specific components addressing anti-gay harassment. But gay-rights activists say enforcement and compliance is not uniform.



Santa Monica's Eco-friendly Green taxi.
MetroCab
SANTA MONICA
· Low Prices
· Reliable Service
· Experienced Drivers
· On-Time.
Call Now!
27.90* from SM to LAX
310.434.7777
www.MetroCabCo.com

Vintage Fashion Expo
Oct. 16-17
Santa Monica Civic Auditorium
Main St. at Pico
Students Free on Sunday
$2 off Reg Adm with ad $10
Sat 10:30-6, Sun 11-5
Early Buy Sat: 9-10:30 $20
www.vintageexpo.com
707-793-0773
SMDP

Donate your Car,
Boat, Truck, RV,
Plane, or Real Estate
to help people needing
organ transplants on
MatchingDonors.com
1-800-385-0422
Cars4Kidneys.com
Our 501c3 nonprofit accepts donations in any size and condition, and you receive the great tax deduction!!

The best part of Fall...
Our Annual Shoe & Handbag Event
Come see new Fall styles by Privo, Softwalk, Teva, Naot, Baggallini, Ellington, PacSafe and Magellan's VaultPro!
October 8, 9 & 10
10% OFF
regular priced shoes and handbags during the event.*
privo · softwalk · Teva · NAOT · baggallini · ELLINGTON · pacsafe
*Offer good in retail stores only. Not valid on prior purchases.
Magellan's
Your Trusted Source of Travel Supplies
1006 Wilshire Blvd. (at 10th) ~ Free Parking in Back
(310) 394-9417 ~ www.magellans.com
Store Hours: Mon. - Sat. 9:30 to 7 & Sun. 11 to 5

Taxi! Taxi!
20th Anniversary
2009 Grand Prize Sustainable Quality Award
City of SM, SM Chamber & Sustainable Works
310-444-4444
Hybrid • Mercedes-Benz
not valid from hotels or with other offers • SM residents only • Expires 8/31/10
SM to LAX $30
SantaMonicaTaxi.com

CAR
FROM PAGE 1

ket with an all-electric product aimed at the mainstream California consumer.

Powered by a lithium-ion battery pack — basically a mega-version of the electricity source used in smart phones and laptops — the Coda Sedan has technology that means drivers don't have to give much up to go electric, according to Czinger.

With a maximum range as far as 120 miles — and plenty of pep — it's not a specialty vehicle for a sliver of the population, he said, but an environmentally superior alternative for just about any urban commuter.

"This is not a new car introduction, this is a new technology introduction," he said.

It's the company's hope that reaching a tipping point is only a year or so away.

Once 10,000 of the vehicles are on the road, Czinger said, "It's at that point that you really change the game."

From day one, though, the virtually unknown brand will be going up against at least one giant competitor in Japanese auto maker Nissan, which plans to begin delivering its own battery-powered car — the Leaf — by the end of the year.

Czinger said there are several factors on Coda's side.

Thanks to its bigger battery, the Coda Sedan will have a range of 90-120 miles on a single charge — longer than the Leaf's 60-100 mile maximum, he said. And a unique "thermal management" system, he said, insulates the Coda Sedan's battery from the elements, giving it a reliable range, no matter what the weather conditions are like.

Despite its bigger battery size, the Coda Sedan also powers up faster than the Leaf, the company says, with an onboard system capable of fully charging in six hours, and able to take in enough juice for a 40-mile commute in about two hours.

With a price tag of $44,900 before federal and state tax credits are applied, though, the Coda Sedan retails for about $12,000 more than the Leaf, which has a base price of $32,780 in the U.S. (For California residents tax rebates could reduce the Coda Sedan's cost to $32,400).

While Coda's brain power is mostly concentrated in Santa Monica, for now the car's parts are manufactured all over the world, with the pieces coming together at an Oakland-area plant. (The batteries are currently made in China, though the company is in negotiations to build a $700 million battery making facility in Ohio, Czinger's home state.)



phot courtesy of Mike Ditz

CODA: **Santa Monica-based Coda plans to begin selling all-electric sedans like this one by December. Thanks to its bigger battery, the Coda Sedan will have a range of 90-120 miles on a single charge.**

> **THIS IS NOT A NEW CAR INTRODUCTION, THIS IS A NEW TECHNOLOGY INTRODUCTION."**
>
> **Kevin Czinger,**
> Coda CEO

Like Nissan, Coda is already accepting deposits online for its first generation vehicles. Its long-term retail plans, though, don't have anything in common with the traditional car dealership model. Rather than leasing large showrooms on auto rows, the company plans to market the cars at "Apple-type stores" located in malls, including several in the L.A.-area. Once the retail operation is up and running, a small number of vehicles will be available for test drives at mall locations.

Already, the company has won an early fan in City Councilman Terry O'Day (not that he's put down a deposit or anything). O'Day, who worked in the burgeoning electric car industry in the 1990s before major auto makers shut down their all-electric lines, said the fact Coda chose Santa Monica for its headquarters is a sign the city's reputation for environmental friendliness has appeal to green manufacturing companies.

"Are they going to build a GM Tower in five years in Santa Monica? Probably not, but I think it says a lot about Santa Monica that they want to locate their business here," he said.

nickt@smdp.com

SALARY
FROM PAGE 1

additional responsibilities that require teaching time beyond the regular 10-month school year calendar.

He said there was nothing unusual about the number of employees earning more than $100,000 in the district.

"It's not something that is a significant concern for us. The district has been very prudent with the limited resources they have," he said.

School Board President Barry Snell said the SMMUSD's salaries are in-line with those paid by neighboring districts with similar demographics.

"We don't have individuals that are making exceptional amounts of money. We've really taken a look at our [salary] schedule and cut back as much as we can," he said, adding that the district has reduced the number of administrative personnel over the past several years.

According to Cuneo, the number of central office employees has been cut from 25 during the 2006-2007 school year to 15 this year. The number of school site administrators, which generally tracks closely with student enrollment, was down from about 34 in 2006-2007 to 31 this year, he said.

> **WE DON'T HAVE INDIVIDUALS THAT ARE MAKING EXCEPTIONAL AMOUNTS OF MONEY. WE'VE REALLY TAKEN A LOOK AT OUR [SALARY] SCHEDULE AND CUT BACK AS MUCH AS WE CAN."**
>
> **Barry Snell,**
> School board president

nickt@smdp.com

VIDEO & AUDIO CENTER

...The Talk of the Town!™

THE LATEST, ALWAYS FIRST!

AWARDED #1 CUSTOM RETAILER IN CALIFORNIA 7 YEARS IN A ROW!

WE WILL BEAT ALL LOCAL ADVERTISED PRICES...WE WILL NOT BE UNDERSOLD!*

NO DOWN OR INTEREST 'TIL OCT. 2013'

FOLLOW US ON twitter @VideoandAudioC

WATCH US ON YouTube videoandaudiocenter.com

Find us on Facebook Video & Audio Center

CONTACT US BY EMAIL Ask@videoandaudiocenter.com

FREE Recycling of your old TV

FREE SAME DAY White Glove Delivery and Installation*

Enjoy the latest technology!

ALL DEPARTMENTS ON SALE

- AUDIO - BOSE SYSTEMS
- DIGITAL CAMERAS
- DIGITAL CAMCORDERS
- COMPUTERS
- iPODs / iPOD SYSTEMS
- PLAYSTATIONS
- BLU-RAY MOVIES
- HOME THEATER SYSTEMS

Make your home or business smarter.

JUST ONETOUCH VIDEO & AUDIO CENTER

CUSTOM INSTALLATION & HOME TECHNOLOGY PLANNING

- Whole House Music
- Surround Sound
- iPad/iPhone Control
- Video/Audio Distribution
- Home Theater
- Wiring
- Home Lighting
- Networking

FALL TECHNOLOGY SALE

HUGE SAVINGS

ON THE LATEST FLAT SCREEN HDTVs

IF SONY MAKES IT WE HAVE IT!

plus FREE 3D PRODUCTS!*



55" NOW $2598 SPECIAL PURCHASE
+ FREE 2pr 3D GLASSES
+ FREE TRANSMITTER
+ FREE BLU-RAY PLAYER

SAVE $1151

Also ON SALE in 46" - $1998 + $550 Free Sony Products

Also ON SALE in 40" - $1596

KDL55HX800

LIMITED TIME ONLY!

Top-of-the-Line SONY BRAVIA 55" 3D 1080P EDGE LED BACKLIT 240Hz LCD HDTV

Full HD 1080p with 3D, Dynamic Edge LED Backlight, BRAVIA Engine™ 3.

$550 FREE Sony 3D Products with the purchase of 55" or 46" HX800 3D HDTVs

- SONY BLU-RAY PLAYER (Value $200)
- 3D SYNC TRANSMITTER (Value $50)
- 2 PAIRS SONY 3D ACTIVE GLASSES (Value $300)

Wow!





50" NOW $797 SAVE $400

MAJOR BRAND 50" 3D FLAT SCREEN HDTV

True cinematic experience without going to the cinema with this 3D HDTV!



50% OFF

42" NOW $447 Wow!

BRAND NAME 42" FLAT SCREEN HDTV



32" NOW $347 SAVE $150

BRAND NAME 32" LCD HDTV

Wow! NOW $99



BRAND NAME BLU-RAY DISC PLAYER

★ VIDEO & AUDIO CENTER IS YOUR FLAT SCREEN TV HEADQUARTERS

Get $579 FREE SAMSUNG PRODUCTS with the purchase of any 7000, 8000 or 9000 Series 3D HDTVs!



- HOW TO TRAIN YOUR DRAGON 3D DISC
- 2 PAIRS 3D ACTIVE GLASSES
- SAMSUNG 3D BLU-RAY PLAYER



55" NOW $2497 + FREE SAMSUNG PRODUCTS SAVE $1131

SAMSUNG UN55C7000

55" 1080P 3D 240Hz LED HDTV

Also ON SALE in 40"& 46" w/Free Samsung products.

GET A 3D STARTER KIT & A VELODYNE SUBWOOFER FREE

- 2 pairs of 3D™ Glasses with IR Emitter
- Disney Blu-ray 3D Showcase Disc
- 3D Adapter with Remote
- HDMI Cable

TOTAL $800 VALUE!



Velodyne IMPACT-MINI 300W SUBWOOFER

Wow!



82" ON SALE $ IN STOCK LIMITED TIME ONLY

WD82838

MITSUBISHI ELECTRIC DIGITAL TELEVISIONS

82" 1080P 3D READY DLP HDTV

Also ON SALE in 65" & 73".

VIDEO & AUDIO CENTER ...The Talk of the Town!™

www.videoandaudiocenter.com

SANTA MONICA
1426 Wilshire Blvd.
(14 blks from the Ocean)
(310) 451-6200

TORRANCE
4401 Redondo Beach Bl.
(at Hawthorne Blvd.)
(310) 214-0081

AGOURA HILLS
28505 Canwood Street
inside Power of Home
(818) 735-9400

JUST ONE TOUCH
HOME AUTOMATION CENTER
1411 Wilshire Blvd., Santa Monica
(310) 899-2929
www.justonetouch.tv

*SEE STORE FOR DETAILS. OFFER GOOD THROUGH 10/13/10. CANNOT BE COMBINED WITH ANY OTHER OFFERS. NEW PURCHASES ONLY.

OPEN 7 DAYS Mon.-Sat. 10am-8pm • Sunday 11am-7pm

WE ARE NOT RESPONSIBLE FOR TYPOGRAPHICAL ERRORS OR OMISSIONS. WE DO NOT QUOTE PRICES OVER THE PHONE.

Think Santa Monica First

Your local Farmers Markets now feature some of your favorite local restaurants:

Saturday Pico Farmers Market
Bertha's Tamales
Le Pain du Jour

Sunday Main Street
Ca'D'Oro Bakery
Euphoria Loves Rawvolution
Finn McCools Irish Pub
Groundworks Coffee
Lula Cocina Mexicana
Manchego
Planet Raw

Wednesday Farmers Market
Rockenwagner Bakery



Come see
what we've cooked up!

Buy Local SANTA MONICA

buylocalsantamonica.com ™

Montana AVENUE

SANTA MONICA CHAMBER OF COMMERCE

BAYSIDE DISTRICT

big blue bus

MAIN STREET

SANTA MONICA PIER

FARMERS MARKETS

CITY OF SANTA MONICA
A Sustainable Community
sustainablesm.org

PICO IMPROVEMENT ORGANIZATION

santa monica convention & visitors bureau

SustainableWorks

Santa Monica CA Jaycees The United States Junior Chamber

Supporting Santa Monica's unique shopping, dining and entertainment districts keeps us cool. Buying locally supports a sustainable Santa Monica.

Shoppers could have the upper hand this Christmas

ANNE D'INNOCENZIO
AP Retail Writer

NEW YORK The Christmas shopping season doesn't kick off for another six weeks, but retailers already are signaling they're prepared to discount aggressively to entice shoppers still skittish about spending.

Gift buyers are likely to scrutinize every purchase, from $20 toys to $1,000 designer jackets, do their homework before they buy, and limit how many stores they visit.

That could put stores in a jam this year because for many, deadlines for holiday orders were in spring when the economic recovery looked more solid. Since then several indicators and consumers' collective mood have darkened.

Retailers aren't expecting a flashback to 2008, when they were stung by shoppers who drastically cut spending after the financial meltdown. Stores had to mark down items as much as 90 percent to clear them out. That left an imprint on 2009, when retailers managed to stay profitable amid sluggish sales by stocking fewer items, creating shortages in certain standbys like strands of Christmas lights. This year, erratic spending has made it hard to strike the right balance of how much to stock as the recovery has lost steam.

Most forecasters don't expect shoppers to spend much more this year than they did during last year's tepid season. Sales rose only 0.4 percent over 2008, when they slumped 3.9 percent, according to the National Retail Federation's calculations.

"The consumer is being very restrained. They're closely planning their spending and continue to reduce their shopping trips," said James Russo, vice president of global consumer insights at The Nielsen Co.

Many retailers say they're ready to tweak orders where they still can or sharpen discounts to adjust to erratic spending. It's tricky because many holiday orders are usually made six months to a year in advance.

A lot is riding on holiday sales because they account for up to 40 percent of annual revenue for many retailers. For toy merchants, it's up to 50 percent.

J.C. Penney Co.'s Chairman and CEO Mike Ullman told investors last month that the department store chain was prepared to discount this Christmas season to bring shoppers in, after holding back a little last year.

"I think this year we have chosen to take a bit more pricing liberty," Ullman said.

Bill Simon, CEO and president of Wal-Mart's U.S. business, told investors at another conference a few weeks ago: "We expect a very, very competitive and aggressive Christmas and holiday selling season."

Retailers reported surprisingly strong September sales on Thursday, fueled by a better back-to-school shopping season. That's particularly encouraging because the gains are being compared with the return of positive revenue figures that started a year ago. That's likely to boost stores' holiday spirits a bit. But those sales were spurred by aggressive discounting, and so worries remain until Christmas shopping hits high gear.

The spending patterns for the back-to-school season underscore the purposeful buying that has defined shoppers since the Great Recession. They came out to buy back-to-school items for the first two weeks of September, resulting in strong sales, but pulled back the last two weeks of the month after they bought what they needed.

Similarly, stores expect many shoppers will stick to their Christmas lists and hold out until the last minute for the best deal.

Although fears that the economy might fall back into recession have eased in recent weeks, Americans haven't seen much tangible improvement since last Christmas. Unemployment is still stuck at almost 10 percent. Credit remains tight, crimping shoppers' ability to spend, and home values are still falling in many U.S. markets.

No wonder analysts say they see a growing divide among consumers.

"There is a sharp cleavage of those with full-time jobs, who are returning to spending on discretionary items, though cautiously, and the others without full-time jobs, who are spending solely on need," said Craig Johnson, president of retail consultancy Customer Growth Partners.

John Long, retail strategist at Kurt Salmon Associates, says shoppers will be looking for gifts that "exude practicality and smarts." He and others predict smart phones and e-readers, particularly Apple Inc.'s iPad and iPhone, will be hot. So will Sony Corp.'s Playstation3 Move controller and Microsoft Corp.'s Kinect, which both let video-game players control characters in a game with body movements, similar to the Nintendo Wii.

Russo expects merchants may see surprisingly strong sales of discretionary items such as clothing, toys, books and even vacations, fueled by shoppers with household incomes of $100,000 or more.

Taxi! Taxi!
20th Anniversary
2009 Blue Ribbon Small Business Award
U.S. Chamber of Commerce
310-444-4444
Hybrid • Mercedes-Benz
not valid from hotels or with other offers • SM residents only • Expires 8/31/10
SM to LAX $30
SantaMonicaTaxi.com

California Recycles
Recycle, Refurbish, Reuse
You can also shop for recycled office products and compostable tableware and utensils in our online store.
www.californiarecycles-store.com
Recycle old electronics For Cash*
We pay the best rates for:
• Celll Phones • TVs
• Computers • And much more
Drop your items off at 1932 Cotner Ave. in West Los Angeles and mention this offer for cash
* Some restrictions apply
310-478-3001 ext. 100 www.californiarecycles.com

Nobody Teaches Math Like We Do.
MATHNASIUM
The Math Learning Center
(310) 829-7283
2632 Wilshire Blvd. Santa Monica, CA 90403
www.mathnasium.com/santamonica

DANIEL CODY
CITY COUNCIL
CODYFORCOUNCIL.COM
• Fiscal Efficiency
• Smart Growth
• Preparing, Strengthening and Celebrating Our Community

big blue bus
AltCar expo
The Alternative Energy and Transportation Expo
BBB's Stephanie Negriff at AltCar Expo
Come and hear Big Blue Bus' director of transit services and other experts discuss "What Will It Take To Get You on the Bus?" at AltCar Expo, **Saturday, October 2 at 11:15 a.m.** While you're there, stop by the BBB booth to learn more about new and upcoming services, including new bus stops, real time signs, our new website and new bus models. AltCar Expo takes place at the Santa Monica Civic Auditorium and is free to the public.
Getaway to Little Italy Festa in San Diego
Sunday, October 10, 2010
Enjoy tantalizing Italian cuisine, live music, the art of the Italian Masters, and glamour of the Italian culture at one of the largest Italian American festivals west of the Mississippi. Round-trip transportation is $40 per adult/senior, $35 per child to 12 years. (Meals not included).
For more information call 310.451.5444 or visit BigBlueBus.com
City of Santa Monica

You make the call. We'll print the answers.
Sound off every week on our Q-Line™. See page 5 for more info.
smdp.com Santa Monica Daily Press office (310) 458-7737



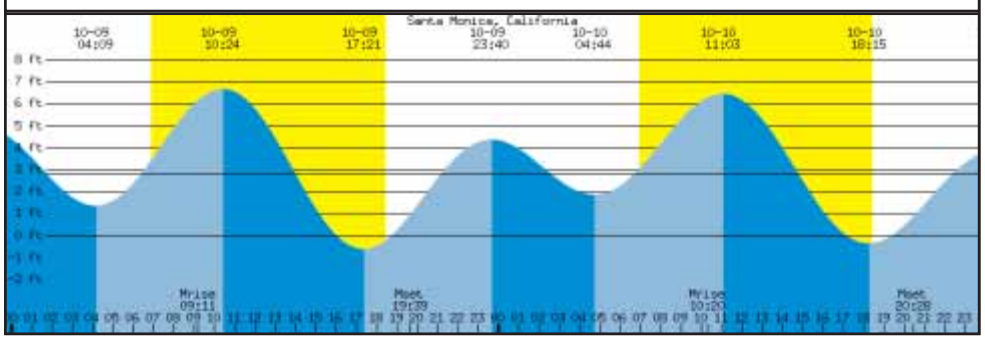
SURF REPORT

Surf Conditions **Water Temp:** 64°

Swell Forecast
Looks weaker, about knee+ most everywhere.

Long Range Synopsis
Doesn't look much different.

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 5, 2010**

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

QUICK STATS (for the last 30 days)
- Number of sewage spills -- 1
- Number of beach closures due to a sewage spill -- 4
- Number of wet days -- 8
- Number of A grades for dry/wet weather -- 14 / ns
- Number of (C,D,F) grades for dry/wet weather -- 8 / ns

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

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

LOCATION	DRY	WET
Leo Carrillo Beach, at Arroyo Sequit Creek mouth.	ns	ns
Nicholas Beach at San Nicholas Canyon Creek mouth.	ns	ns
El Pescador State Beach, between Lechusa and Las Alisa creeks.	A+	ns
Encinal Canyon at El Matador State Beach.	A+	ns
Broad Beach at Trancas Creek mouth.	ns	ns
Zuma Beach at Zuma Creek mouth.	ns	ns
Walnut Creek, projection of Wildlife Rd. (private).	A+	ns
Paradise Cove Pier at Ramirez Canyon Creek mouth.	ns	ns
Escondido Creek, just east of Escondido State Beach.	C	ns
Latigo Canyon Creek mouth.	ns	ns
Solstice Canyon at Dan Blocker County Beach.	A+	ns
Puerco State Beach at creek mouth.	ns	ns
Marie Canyon storm drain at Puerco Beach, at 24572 Malibu Rd..	F	ns
Surfrider Beach at Malibu Colony fence.	ns	ns
Surfrider Beach (breach location)- daily.	A	ns
Malibu Pier - 50 yards east.	ns	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.	ns	ns
Pena Creek at Los Tunos 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.	D	ns
Will Rogers State Beach at 17200 PCH (1/4 mile east of Sunset drain).	ns	ns
Will Rogers State Beach at Bel Air Bay Club drain near fence.	ns	ns
Will Rogers State Beach at Pulga Canyon storm drain.	A+	ns
Will Rogers State Beach at Temescal Canyon drain.	ns	ns
Will Rogers State Beach at Santa Monica Canyon drain (Chautauqua).	B	ns
Santa Monica Beach at Montana Ave. drain.	ns	ns
Santa Monica Beach at Wilshire Blvd. drain.	ns	ns
Santa Monica Municipal Pier.	A	ns
Santa Monica Beach at Pico/Kenter storm drain.	D	ns
Santa Monica Beach at Strand St. (in front of the restrooms).	ns	ns
Ocean Park Beach at Ashland Ave. drain.	A+	ns
Venice City Beach, at the Rose Ave. storm drain.	F	ns
Venice Beach at Brooks Ave. drain.	ns	ns
Venice Beach at Windward Ave. drain.	F	ns
Venice Fishing Pier - 50 yards south.	ns	ns
Venice Beach- projection of Topsail St..	ns	ns
Marina del Rey, Mothers' Beach- lifeguard tower.	B	ns
Dockweiler State Beach at Ballona Creek mouth.	D	ns
Dockweiler State Beach at Culver Blvd. drain.	B	ns
North Westchester Storm Drain at Dockweiler State Beach.	A	ns
Dockweiler State Beach at World Way (south of D&W jetty).	ns	ns
Dockweiler State Beach at Imperial Hwy drain.	F	ns
Dockweiler Beach- opposite Hyperion Treatment Plant.	ns	ns
Dockweiler State Beach at Grand Ave. drain.	ns	ns

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

Heal the Bay's Beach Report Card® is based on weekly water quality monitoring data provided by the City of Los Angeles' Environmental Monitoring Division and the Los Angeles County Department of Health Services. Data is analyzed as soon as it is made available to us by the public agencies. Beaches are graded on an A–F scale based on the risk of ocean users becoming ill. Samples are analyzed for bacteria—enterococcus, total and fecal coliforms—that indicate biological pollution. A fact sheet detailing the exact methodology used in determining grades for each location is available from the office or on our web site. The report is not designed to measure the amount of trash or toxins found at local beaches.

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

Heal the Bay

© 2010 Copyright Heal the Bay. All rights reserved. Printed on recycled paper (unless I used).

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.

Beckham's income from sponsorship deals slumps

BY THE ASSOCIATED PRESS

LONDON David Beckham's income from personal sponsorship deals slumped by 10 percent in the year he became England's most capped non-goalie.

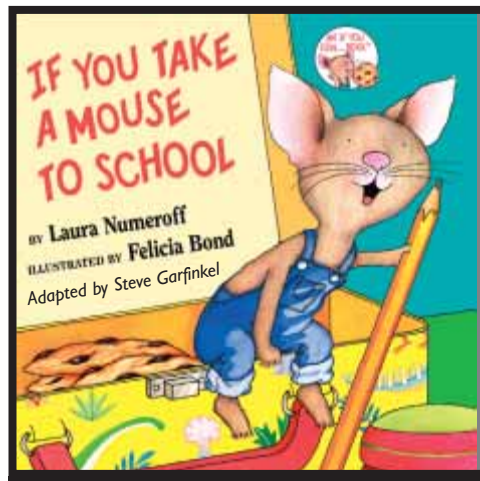
New figures show that the Los Angeles Galaxy player received $14.6 million in 2009 from his company Footwork Productions, which handles the revenue from endorsements for companies such as Adidas.

Beckham received $15.9 million in 2008.

Beckham's total sponsorship revenue also dropped in 2009, to $18.2 million from $19.3 million.

A separate company, Brand Beckham, receives a share of the merchandising revenue he generates for the Galaxy as well as joint endorsements with his wife, Victoria.

Beckham broke the record for the number of England appearances by an outfield player in March 2009.





Moving is the best medicine. Keeping active and losing weight are just two of the ways that you can fight osteoarthritis pain. In fact, for every pound you lose, that's four pounds less pressure on each knee. For information on managing pain, go to fightarthritispain.org.

Ad Council ARTHRITIS FOUNDATION

City of Santa Monica Ordinance Number 2322, 2323, 2324 & 2325 (City Council Series)

The following are summaries of Ordinances Number 2322, 2323, 2324 and 2325 which were adopted by the City Council on September 28, 2010.

Ordinance Number 2322 creates another Commissioner Emeritus position on the Recreation and Parks Commission. The ordinance will allow the City Council, based upon recommendations from the Recreation and Parks Commission, to appoint a Commissioner Emeritus as a non-voting Commission member.

Ordinance Number 2323 amends Santa Monica Municipal Code Chapter 4.08.270 to hold property owners, water customers, owners and operators of gardening or landscape maintenance services, property management companies, and leaf blower operators responsible for adhering to the prohibition against use of motorized leaf blowers.

Ordinance Number 2324 approves Development Agreement relating to 1800 Stewart Street, Santa Monica, California. The Development Agreement allows Agensys, Inc. to construct a new facility totaling approximately 159,558 square feet of floor area, up to 220 parking spaces, and related facilities on the property. The site is located in the Bergamot Transit Village District of the recently adopted Land Use and Circulation Element (LUCE) of the General Plan. The planned development would replace two existing buildings, as well as the existing surface parking area. The Development Agreement provides a number of public benefits. Agensys, Inc. specializes in therapeutic antibody research which currently focuses on treatment of tumor cancers.

Ordinance Number 2325 amends and modifies the existing Development Agreement between the City of Santa Monica and CSHV Arboretum, LLC related to development at 2200 Colorado Avenue, Santa Monica, California. The Ordinance makes the City's current Affordable Housing Production Program (AHPP) ordinance, Santa Monica Municipal Code Chapter 9.56, applicable to the property, along with the City's AHPP Administrative Guidelines, and will effectuate the settlement agreement in the lawsuit entitled City of Santa Monica v. BlackRock et al. LASC Case No. SC106784.

All ordinances will become effective thirty days after its adoption. The full text of the ordinances is available upon request from the Office of the City Clerk, located at 1685 Main Street, Room 102, Santa Monica, California; phone (310) 458-8211.

WE'LL NAIL THE JOB THE FIRST TIME



No Job Too Small!
HOME REPAIR
CONSULTATION
EMERGENCY REPAIRS
TROUBLESHOOTING
MIKE PROJECTS
Call Mike Vaughan Sr now! 24/7
(310) 945-8350
TIME TO GET IT DONE

MOVIE TIMES

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

Saturday & Sunday
2nd Annual Lady Filmmakers Film Festival
[This is not a program of the American Cinematheque]
For more information, go to www.ladyfilm-makers.com

AMC Loews Broadway 4
1441 Third Street Promenade

Legend of the Guardians 3D: The Owls of Ga'Hoole (NR) 1hr 30min
11:15am, 1:45pm, 4:15pm

Inception (PG-13) 2 hrs 28min
7pm, 10:15pm

It's Kind of a Funny Story (PG-13) 1hr 41min
11:40am, 2:20pm, 5:00pm, 7:40pm, 10:20pm

Secretariat (PG) 2 hrs
12:30pm, 3:30pm, 6:30pm, 9:30pm

Catfish (NR) 1hr 34min
12:00pm, 2:30pm, 4:45pm, 7:20pm, 9:45pm

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

Life As We Know It (PG-13) 1hr 42min
10:50am, 1:40pm, 4:25pm, 7:15pm, 10:05pm

Legend of the Guardians 3D: The Owls of Ga'Hoole (NR) 1hr 30min
12:05pm, 2:35pm, 5:10pm, 7:40pm, 10:10pm

Let Me In (R) 1hr 55min
10:35am, 1:10pm, 4:05pm, 7:00pm, 9:55pm

Wall Street: Money Never Sleeps (PG-13) 2hrs 07min
10:30am, 1:30pm, 4:30pm, 7:35pm, 10:45pm

You Again (PG) 1hr 45min
11:30am, 2:15pm, 5:00pm, 7:45pm, 10:30pm

Social Network (PG-13) 2hr
11:00am, 12:00pm, 2:00pm, 3:00pm, 5:00pm, 6:00pm, 8:00pm, 9:00pm, 10:50pm

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

Howl (NR) 1hr 30min
1:00pm, 3:10pm, 5:30pm, 7:50pm, 10:10pm

Mao's Last Dancer (PG) 1hr 57min
1:20pm, 4:10pm, 7:00pm, 9:45pm

Never Let Me Go (R) 1hr 43min
1:50pm, 4:30pm, 7:20pm, 9:55pm

Waiting for Superman (PG) 1hr 42min
1:30pm, 4:20pm, 7:10pm, 10:00pm

Ahead of Time (NR) 1hr 13min
11:00am

Genius Within: The Inner Life of Glenn Gould (NR) 1hr 49min
11:00am

Exit Through the Gift Shop (R) 1hr 27min
11:00am

Freakonomics (PG-13) 1hr 25min
11:00am

AMC Criterion 6
1313 Third St.
(310) 395-1599

My Soul to Take 3D (R) 1hr 28min
11:30am, 2:15pm, 5:00pm, 7:40pm, 10:25pm

Secertariat (PG) 2hrs
10:30pm, 1:30pm, 4:30pm, 7:30pm, 10:30pm

Case 39 (R) 1hr 49min
11:00am, 1:40pm, 4:25pm, 7:15pm, 10:05pm

Town (R) 2hr 5min
12:00pm, 3:20pm, 6:30pm, 9:40pm

The Social Network (PG-13) 2hr
10:00am, 1:00pm, 4:00pm, 7:00pm, 10:00pm

Easy A (PG-13) 1hr 33min
10:05am, 12:30pm, 2:55pm, 5:20pm, 7:50pm, 10:20pm

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

Get imaginative, Pisces

ARIES (March 21-April 19)
★★★ Whether you agree or not, you need to spend more time with a key person in your life. Make it your pleasure. You need to deal with a lot. Also, discuss certain financial matters where you might be hooked up. Tonight: Enjoy a cozy night for two.

TAURUS (April 20-May 20)
★★★★ Let others come forward. You certainly don't need to make the first move right now. In fact, the more laidback you are, the better the end results will be. Someone might be irritated, but clearly this person cares too! Tonight: Sort through all that has been tossed on your plate.

GEMINI (May 21-June 20)
★★★★ You might want to understand more about what is happening with an associate or friend who often impacts your life. Think twice before deciding to make a stronger connection here. Tonight: Make it easy.

CANCER (June 21-July 22)
★★★★★ A child or loved one proves to be delightful no matter which way you look at him or her. Yes, this person gets hot under the collar more often than not, but he or she also expresses tremendous caring. Be open to his or her fun ideas. Tonight: Salt and pepper the night with romance.

LEO (July 23-Aug. 22)
★★★★ Spend time at home, perhaps clearing out paperwork or doing some fall project. Make yourself more at home for the upcoming season. You might want to add some touches to your wardrobe, too. Tonight: Invite a friend over.

VIRGO (Aug. 23-Sept. 22)
★★★★★ Your words don't fall on deaf ears, even if you might think so. Curb a short temper. It really doesn't help you. Listen to responses, and try to work with others. A neighbor or sibling pops in with lots of news. Tonight: Hanging out at a favorite haunt.

LIBRA (Sept. 23-Oct. 22)
★★★★ You might need to spend some money on a special item or two. Be aware that you easily could make a bad decision right now. If you can postpone this purchase, do. Otherwise, get feedback from others. Tonight: Treat a friend to dinner.

SCORPIO (Oct. 23-Nov. 21)
★★★★ You are on top of your game, or so you think! Still, what you mean as a caring and thoughtful gesture just might backfire. Understand your limits, especially with a very stubborn person! Tonight: What makes you happy.

SAGITTARIUS (Nov. 22-Dec. 21)
★★★ Take some long-overdue personal time. Make it OK to be tired and perhaps dragging. Understand where another person might be coming from. Reflect on a strong reaction you had to a friend or associate. Tonight: You don't need to share everything.

CAPRICORN (Dec. 22-Jan. 19)
★★★★ You could stay on top of your game. You are willing to do something very differently because of a key friend. This person sometimes aggravates you and other times can soothe your soul. Tonight: Where the party is.

AQUARIUS (Jan. 20-Feb. 18)
★★★★ You might want to handle a difficult, cantankerous person directly. However, he or she knows how to maintain control of a situation. This person turns on the charm just before it is too late. Maintain your sense of humor. Tonight: A must appearance.

PISCES (Feb. 19-March 20)
★★★★ Understand that you don't have all the information, even if you think you do. Detach and do more listening. New information could be dropping on you out of the blue. A trip might be a possibility in the near future. Tonight: Let your imagination wander.

Happy birthday

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

This year, you make a big difference wherever you put your efforts. You might decide to learn more about money and investments. Be careful with trusting only one person with your funding. Learn more about financial options through classes and reading. Take in many perspectives. A partner could spend a lot as well. If you are single, you are unusually desirable. However, take your time committing. Wait at least a year. If you are attached, you see and understand the differences in how you express your affection. Learn to be understanding, and toss judgment aside. SCORPIO is intense.



MYSTERY PHOTO

Maya Sugarman *news@smdp.com*

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

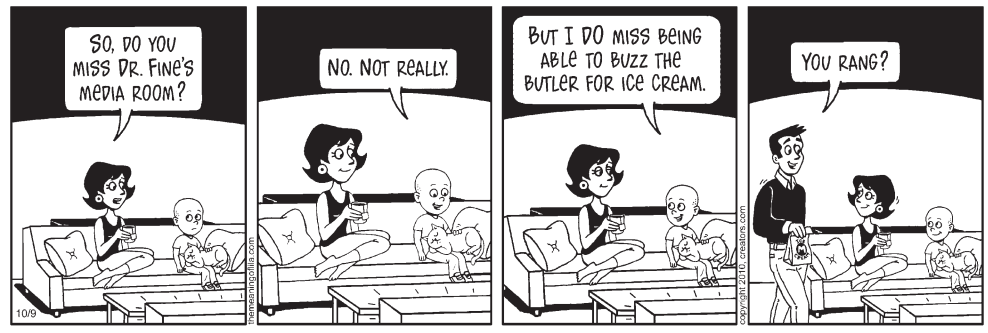
Girls and Sports

By Justin Borus and Andrew Feinstein



The Meaning of Lila

By John Forgetta & L.A. Rose



Garfield

By Jim Davis



Strange Brew

By John Deering



Speed Bump

By Dave Coverly



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 ★★★★

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

King Features Syndicate

GETTING STARTED

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

SOLUTIONS TO YESTERDAY'S PUZZLE

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



CROSSWORD

By THOMAS JOSEPH

ACROSS

1 Shopping aid
5 Gators' kin
10 Computer key
12 George W.'s wife
13 "— Grows in Brooklyn"
14 Composer Bruckner
15 Joanne of film
16 Energy
18 Zeus or Apollo
19 Field game
21 Some sisters
22 Some are in closets
24 Bus terminal
25 Field guardian
29 Decant
30 Vinegary
32 Kitchen invader
33 Sch. supporters
34 Words before tear or dare
35 Page of music
37 Animated ones
39 Really dug
40 Pitcher Reynolds
41 Hefty
42 Owner's document

DOWN

1 Main roles
2 Overtures
3 Hit
4 Course need
5 Chowder ingredient
6 Galloped
7 Defeat in battle
8 Sings like Bing
9 Hourglass fill
11 Party participant
17 Words of emphasis
20 Fragrant wood
21 — Dame
23 Bach piece
25 Bach piece
26 Patrol boat
27 "The Stunt Man" star
28 Friend of Piglet
29 Vatican-based
31 Packed in boxes
33 Holmes prop
36 Harbor boat
38 Outdated

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

Yesterday's answer

NEW CROSSWORD BOOK! Send $4.75 (check/m.o.) to Thomas Joseph Book 2, P.O. Box 536475, Orlando, FL 32853-6475

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

10-9

ARITHMO™

CrossMath + × − ÷

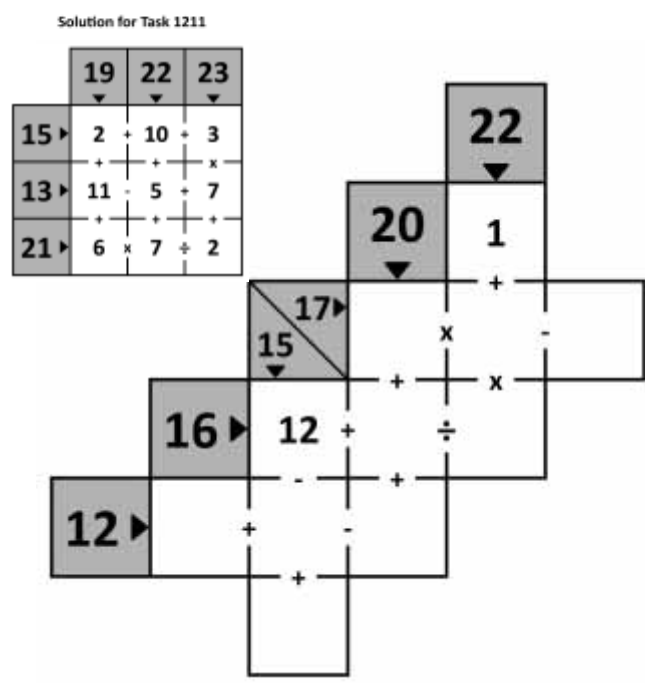
- Fill the grid with the set of given numbers (1 to 12) to satisfy the Equa demands (7 to 24) in the shaded boxes. The Equa demands represent the sum of the digits that you will insert into the empty squares.
- Each horizontal row has one Equa demand to satisfy; each vertical column also has one demand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

For more games, go to www.arithmo.com

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

3, 3, 4, 5, 7, 8, 9, 11, 12

Solution for Task 1211



DAILY LOTTERY

MEGA MILLIONS: 10 19 24 37 44 Meganumber: 27 Jackpot: $51M

SUPER LOTTO PLUS: 3 4 7 29 39 Meganumber: 21 Jackpot: $30M

Fantasy 5: 7 14 16 33 34

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

DAILY DERBY: 1st: 03 Hot Shot 2nd: 09 Winning Spirit 3rd: 01 Gold Rush RACE TIME: 1:46.28

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

■ At a special Friday evening session of the New Mexico House of Representatives in February (2004) (on health insurance taxation), Democratic leaders needed Rep. Bengie Regensberg to cast an emergency vote and sent state police to retrieve him at the Santa Fe motel where he was headquartered during the session. Troopers managed to bring him to the capitol, but reported having had to subdue and handcuff the naked, combative and "likely intoxicated" Regensberg.

TODAY IN HISTORY

1888 The Washington Monument officially opens to the general public.

1907 Las Cruces, New Mexico is incorporated.

1911 An accidental bomb explosion in Hankou, Wuhan, China leads to the ultimate fall of the Qing Empire

1913 Steamship SS Volturno catches fire in the mid-Atlantic.

1914 World War I: Siege of Antwerp – Antwerp, Belgium falls to German troops.

1919 Black Sox scandal: The Cincinnati Reds win the World Series.

1934 Regicide at Marseille: The assassination of King Alexander I of Yugoslavia and Louis Barthou, Foreign Minister of France.

1936 Generators at Boulder Dam (later renamed to Hoover Dam) begin to generate electricity from the Colorado River and transmit it 266 miles to Los Angeles, California.

1940 World War II: Battle of Britain – During a night-time air raid by the German Luftwaffe, St. Paul's Cathedral in the City of London, England is hit by a bomb.

1941 A coup in Panama declares Ricardo Adolfo de la Guardia Arango the new president.

1942 Statute of Westminster 1931 formalises Australian autonomy.

1945 Parade in NYC for Fleet Admiral Nimitz and 13 USN/USMC Medal of Honor recipients

WORD UP!

wassail

\ WAH-sul; wah-SAYL \ , noun;

1. An expression of good wishes on a festive occasion, especially in drinking to someone.

Santa Monica Daily Press

Classifieds

$5.50 per day. Up to 15 words, 20 cents each additional word.

Call us today start and promoting your business opportunities to our daily readership of over 40,000.

YOUR AD COULD RUN TOMORROW!*

Some restrictions may apply.

Prepay your ad today!

(310) 458-7737

*Please call our Classified Sales Manager to reserve your ad space. Specific ad placement not gauranteed on classified ads. Ad must meet deadline requirements. See complete conditions below.

CLASSIFICATIONS:
Announcements, Creative, Employment, For Sale, Furniture, Pets, Boats, Jewelry, Wanted, Travel, Vacation Rentals, Apartments/Condos, Rent, Houses for Rent, Roomates, Commerical Lease, Real Estate, Real Estate Loans, Storage Space, Vehicles for Sale, Massage, Services, Computer Services, Attorney Services, Business Opportunities, Yard Sales, Health and Beauty, Fitness, Wealth and Success, Lost and Found, Personals, Psychic, Obituaries, Tutoring

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

Miscellaneous

PERRY'S CAFE & Rentals on the beach in Santa Monica is offering "FREE" Illy Coffee and 20% off all rentals every Tuesday! Enjoy!

Announcements

S&G MANAGEMENT of Santa Monica no longer in business

Employment Wanted

I VACUUM and clean carpets. I would like a hotel type position call Robert Greene at 310-394-1533

Employment

PART-TIME SALES position. Our attorney service is looking for referrals to law firms. Referrals result in ongoing commissions. Submit resume to bsberkowitz@aol.com

For Sale

MARKET & BISTRO
Beach View in Santa Monica
ABC B/W license
Kitchen and equipment
Low rent
Amazing Deal
$115k
(213) 453-2379

MEN'S RIGHT-HAND golf clubs, Tommy Armour, Golden Bear, Warrior, new/used, varied prices. Leave message 1310-313-4690.

Yard Sales

Saturday, October 9th 9a.m, Huge 3 family yard sale, brand new designer clothes, huge discount, sports equipment, kids toys & clothes, electronics, a lot of books, 1028 Euclid St. SM.

For Rent

3206 BAGLEY AVE. 2+1.5 upper, stove, fridge, blinds, carpet, dishwasher, on-site laundry, tandem parking, balcony, no pets. $1350 (310)578-7512 jkwproperties.com

501 N. Venice unit 18 single, $1025/mo $850 off move-in stove, fridge, carpet, utilities included, laundry, parking, no pets. (310)574-6767 www.jkwproperties.com

615/617 MIDVALE, 2+1.5 Townhouse style. Stove, fridge, dishwasher, microwave, tile countertop, wood and carpet floor. W/D hookups, parking, no pets. $2350/mo. $1000 off move-in (310)578-7512 www.jkwproperties.com

615 1/2 MIDVALE lower Bachelor, no kitchen, sink, fridge, ceiling fan, carpet, street parking, patio with barbecue no pets $850/mo utilities included $500 off move-in (310)578-7512 wwwjkwproperties.com

Caribbean Victorian
Unique upstairs 2+2 very quiet . tile, and marble bathroom, large private deck, freeway close, $2250. David 310-968-3238

SANTA MONICA FRANKLIN/PENNSYLVANIA $1550, unfurnished rear unit, stove, new refreigertor. 1bdrm/1bath no pets permit parking (310)828-7513

MAR VISTA 12760 Matteson Ave. #8 1+1 $925/mo stove, fridge, ceiling fan, parking, laundry, no pets non smoking call between 5:30-7:30pm units shown by appt.only $800 off move-in (310) 439-1928 jkwproperties.com

$5.50 A DAY LINER ADS!
CALL TODAY **(310) 458-7737**

For Rent

HOWARD MANAGEMENT GROUP
(310)869-7901

1334 Euclid St. #10
2+1 $1795, upper w/balcony

2639 21st St. 2+1
no walls shared, HWD floors, $1995

835 Pacific St. #2
Single, utilities included $1275

WE HAVE MORE VACANCIES ON THE WESTSIDE

www.howardmanagement.com
rentals@howardmanagement.com

MAR VISTA 12450 Culver Blvd. gated parking, intercom entry, stove, fridge, utilities included, laundry, parking, no pets. $1000 and up $750 off move-in (888)414-7778 www.jkwproperties.com

MV/MDR adj. In Spacious 1 bedroom upper with private balcony near Centinela/90 Fwy. Stove, fridge, large closets, laundry, parking. $1100/mo. (310)828-4481 or (310)993-0414 after 6p.m.

PALMS 9804 Regent unit #4. 2+1 upper $1400/mo, dishwasher stove, wall AC, balcony, carpet, on-site laundry, parking, no pets, $1000 off move-in (310) 578-7512 jkwproperties.com

SANTA MONICA near Ocean Park /Lincoln 1bdrm upper, stove, refrigerator, hardwood floors, parking, laundry $1385. One month FREE with one year lease 310-489-0880

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

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

Roommates

EXTENDED STAY SPECIAL RATE.
Jolly Roger Hotel, Marina Del Rey. Free cable, Free wireless DSL, in-room microwave refrigerator, parking, 310-822-2904, 800-822-2904. Ask for David info@jollyrgr.com.
www.jollyrgr.com

ROOM+PRIVATE BATH in 3BR house. $800 including utilities, internet, parking. Non-smoker preferred. 2711 Manning 310-839-1042

Services

BEST MOVERS
No job too small
2 MEN, $59 PER HOUR
Fully insured. We make it EZ.
Free prep. & boxes. Discount for handicap & seniors!
Since 1975 Lic. T-163844
(323) 997-1193 (323) 630-9971

FACE READING
Discover your gifts, strengths, and talents. Understand your true nature. Maximize your potential. Have your face read. (310)396-8766.
www.FaceFortunes.com

THE VERY finest nurses/caregivers at the best possible rates. Free Smiles!!
yourextraspecial.com (310)795-5023

ADVERTISE! CALL US **(310) 458-7737**

Services

Handyman

The Handy Hatts
Painting and Decorating Co.
SINCE 1967
RESIDENTIAL/COMMERCIAL
SPECIALISTS IN ALL
DAMAGE REPAIR
"EXPERT IN GREEN CONCEPTS"
Free estimates, great referrals
FULL SERVICE HANDYMAN FROM A TO Z
Call Brian @
(310) 927-5120
(310) 915-7907
LIC# 888736
"HOME SWEET HOME"

Lost & Found

Childs Phonics book found 9/30 at noon. 9th and Wilshire. Call , ID, and Claim 310-260-0029

YOUR AD
COULD RUN HERE!
CALL US TODAY AT
(310) 458-7737

DBAS

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 20101163109 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 08/20/2010 The following person(s) is (are) doing business as TWEEN 57. The full name of registrant(s) is/are: T57 SALON AND SUPPLY 12807 VENICE BLVD. LOS ANGELES, CA, 90066. 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/:T57 SALON AND SUPPLY; MANAGER. This statement was filed with the County Clerk of LOS ANGELES County on 08/20/2010. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 09/18/2010, 09/25/2010, 10/02/2010, 10/09/2010.

CHECK US OUT ONLINE
smdp.com/**advertising**
smdp.com/**archives**
smdp.com/**classifieds**
smdp.com/**communitylistings**
smdp.com/**submitevent**
smdp.com/**contactus**
smdp.com/**dba**
smdp.com/**search**

READ US ONLINE
smdp.com/**localnews**
smdp.com/**auto**
smdp.com/**briefs**
smdp.com/**columnists**
smdp.com/**cp**
smdp.com/**crimewatch**
smdp.com/**entertainment**
smdp.com/**food**
smdp.com/**green**
smdp.com/**health**
smdp.com/**letterstotheeditor**
smdp.com/**opinion**
smdp.com/**parenting**
smdp.com/**realestate**
smdp.com/**sports**
smdp.com/**travel**





Kate Bransfield

Estates Director
Society of Excellence
Previews Properties Specialist

310.395.1133

1608 Montana Avenue
Santa Monica, CA

Kate@SantaMonicaListings.com



624 Marguerita Avenue
4 Bed, 2 Full & 2 Half Bath
$2,900,000
North of Montana Ave.
Roosevelt School District
Please Call for Private Showing!



317 Marguerita Avenue
5 Bed, 3.75 Bath
For LEASE
$11,500 / Month
Roosevelt School District
Open Sat. & Sun.
October 9th & 10th
2:00pm - 5:00pm



516 San Vicente #102
2 Bed, 2 Bath
$724,999
Extensively Remodeled!
Single Level Condo!
Patio Overlooks Pool!
Open Sunday,
October 10th
2:00 pm - 5:00pm



2454 4th Street # 6
2 Bed + Loft +2 Bath
$999,999
Gorgeous Tri-Level Townhouse with Ocean Views!
Open Sat. & Sun, October 9th & 10th
2:00pm - 5:00 pm



11687 Montana Avenue
#208
2 Bed, 1.75 Bath
$499,000
Huge Balcony!
Please Call for Private Showing



1325 Washington Ave
Unit E
1 Bed, 1 Bath
$419,000
Top Floor Unit
North of Wilshire!
Open Sunday
October 10th
2:00pm - 5:00 pm



1425 Stanford Street #6
2 Bed, 2.5 Bath
$639,000
Updated Townhome
Great Location & Value!
Open Sunday,
October 10th
2:00pm - 5:00pm



934 2nd Street #3
2 Bed, 2.5 Bath
$939,000
Remodeled Townhouse w/ Ocean View !



1141 26th Street #B
1 Bed, 1 Bath
$395,000
Charming Unit!
Open Sunday
October 10th
2:00pm - 5:00 pm

Featuring Your Home First

- To find out how I get your home 500% more exposure online on over 100 websites
- To find out the most up-to-date Santa Monica real estate information
- For a Virtual Tour & multiple photos of these Properties

Visit:

www.SantaMonicaListings.com

Median Price of ALL Santa Monica Listings from ALL Agents from ALL Companies Listed for Sale As of Early October 2010

	Single Family Homes	Condos & Townhomes
Santa Monica Canyon	$ 1,937,000	$ 2,347,000
North of Montana	$ 3,074,500	$ 1,114,500
Between Wilshire & Montana	$ 1,730,000	$ 739,000
South of Wilshire	$ 949,500	$ 567,000
Sunset Park	$1,196,000	$ 579,000
Ocean Park	$ 1,195,000	$ 900,000

Statistics Updated Every Monday

©2008 Coldwell Banker Real Estate LLC. Coldwell Banker®, Previews®, and Coldwell Banker Previews International® are registered trademarks licensed to Coldwell Banker Real Estate LLC. An Equal Opportunity Company. Equal Housing Opportunity. Owned And Operated By NRT LLC. Broker does not guarantee the accuracy of square footage, lot size or other information concerning the condition or features of property provided by seller or obtained from public records or other sources, and the buyer is advised to independently verify the accuracy of that information through personal inspection and with appropriate professionals. DRE# 01218699