

Santa Monica Daily Press

A newspaper with issues

DAILY LOTTERY

SUPER LOTTO

9 17 21 35 45
Meganumber: 6
Jackpot: \$10 million

FANTASY 5

4 16 28 29 34

DAILY 3

Daytime: 1 0 8
Evening: 5 1 2

DAILY DERBY

1st: 09 Winning Spirit
2nd: 01 Gold Rush
3rd: 06 Whirl Win
RACE TIME: 1:41.54

NEWS OF THE WEIRD
BY CHUCK SHEPARD

Timothy Paul Kootenay, 43, jailed in Aspen, Colo., in November on a California warrant for probation violation, said he would fight extradition on the ground that he is a citizen of the notorious "Republic of Texas" and that, actually, Aspen and Vail are located on a sliver of land that is also part of the Texas nation. Kootenay's separatist colleagues (some of whom have taken up arms) believe that Texas was never legally annexed by the United States and is thus a sovereign nation that should respond only to international law.

TODAY IN HISTORY

ON OCT. 12TH, 1492, Christopher Columbus arrived with his expedition in the present-day Bahamas.

■ In 1870, Gen. Robert E. Lee died in Lexington, Va., at age 63.

■ In 1915, English nurse Edith Cavell was executed by the Germans in occupied Belgium during World War I.

■ In 1968, the summer Games of the 19th Olympiad officially opened in Mexico City.

QUOTE OF THE DAY

"Matrimony is not a word,
it's a sentence."

EDDIE CANTOR

AMERICAN COMEDIAN-SINGER (1892-1964).

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Candidates and their word on street

(Editor's note: This is the second in a series of installments posing questions to City Council candidates. Each Tuesday leading up to Election Day, candidates will be asked a question by the Santa Monica Daily Press. Readers are encouraged to submit potential questions for the candidates to sack@smdp.com. Responses from challengers vying for four City Council seats appear first; incumbents appear last. See their responses on pages 8 and 9).

By Daily Press staff

CITY AT LARGE — It's the No. 1 concern of Santa Monica residents for, at least, the past three years, according to numerous surveys.

The number of homeless people appears to be on the upswing here, with estimates falling somewhere between 1,000 and 1,200 individuals living on the streets on any given day in Santa Monica. City leaders, including the four incumbents looking to keep their seats, support social service programs that are designed to help the local homeless population. They have also passed laws designed to

eliminate anti-social behavior, like sleeping in doorways or allowing food lines to assemble in area parks.

But critics of those laws and social service programs say they are ineffective and are attracting more homeless people to Santa Monica, allowing them to capitalize on the city's compassionate and socialistic way of doing things.

Not surprising, many of the candidates running for City Council are using the homeless issue as a leading campaign platform. They say there is a glaring need for tough love and more accountability for social service programs. Incumbents feel it's not that simple, and the issue is of national proportions. At the very least, it's a regional issue and other cities must help share the burden, the incumbents contend.

This week's question:

"How would you define the 'homeless' problem? What do you plan to do about it, and how would you specifically improve the quality of life for residents affected by homelessness?"

See **HOMELESS**, page 8



John Wood/Daily Press

Concerned neighbor Marion Landau on Monday points out the spot where transients recently entered a vacant house at 126 Pacific St. in Ocean Park. Homeless people have used the house for shelter off and on since 1990, leaving behind their belongings, litter and drug paraphernalia such as crack vials and heroin needles, according to Landau, who was recently invited to a barbecue there by a homeless man.

Nearly \$2M to be spent on increased housing costs

(Editor's note: This is part of an ongoing series that tracks the city's expenditures appearing on the upcoming Santa Monica City Council consent agenda. Consent agenda items are routinely passed by the City Council with little or no discussion from elected officials or the public.)

BY SUSAN TAM

Special to the Daily Press

COUNCIL CHAMBERS — Elected officials here are expected to spend \$1.8 million tonight on everything from affordable housing to an emergency response system.

City Hall will be increasing the amount of money allocated for two

See **HOUSING**, page 5

CEPS nods: Eight is enough

Parents back eight for council; Bauer, Cole, Feinstein, Mann don't make the cut

BY JOHN WOOD

Daily Press Staff Writer

MID-CITY — A powerful group of parents with broad community support weighed in on the local City Council race Monday, throwing their support behind eight candidates.

Leaders from the Community

for Excellent Public Schools said all eight candidates have proven they're fit to serve on a City Council responsible for doling out millions of dollars to local schools. A total of 14 hopefuls are vying for four open council seats in the November election.

The CEPS backing is viewed as important because of the group's

broad base, including ideological opposites like renter rights leader Denny Zane and property rights attorney Chris Harding. CEPS will spend between \$15,000 and \$20,000 this election cycle on direct mail and other campaign efforts, members of the CEPS executive committee said in a

See **CEPS**, page 4

City hauls tow truck companies to court

Special to the Daily Press

CITY HALL — Consumer protection lawyers here have filed criminal charges against three towing companies for illegal business practices.

Socorro Lopez, who owns Classic Towing; Ameer Antoon, owner of Concord Towing; and William Amaya of William's Tow and Impound, will be arraigned

today at the LAX Courthouse. They are accused of various violations ranging from overcharging customers to illegally towing vehicles.

Deputy City Attorney Adam Radinsky, who is prosecuting the cases, said City Hall has recently received several tips from the Santa Monica Police Department of towing violations throughout the city.

"We have seen a sudden rash of these cases," he said. "Certain

towing companies have been taking it upon themselves to make money illegally ...

"We hope these cases send a wake-up call to all towing companies doing business in Santa Monica that the laws will be enforced here."

Lopez faces the most charges with six infractions and one misdemeanor. A misdemeanor and an

See **TOW**, page 4

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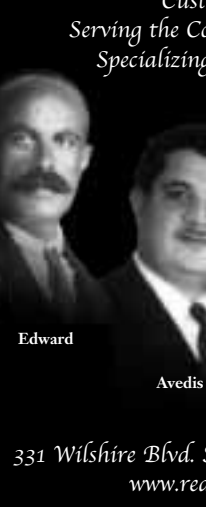


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As you like it, Libra

JACQUELINE BIGAR'S STARS The stars show the kind of day you'll have:

*****-Dynamic ****-Positive ***-Average **-So-so *-Difficult





ARIES (March 21-April 19)
**** Defer to others, and their good luck will sprinkle on you. Know that you don't have to do much at all but listen. You might want to check out a situation more carefully. Don't work on hearsay. The intensity of others fires you up. Tonight: Go along with someone else's plans.



TAURUS (April 20-May 20)
*** Dig into work with enthusiasm and energy. You might be amazed at what you accomplish. Ask for help, and you'll clear out more than a day's worth of work. Brainstorm and play devil's advocate with a moneymaking proposition. Tonight: Relax.



GEMINI (May 21-June 20)
**** Your imagination charges different situations with alternatives and perspective. Lighten up and enjoy the moment. Not everything, even work, has to be serious. Listen to a partner. He or she has a similar creative urge too. Tonight: Be a romantic.



CANCER (June 21-July 22)
*** Basics do count. Your love of your home and family needs to be honored. Consider a variation or change in your work that would make you happier. You might want to be closer to home or work from home. Tonight: Make a favorite meal.



LEO (July 23-Aug. 22)
***** Ask, and others will respond. You like it that way. Communication and networking play big roles in your day. News from a child or loved one might delight you. If you are an artist or writer, your creativity flourishes. Tonight: Swap stories and news with a friend.



VIRGO (Aug. 23-Sept. 22)
*** Expenses could easily get out of control. The extravagance bug might attack you out of the blue. Be ready. You might not want to say "no." Whatever you buy will be good for you, though you will pay more than you originally had intended. Tonight: Your treat.



LIBRA (Sept. 23-Oct. 22)
***** You magnetize others with your smile and optimism. Communicate and share your happiness and ideas with others. Your generosity manifests in your smile, attitude and indulgent way. Pick up the check at lunch too! Tonight: As you like it.



SCORPIO (Oct. 23-Nov. 21)
*** Everything will work out perfectly if you maintain a low profile and don't push to put your two cents in. You will have your chance soon enough. Use your intuition with money, even if it is buying a lottery ticket. Tonight: Just for you.



SAGITTARIUS (Nov. 22-Dec. 21)
***** Schedule meetings. Network. Relate to others. You could be stunned by the end results, especially as what you want could land in your lap. Lady Luck shakes hands with you today. Make the most of this moment. Tonight: Celebrate living.



CAPRICORN (Dec. 22-Jan. 19)
*** Your sense of responsibility finally pays off. Whether you receive general acknowledgment (applause), a promotion or a pay raise, the message is the same. Applause surrounds you. Use your intuition with those in charge. Tonight: Out late.



AQUARIUS (Jan. 20-Feb. 18)
***** You hear news that can only make you smile. You have a sense of direction and a new vision. Break away from uniform or past thinking. Express your caring to those in your life. Your gratefulness creates even more positive happenings. Tonight: Off to the movies.



PISCES (Feb. 19-March 20)
***** Work with individuals and not groups. You get stunning results, no matter which way you turn. Take your bows, but also give credit to that one special person who pushes you across the line. Teamwork counts. Tonight: Be a duo.

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LOCAL



Burglary suspect sought

By Daily Press staff

POLICE HDQRTS. — Police are looking for a group of gypsies who use trickery and deception to burglarize Santa Monica residents.

The Santa Monica Police Department is investigating a series of residential burglaries. The primary suspect, identified as Michael Adams, is the head of a gypsy group operating in the Southern California area, police said.

The crimes range from staged traffic accidents to residential burglaries. The suspects often pose as contractors, gardeners, utility company employees or even relatives of neighbors, police said. The suspects distract the victim while a

conspirator enters the victim's residence to steal money or jewelry.

Adams, who uses the alias of Michael Ross, is described as white, 25 years old, 5' 8", 220 pounds, with black hair and brown eyes. His vehicle is described as a large pick-up or SUV, but he often changes vehicles, police said.

Anyone with information is encouraged to call SMPD Det. Bambrick at (310) 458-8932 or the watch commander's office at (310) 458-8426. Callers who wish to provide anonymous information also may call the We-Tip national hotline at 1-800-78-CRIME (2 7463). Callers with information that leads to an arrest and conviction become eligible for a reward of up to \$1,000.

COMMUNITY BRIEFS

Get inside the district

By Daily Press staff

Do you want to have a say in where your school district is headed? The Santa Monica-Malibu Unified School District Board of Education is accepting applications for fall appointments to district advisory committees. The deadline is Monday, Oct. 18. Parents and community members are invited to apply. The purpose of the committees is to advise the local school board on the school district's needs and issues on childcare and development, community health and safety, fine arts, instructional technology, intercultural, special education, and sports and physical education. Appointments will be made at the Oct. 21 school board meeting. Appointments also are made during the year for any unfilled vacancies. For further information or to pick up an application form, contact any district school or the superintendent's office at (310) 450-8338, ext. 229 or 240.

The little Girl Scout that could

By Daily Press staff

One Girl Scout is going for the gold by telling stories. Allison Hales from Girl Scout Troop 533 brought her Gold Award project, "Books-4-Babies," to St. Joseph Center's Infant Toddler Development Center in Venice last month to tell the story of "The Little Engine That Could" to low-income toddlers who have never seen a storybook before. Hales, an 11th-grader at Notre Dame Academy, spent more than 65 hours and collected more than 1,000 children's books from Our Lady of Guadalupe Church and Hermosa View School to create an interactive library at the center to give young children an opportunity to read and understand that reading and learning can be fun. Having been scouting since the first grade, Hales has received the Silver Award and is now striving to achieve the Gold, the highest award the Girls Scouts bestow. For more information on how you can help, call 396-6468, ext. 325 or visit www.stjosephctr.org.



Howard Levin is this week's mystery photo winner. The photo was taken in the alley between Fourth and Fifth streets, where a construction project is taking place. Levin has won a Santa Monica Daily Press T-shirt. Check out Monday's edition for the next mystery photo winner.

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SURF REPORT

Today, look for a mix of dropping NW swell and slowly building SW swell. Northern LA County spots are down in the 1-3' range in the morning, with more consistent waist high sets at best NW spots. Look for new SW swell to slowly build through the day with knee to waist-high+ surf by the afternoon at many spots and occasional chest-high sets at best breaks. South Bay spots are down in the knee-waist high range in the morning, with some leftover chest-high sets at best breaks through the north half of the Bay early. The new SW swell will also show some energy at best exposed breaks through the South Bay by the afternoon. Winds are light and variable to light offshore in the morning and turn light onshore (W 6-10 knots) for the afternoon.

Write us at wood@smdp.com and tell us what the surf is doing today at your local break.

Today the water is:

68°



	LOW TIDES				HIGH TIDES			
	Morning	Height	Evening	Height	Morning	Height	Evening	Height
SATURDAY	1:22	0.4	1:22	2.4	8:04	4.5	7:05	5.1
SUNDAY	1:49	0.3	1:53	1.8	8:18	4.8	7:45	5.3
MONDAY	2:14	0.3	2:26	1.3	8:35	5.1	8:22	5.3
TUESDAY	2:39	0.4	3:00	0.7	8:54	5.5	9:01	5.4
WEDNESDAY	3:04	0.6	3:36	0.3	9:16	5.8	9:42	5.1
THURSDAY	3:30	0.9	4:16	-0.1	9:41	6.1	10:25	4.8
FRIDAY	3:57	1.3	5:00	-0.3	10:10	6.3	11:15	4.4

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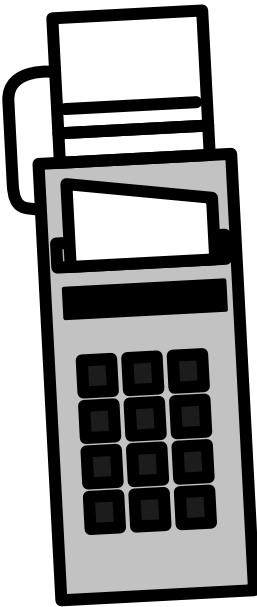
The QLine

Recently, there has been much discussion in the news regarding sanitation problems in the alleys of Santa Monica. City officials say they are working with local business managers to keep these areas safe and sanitary, but they also acknowledge this is a 24/7 responsibility.

So this week, Q-line wants to know, "How can City Hall, business owners and Santa Monica residents

work together to better monitor and ensure the cleanliness and safety of the city's alleyways?"

Call (310) 285-8106 before Friday at 5 p.m. and we'll print your response in the weekend edition. Please limit your comments to a minute or less. It might help to first think about the wording of your response.



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LOCAL

CEPS throws its support behind Measures S, N

CEPS, from page 1

Monday interview at the local teacher union offices.

Earning the CEPS backing were a trio of incumbents — Mayor Richard Bloom, City Councilman Ken Genser and Herb Katz — along with challengers Matt Dinolfo, Patricia Hoffman, Maria Loya, Kathryn Morea and Bobby Shriver.

CEPS leaders said there wasn't enough information to evaluate candidates Leticia Anderson and Linda Armstrong. This was not so for City Councilman Mike Feinstein, and challengers Bill Bauer, David Cole and Jon Mann, all of whom CEPS called "not reliable supporters of public education."

Feinstein faced the fiercest criticisms from CEPS leaders, who accused the councilman of being divisive and hypocritical. Feinstein railed against a plan this spring to give schools an additional \$3 million in city funds annually, but claimed

on a recent election mailer that "Michael's voting record speaks for itself ... From 1996 thru today, a 250 percent increase in city funding for our schools."

The measure passed, but returns to the council in two years for adjustment.

"Since it's in good faith, you want to have good people there to represent you," said CEPS leader and local businessman Dr. Mike Gruning. He was accompanied at the meeting by CEPS co-chairs Shari Davis and Louise Jaffe, along with CEPS leaders Lauri Crane, Rochelle Lewis-Fanali and Zane.

Feinstein, who abstained from the funding vote, saying he couldn't bring himself to vote against school children, defended his record on Monday. He pointed out that he supported an alternative arrangement to swap use of school facilities for extra city dollars. That alternative was more fiscally responsible, added Feinstein, who had called the main plan

the result of "slash-and-burn politics."

"It's so ... corrupt, and I'm the one who stuck my neck out, was willing to say this," Feinstein added on Monday. "If we're talking about education, what kind of message will we be sending to the children in the community that someone like me, who simply advanced an alternative vision for achieving our common objective, is to be crushed electorally for doing it?"

Former newspaper columnist Bill Bauer didn't receive the CEPS backing because of his previous opposition to parcel tax measures to fund schools, according to Davis. And Mann, who works as a flight attendant, failed to display a grasp of the intricacies involved in the issues, said Jaffe.

Jaffe declined to discuss Cole's negative CEPS assessment. However, Cole has been criticized before for being more of an outspoken critic than a community consensus builder, and CEPS prides itself on consensus building. Still, CEPS lead-

ers said the lengthiest part of discussions over whom the group should support centered around Cole, former head of the Mid-City neighborhood group.

The CEPS evaluation process took a full month and followed a three-step process, CEPS leaders said. First, the candidates were asked to answer a comprehensive list of questions relating to local schools. Next, they were invited to a Sept. 20 candidate forum. Finally, the 17-member CEPS steering committee analyzed each candidate's background, qualifications and track records on education issues. The group spent hours discussing the candidates before taking near-unanimous votes on each of them.

Along with the candidate assessments, CEPS announced on Monday it will support Measure S, a \$135 million bond for Santa Monica College, and Measure N, a 2 percent hike in the hotel bed tax. City Hall is counting on Measure N proceeds to help fulfill their promises to local schools.

Tow jam: Proprietors must sign off on towings

TOW, from page 1

infraction differ in the amount of the fines. A misdemeanor carries possible jail time while an infraction does not.

Lopez's infractions include three counts of towing a car without a business owner's authorization, two counts of refusing credit card payment and one count of charging a car owner an excessive rate. The misdemeanor is for towing a car without legal grounds, a violation of the California Vehicle Code. Lopez did not return phone calls seeking comment.

Antoon was unaware of the charges against him. Neither he nor his corporate attorney returned phone calls seeking comment. He is charged with two infractions — towing without a business owner's authorization and overcharging for storage.

Amaya also was not available for comment, but a dispatcher at his company, Mike Gomez, said the charges of refusing a credit card and operating without a business license are false.

"We have a business license with the city of Los Angeles and one for Santa Monica, too," he said, adding William's Tow and Impound accepts ATM cards or cash, which is in compliance with the California vehicle code.

California law requires towing companies to accept credit cards. William's Tow and Classic Towing are charged with

breaking that rule, Radinsky said.

It's also illegal for towing companies to charge more than the going rate approved by the local police department — or to charge for two days' storage when a car has been impounded less than 24 hours.

"We see this as serious consumer protection," Radinsky said. "We do see it as an issue when people are being charged exorbitant amounts, they can't use their credit cards in the middle of the night, usually in strange locations, their cars are being towed illegally and people don't even know it's illegal and that there are remedies."

Radinsky said most people don't know about one important part of the California Vehicle Code that Lopez and Antoon allegedly violated.

"It's illegal to tow a car from a business without the written authorization of the business owner or an employee, even when there's a tow-away sign," he said. "That means that during hours when a business is closed, cars can't be towed unless the towing company gets approval from the business right then."

One of those remedies is car owners suing tow companies in small claims court. Though Radinsky doesn't know how many people have taken advantage of that opportunity, he said most people don't know you can get up to four times the amount you paid back.



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Santa Monica Daily Press

LOCAL



Construction scheduled to begin in November

HOUSING, from page 1

affordable housing developments. Sponsored by the Community Corporation of Santa Monica (CCSM), the projects need more money because of rising construction costs. Loans for the project have increased by \$750,000 and \$850,000 for two developments — one on the 2601 block of Santa Monica Boulevard, which has 44 rooms, and one at 1424 Broadway that has 41 rooms. Each project will cost about \$14.5 million.

Once the loans are approved, the construction will begin in November. Last month, CCSM got three construction bids for each of the developments, but the lowest bidder in each case was still \$1 million more than the budget had allowed. The costs were not expected but had added up due to lumber, cement and other materials getting more expensive, as well as the limited supply of contractors available.

After the increased loans are improved, the Housing Trust Fund will be giving a total of \$12.4 million the two developments. The purpose of the funds is to increase the supply of affordable housing by providing loans to nonprofit developers.

City Hall and its redevelopment agency have committed \$10.8 million to the projects. CCSM also has leveraged about \$7.4 million from federal income tax credits and \$800,000 in bank financing for each development. The projects have received more than \$16.4 million in private financing.

Officials will use \$111,518 from a

Homeland Security Grant to buy an automated staff scheduling and notification system. Homeland Security regulations require that the police and fire departments be able to notify staff quickly during an emergency. Right now, the manual notification process is costly and slow. The new system will apply specific rules in a decision-making hierarchy to automatically notify staff by phone, e-mail and pager with details. The system then allows emergency workers to respond about their availability.

The City Council also will approve as much as \$100,000 to hire an outside firm to ensure that a contractor which uses federal, state or local funds is paying workers properly and complying with the law. While the company is on a one-year contract, it could be rehired to monitor four affordable housing developments that are scheduled to start construction in Santa Monica within the next six months. As much as \$20 million will be spent before 2007 in affordable housing.

City Council also will accept a \$350,000 grant from the California Office of Traffic Safety (OTS) to run a traffic and pedestrian safety program. So far, grant funds have allowed the Santa Monica Police Department and City Hall to teach and enforce safety in the area. The department is currently focusing on cutting down the number of alcohol-related collisions, and pedestrian and bicycle accidents, as well as cracking down on seat belt laws.

STATE BRIEFS

Mowed lawn, mo' money

By The Associated Press

CATHEDRAL CITY — Residents ripping out lawns are still seeing green.

The city is kicking in up to \$500 to some homeowners who replace turf with low-water desert landscaping. The reimbursement program is available to people in the Panorama neighborhood where broken sprinklers and standing water are a problem.

The city set aside \$30,000 from a pool of money it gets from the state to promote conservation, city environmental conservation manager Deanna Pressgrove said.

Resident Shilo Herrling has already uprooted grass in his front yard and installed desert plants.

"It is just so time-consuming. Trimming and mowing and watering, and then you do it all over again," said Herrling, who is applying to the city for as much as \$500 in reimbursements for converting to a desert-friendly, low-water landscape.

Although cities like Las Vegas have offered homeowners as much as \$1 for every square foot of grass they remove, such programs have been slow to take root in the Coachella Valley.

"Right now, we sort of have this feeling there is an abundant amount of water down here," Herrling said.

The Coachella Valley Water District has awarded about \$50,000 in low-interest loans for landscape conversions to golf courses and homeowner associations.

Cat's cradle: Memorial bench dedicated to mauling victim

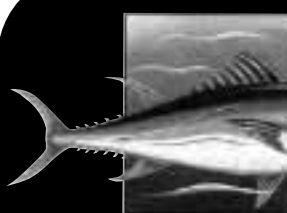
By The Associated Press

LAGUNA NIGUEL — There's a new place on Whiting Ranch Wilderness Park's tallest peak to sit and reflect on a mountain biker mauled by a cougar nine months ago.

A small group gathered Sunday atop Dreaded Hill to dedicate a memorial bench to Mark Reynolds, 35, who was riding alone in the park on Jan. 8 when the mountain lion pounced.

"Do not weep for me too long. I do not sleep I am not gone but over some ridge. Riding. Riding. Riding," his aunt Carol Angeli wrote in a poem read at the dedication. About 20 friends looked toward the Santa Ana Mountains and wept.

The bench was made from a cedar tree owned by Bev and Kerry Brown of San Bernardino County, who organize a mountain bike race in Running Springs, renamed the Mark J. Reynolds Memorial Stage Race. Reynolds won a prize in the event in 2002. The day Reynolds was attacked, mountain biker Anne Hjelle, 30, was mauled by the same cougar. But she survived because a friend held onto her, and two passersby threw stones at the lion, until it let go.



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Kristine Johnson Fountain of Joy

The Kristine Johnson Fountain of Joy is seeking donations. Situated in a courtyard garden visible to the community, the fountain will be a respite for those seeking faith, peace and hope amongst the challenges of the world.

Donations to the Kristine Johnson Fountain of Joy may be sent to:

St. Augustine By-The-Sea Episcopal Church
1227 Fourth Street, Santa Monica, CA 90401
Re: Kristine Johnson Fountain of Joy



OPINION

LETTERS TO THE EDITOR

Titles not impressive

Editor:

Maria Bell, who signed her letter "A.A., B.S., M.A., Ph.D., and oh, God, Christian," (SMDP, Oct. 7, page 7) wrote that she finds it odd that out of the 24 percent of Americans who are non-Christian, the overwhelming number of articles in the press are devoted to "Judeo-Americans." Her letter was in response to a column by Ed Silverstein, and a letter to the SMDP in response to Mr. Silverstein's column.

Ms. Bell does not understand the difference between an opinion piece, such as Mr. Silverstein's and journalism. Anyone — Jain, Copt, Zoroastrian and yes, even Christian — is free to write an opinion column or letter to the editor and submit it for publication.

Ms. Bell also created an appellation heretofore unbeknownst to me — Judeo-American. To my knowledge, Judaism is a religion, not a hyphenated ethnicity such as Italian-American, Irish-American, Mexican-American, etc. Perhaps Ms. Bell can go back to school and earn another degree in comparative religions.

I also question why Ms. Bell felt the need to list all the degrees she has amassed. Does she want to impress us by how smart she is? Well, she certainly didn't do it with her letter. There is an old expression that says, "Knowledge is like a gold pocket watch. You shouldn't take it out to show it off but only use it when you need to tell time."

Philip McCann
Beverly Hills

Resident smells a rat

Editor:

You said it all. Rats. Yes not just in the alleys, but in City Hall. They do say that zombies can't see much. This city is a dirty mess. It's not just the alleyways. It's the streets. The parks. It's OK to keep the Third Street Promenade clean, but what about the rest of the city? Maybe we can get the court jester Jerry Rubin to start a ban on filth. Let's get the fat cats out of City Hall. They could drop the hedge thing and do some real work for the people who pay them.

Ron Martin
Santa Monica

Quotes tell a different Kerry story

Editor:

Regarding my buddy Ed Silverstein's article, "finally the real John Kerry," at least for the last four weeks of the election (SMDP, Oct. 6, page 6) Ed quotes, "Kerry has been consistent about Iraq." I have a few quotes for Ed.

"There is some evidence of their (Iraq's) efforts to try to secure these kinds of weapons and even test them." — CBS' "Face The Nation," Sept. 24, 2001.

"I think we need to put the pressure on (Saddam), no matter what the evidence is

about Sept. 11." — "The O'Reilly Factor," Dec. 11, 2001

"Terrorism is a global menace. It is absolutely vital that we continue, for instance, Saddam Hussein." — "Larry King Live," Dec. 14, 2001.

On exhausting diplomacy with Saddam, "he would view himself only as buying time and playing a game, in my judgment." — Chris Matthews, Feb. 5, 2002.

"If Saddam Hussein is unwilling to bend to the international community's already existing order, then he will have invited enforcement ... even if that enforcement is mostly at the hands of the United States." — New York Times, Sept. 6, 2002.

"He may even miscalculate and slide these weapons off to terrorist groups to invite them to be a surrogate to use them against the United States." — "Face The Nation", Sept. 15, 2002.

There are many more quotes at www.KerryOnIraq.com if you dare.

But Ed claims that Kerry will bring credibility with the international community. Maybe they've never heard of Kerry before the debates. Maybe he'll get us back in Frances good graces. Maybe we can go to another world war for them or reinstate the draft and drop our innocent youth in a jungle for them or just cluster bomb some more Christians on their behalf.

Kerry will also spend our tax dollars to round up Russia's old nukes from the Cold War era — as if they were still there. Where is the U.N.? Why does that burden fall to the U.S.? Is the U.N. too busy looting Third World nations and subsidizing America's enemies?

The best was when Bush asked Kerry where he would get the money to finance his pie-in-the-sky programs. Kerry responded, "How can we afford not to?"

We liberated 25 million people, yet complain that it cost too much money, but Kerry's plan sounds good to Ed?

Regarding Ron Scott Smith's article, (SMDP, Oct. 7, page 6) what was President Bush doing all day before the debate? Touring the carnage in Florida. Family after family, horror story after horror story. Perhaps he wasn't in the best of spirits that night. And finally, "Babies Against Bush?" (SMDP, Oct. 4, page 1). Do you think babies are pro-choice or pro-life?

Tom Kenney
Los Angeles

City Hall anti-business offerings need new menu

Editor:

Santa Monica's unique and eclectic culture should be treasured and nurtured. But thanks to the dinosaurs on the City Hall, the opposite has happened. Local, independent stores are leaving and big chains have moved in for good. Look around any street in the city — Main Street, the Promenade, Montana Avenue — and you'll see fewer independents and more chains. The bureaucratic and obstructionist City Council has driven independents and small businesses out of the city by making new business per-

See **LETTERS**, page 7

Selling your business from the shirt off your back



**WHAT'S
THE POINT?**
BY DAVID PISARRA

In the world of business, every entrepreneur wants to believe that they know better than anyone else what will make their company grow. It is part and parcel of being an entrepreneur that you dream big, follow your own lead, make your own rules and believe in yourself.

We in America are inundated with marketing messages. There is a constant barrage of advertising attacking us every day and in almost every way. I went to the dry cleaners the other day to pick up some shirts and out they came, carefully ensconced in that thin plastic. This time though, they carried a message. Not the usual "Dave's Dry Cleaners," but rather an ad for "Desperate Housewives." My first thought was "Oh my god, is nothing safe?" and my second was, what a great ad campaign, "Everyone has a little dirty laundry."

As I was walking up the street to my car, I noticed a taxi drive by with those new fangled wheel covers with the Virgin Mobile logo on them. Sir Richard Branson, the man that I love to hate, has done it again. Not only is his logo on the wheel of earth bound taxis, but he man-

aged to get it on SpaceshipOne, the winner of the X prize. Given the size of his new Virgin enterprise, Virgin Galactic, it will not be surprising to see the logo plastered all over the place.

When a company needs to grow, there must be a concerted effort to make a name and a logo easily recognizable. The marketplace needs to be inundated with the same information over and over again. That is why commercials are run so many times in the same hour on television. This is why you receive 12 copies of the same boring newsletter from your local realtor. That is why all of Sir Richard's companies have Virgin in the name — it saves money on the marketing and increases recognizability.

As a small businessperson you need to be creative in the way in which you do your marketing. Obviously, Sir Richard has access to millions of dollars for his advertising campaigns, but anyone who watches him, will quickly note that he does outrageous stunts and innovative marketing because that will get the press involved in covering him and his company for free.

Certainly few people have the resources to make an attempt at a round-the-world air ballooning trip, or purchase the tail spot on a prize winning space flight. But a small business person can create a buzz around his company by utilizing tried and true materials, and by being innovative.

The tried and true T-shirt, ball cap and sign on the side of a truck are all wonderful examples of advertising that works. When I began marketing for my sleep lab, one of the first things that I wanted was a memorable logo. I wanted a logo that would incorporate what we do, and play on a visual cue. Because our labs are located in hotels, we took the international sign for a hotel and added some Z's to it so it was a bit whimsy and yet retained its iconic stature.

The next step was to put it on quality T-shirts. Because this is a medical company, we needed shirts that we could wear on a casual appointment or around town, and still look nice. Solid color polos with our logo embroidered on the chest were the call of the day.

I have worn mine around town and so has our vice president. Almost every time that we wear one, we get a question from someone who wants to know what it is, where they can get tested, or share a story with me about their test and how it changed their lives for the better. We've picked up patients from our very simple, non-intrusive advertising. That makes it a very cost effective marketing tool.

The value of a good name and strong logo make your marketing easier. How do you tell a good name from a bad name? I had a client who was doing this ground breaking medical treatment for people who were stroke victims. They have this very long, extremely descriptive name

that is completely worthless in my view. It is one of those "Superior Medical Treatment for the Deleterious Effects of Cranial Seizures in Homo Sapiens" names. Way too academic and not easily marketed. Of course, that is why they came to me for help.

I would have changed the name to "Stroke Survival" or something simple like that. I like company names that either convey a brand to me, like Virgin, or tell me exactly what the company does, like "Tim's Landscaping Co." If I have to think too much about what a company does, it makes the message too hard to convey.

The key to a good marketing campaign is simplicity and consistency. Send a clear message over and over again. It also helps to have someone to bounce ideas off of for a second opinion. You never want to send the wrong message inadvertently. I've seen it happen with lots of companies. My personal favorite is the lawyer who had misspelled attorney on his business cards, and continued to distribute them.

I love entrepreneurs, but sometimes they need to be saved from themselves.

(David Pizarra is a business development lawyer in the Santa Monica firm of Pizarra & Grist. He welcomes your questions and comments. He can be reached at dpizarra@pizarra.com or (310) 664-9969).

OPINION



LETTERS TO THE EDITOR

LETTERS, from page 6

mits and building codes cumbersome, complicated and confusing, adding months and years to any new business venture. New businesses are dragged up to two years through the process of opening a new store in Santa Monica.

Horror stories include a small gourmet cookie store on Ocean Park and an Urth Café on Main Street, both testing the patience and the bank accounts of their owners.

This is so time-consuming and expensive that smaller businesses keep turning away and chain stores, with big enough wallets to wait out the bureaucracy, will keep moving in.

I opened a business in 1991, Patty's Pizza on Montana. Back then, the city was known as the "People's Republic of Santa Monica" for its anti-business attitude. I never would have made it through the permitting process without the assistance of a local architect, Herb Katz. Now Herb Katz is a city councilman and he seems to be the only one who sympathizes with the small business person. Today, it's even worse. I've seen firsthand the problems business owners must put up with to operate in Santa Monica and if I had to do it over again, I wouldn't be able to afford it. The council seems to take pleasure in making a business wait ... wait some more ... then after everything is done to the specifications asked for ... The rules are changed. Herb Katz, along with new council candidates Bobby Shriver, Kathryn Morea and Matt Dinolfo believe that independent businesses can operate side by side with independent citizens. That's the type of common sense leadership the city of Santa Monica has lacked in the past and desperately needs for the future.

Patty Phillips
Santa Monica

Bureaucratic ball in City Hall's court

Editor:

I read with interest your article Tuesday (SMDP, Oct. 5, page 1) on the unresponsiveness of city bureaucracy to city residents and business owners. Let me cite but one example.

I regularly play tennis at Reed Park, which has six "lighted" courts for night play. When those lights, which are already significantly less powerful than the lights at Westwood, Rancho Park and surrounding communities, burn out, they have been replaced with excruciating slowness.

But at least they have been replaced — until now.

About three months ago, the lights on court three went out. All of them. Completely. Making that court nearly as dark as a back street alley, and certainly impossible to play on.

Despite the city's home page proudly advertising Reed Park as having "six lighted courts," every complaint about this was met with a variety of excuses. And so, more than a month ago, I called Rich Rollins, who is listed as principal community services supervisor, and left a message on his answering machine.

I never heard back from him.

Instead, I heard back from the manager at Reed Park that the problem was complicated but on its way to being fixed, etc.

Now, here's the interesting part. Within the past several months, Rollins has substantially raised fees on all pay courts, including those at Reed Park. Whereas a year ago, the city charged \$2 per person per hour to play, it now charges \$2.50, a 25-per-

cent hike. Whereas the quarterly pass formerly cost \$35 per three months, it now costs \$45, an approximately 30-percent hike. And whereas the city used to charge Santa Monica Tennis Club, which operates under its aegis, \$5 per hour per court, it now charges \$8 an hour, a 60 percent increase.

And what necessitated these 25-, 30- and 60-percent hikes in tennis fees?

When he does care to make himself available, Mr. Rollins cites increased costs of maintaining the courts, coupled with decreasing usage. Decreasing usage which comes, for example, from the continuing blackout on court three.

The city, after all, still has to pay the personnel who make the reservations. It still has to pay for the upkeep, such as sweeping and washing the courts and maintaining the nets. With no lights, however, it just doesn't get any revenue in return.

Apparently, this makes sense to Mr. Rollins as the best way to run the city's courts. But the problem goes further, as I learned several years ago while freelancing an article on Santa Monica city government.

Our elected officials, including our mayor, get put into office for a fixed term, while the bureaucrats who run the system stay on indefinitely. Thus, it was a simple matter to interview the mayor. It was also simple to interview department heads who have a genuine interest in making city government work — and yes, they do exist and are most often bright and idealistic.

Unfortunately, as I learned, there also exist department heads who somehow see themselves as above the public they allegedly serve, de facto running their bailiwicks without oversight.

Thus, although I had requested it and the mayor had passed on my request both beforehand and again during our interview, the director of planning never showed up to discuss plans for reviving downtown Santa Monica. Both the mayor and the head of the department of transportation graciously answered my questions. The director of planning, however, could not be bothered.

To this day, I have never knowingly met her. Which brings us back to Mr. Rollins, whose increasingly costly tennis program would have trouble passing muster even in the inner city.

Just when, Mr. Rollins, do you plan to fix the blackout on court three? How will you prevent a similar situation from arising again? Finally, Mr. Rollins, how do we, the people, get you to answer to us?

Joseph Hanania
Santa Monica

Kerry's international policy outdated

Editor:

Are we in a time warp? This is not 1991, when terrorism was a Mideast problem and we could turn our backs. Wake up, Mr. Kerry, this is 2004. We are fighting for the lives of innocent civilians who go to work, take their kids to school, and are hated simply because they are American.

This is not the time to give dictators, terrorists and murderers the benefit of the doubt, and the WMD debate is a red herring.

Let us engage in a real discussion of how best to protect ourselves from attack, here and now in the post 9/11 world.

Zina Markevicius
Santa Monica

Strangers in the night: A weekend full of twists

ANY DAY IN LA

BY HEIDI MANTEUFFEL



Being rushed from my apartment by toxic fumes and a couple beating each other up in a Venice Sav-on was a clear indicator that it was just going to be a weird weekend.

On Friday night I was feeling kind of bad and my boyfriend was kind enough to take care of me. He told me to sit down and relax as he made me one of my favorite snacks, microwave popcorn. However, instead of the pleasant ding of popping kernels, we heard what sounded like exploding pieces of electrical shrapnel coming from the microwave. When he took the bag out, the entire room was rushed with the smell of plastic fumes from my roommate's Snoopy plate — pieces of it lodged in all directions of her microwave.

Neither of us knew the byproducts of burnt plastic, but as I lay myself down to sleep, I knew the increasingly worse headache I was getting was not a good

thing. I called a friend in Venice who was still awake and crashed on his fume-free couch for the night. As I laid my head down to sleep again, I knew that with coming daylight things would get better.

Wrong. This same friend of mine got up before me the next morning and noticed a woman in line in front of him yelling profusely at the cashier in Sav-on. She said the man "smirked" at her, and by hellfire she wasn't going to take it. Upset or embarrassed, this woman's boyfriend punched her in the gut. The two of them continued this display of domestic abuse in the line at Sav-on, and in front of my friend without contacts in, hoping they wouldn't include him. Finally, near the end of the fight, the woman stopped and remembered to ask to see the worker's manager. He gladly sent them in her direction.

But these kind of eerie and bizarre events didn't end at 9 a.m. As I got back to my apartment, which still reeked of burnt plastic, I was home just long enough to do my laundry and research the effects of these fumes. Within this three-hour span, I found out something severely serious had happened with one of my neigh-

bors and heard another one yelling about taking the other girl to court. Once my laundry was done and I discovered a Web site that said carcinogens involved with melting plastic were too numerous to count, I was out in a flash, leaving the fan to propel the air outside of my apartment.

The strangeness didn't end there. After dinner, we went to the Third Street Promenade. As we left the parking garage on Fourth Street, we saw a man chew out the attendee for having to wait "10 minutes" for the gate to go up. I was thinking, first of all, this boy has a terrible job, so back off. And second, wouldn't you be embarrassed to admit it took 10 minutes to realize you weren't going anywhere?

My friend mentioned he liked dark humor. I asked what kind of twisted stuff he liked, and on cue, a woman falls on her ankle.

Being the first ones there, my friend and I entered the theater to find a couple. But the couple was lying on the ground, wrestling and hitting each other while screaming loudly. They ran through the aisles — the aisle we were standing in — hitting and pulling each other back on the ground. We walked back out, hoping it all

would end.

It didn't. Two minutes later we yet again found them kicking and screaming on the ground. Luckily, their friends came in moments later and told them to knock it off.

Besides a guy playing Tetris through the previews, things started to settle down a bit. The first 30 minutes of "The Forgotten" were really good, and everyone in the audience seemed really intrigued. But, of course, the movie ended with exploding houses and aliens swooshing people off into the sky.

We walked back to the car, just waiting for the day to end. I got back to my apartment, which finally, after 24 hours, didn't smell of plastic. I laid my head down and before drifting to sleep, looked back on the last day and a half — 11:59 p.m., and we had witnessed two fights, two belligerent customers, three instances of civil dispute, a trip, a Tetris game, a bad movie, and some melted plastic in a microwave. I just kept thinking, tomorrow will be a better day, or at least, a more normal one.

(If you noticed something strange or bizarre happen this weekend as well, e-mail Heidi at anydayinla@gmail.com).



LOCAL

**NO
PHOTO
AVAILABLE**

LETICIA ANDERSON

As a self-proclaimed 'outsider' candidate, I've had the opportunity to attend many community forums and speak directly with the homeless, persons who are close to homelessness and the "housing denied" to enter with a fresh perspective to this issue.

There are two major problems:

- (1) Lack of the recognition that shelter and resources are imperative to survival.
- (2) The homeless being exploited through contracts awarded for short-term, Band-Aid solutions.

My solutions would include holding the current City Council of Santa Monica accountable through gaining their support to sign a pledge prior to next month's election. The pledge will include that they will plan to work with existing resource providers, request funds from surrounding counties and correlate services, and finally, to include all types of essential correlative obligations with timeliness and evaluations, and give two alternatives if their plan fails.



BILL BAUER

There are 1,100 transients on our streets daily, according to the 1999 city census, drawn here by policies deliberately promulgated by the incumbents and their

"Renters Rights" political machine.

Santa Monica has become a dirty, dangerous place. Our families live with a large number of transients who are outright criminals, mentally ill, alcoholic, drug-addicted and physically sick.

Many on our streets refuse services and are ignored. Despite spending more than \$200 million — including police, paramedic and related costs — over two decades, problems just get worse. We must make a change.

I've listed "common sense" suggestions which could help those in need, discourage freeloaders and improve our quality of life:

1. Goals and long-range planning must be implemented. Example: Reduce the number of "homeless" on our streets 25 percent by 2007.
2. Establish incentives to force the current in-bred network of city-supported providers to change, drop or add programs. Make services more effective, thus getting more people off the streets.
3. Professional evaluations must be undertaken to determine appropriate courses of action for potential clients and ensure more positive results.
4. Limit time-for-service eligibility. If clients don't progress, drop them. Prevent re-entering services again and again. End enabling programs.
5. Improve service quality to make them efficient and result-driven.
6. Long-term Santa Monica residents must have priority over newcomers for services.
7. Curtail public food handouts. Require health code compliance or prohibit free meal distribution in parks and commercial areas. Link food handouts to services.
8. Accelerate law enforcement efforts for criminals. Discourage anti-social behavior and adopt a zero tolerance for street drunks and drug addicts.
9. Encourage malingerers and those who refuse services to go elsewhere.
10. Enforce the 1994 Public Safety Act, SMMC 2.69.010 (f), by decreasing

expenditures for services whenever feasible.



DAVID COLE

While homelessness is indeed a national and regional problem, I am most concerned with Santa Monica. We need to work on a Santa Monica plan, not just excuse our poor and wasteful services on the other cities nearby.

Some folks need and want help, and we do an admirable job for those folks. Yet, half of the people on our streets are mentally ill and our current policy of "live and let live" must end. Our City Council is the reason they are suffering year after year on the streets. Our leaders have taught us to just step over them, tell our kids to avoid them and ignore their human suffering. I am an expert on this subject and will work to overhaul the way we deal with these poor souls with the millions of dollars we already spend. We don't need more money — just more brains.

Lastly, several hundred so-called "homeless" are on our streets every minute of every day and they are anything but souls to be pitied. They are hardened vagrants who don't want help. Don't care about our laws and stay here because our city government has instructed the police to give them a "pass" on following the laws.

We must enforce our laws. Arrest the violators and we will see a huge decrease in the anti-social element in our city. They come here because our elected leaders have the very lowest expectations of them and the least interest in personal accountability of anyone in this city.

After all, they have not needed to be accountable to anyone themselves. Sure, the voters have the final word, but they have got so many people brainwashed into thinking they are on your side by protecting rent control. Hello. It's already part of the City Charter and no elected person can change that.



MATT DINOLFO

I define the homeless problem as a chronic condition of our culture that has been concentrated in our community due to our willingness to be more tolerant than our neighbors and a very active, well-intentioned support system that operates to provide aid in our parks and shelters. Over the years these two qualities have combined to reinforce the very behavior they seek to eradicate, such that, in addition to those truly in need, we have a sub-culture of vagrancy that severely impacts our quality of life.

Therefore, any strategy that expects to be effective for this problem must address the diversity of the population, in that it contains elderly, indigent families, mentally ill, drug- or alcohol-addicted, the criminal, and the young runaway. Each individual group has very pressing social needs, and interventions must be commensurately individualized.

Of additional concern is what appears to be a growing philosophical divide between providers of homeless services and members of the community. To disassociate ourselves from those who are administering aid is counterproductive. We need to join together to craft practical solutions.

At this juncture, decisive direction is needed. A comprehensive overview of existing feeding and shelter programs is a priority. Information gained from analysis

of successful programs in other cities (i.e. Philadelphia, New York) should be applied to Santa Monica. Benchmarks should be established and those programs not meeting them closed. Local ordinances that were developed regarding sleeping in doorways and park feedings should be enforced. A vigorous dialogue with adjoining communities, insisting that Santa Monica not shoulder a disproportionate burden, needs to occur. Santa Monica should work in concert with the strategies outlined in Bring LA Home in an effort to develop regional solutions. Finally, any government funding available to aid each of these diverse populations should be aggressively pursued.



MARIA LOYA

The issue of homelessness is a national problem that needs to be addressed at all levels of government. Our country continues to feel the effect of the elimination of funding for mental health services that occurred in the '80s and we still have not recovered. Addressing the issue of homelessness needs to include not only identifying housing, but also addressing the need for mental health services. On Nov. 2, voters will have an opportunity to support Proposition 63, which will provide mental health services expansion and funding. If elected, I will work with our state and congressional representatives to ensure that we are working on a solution to address the need for mental health services.

In Santa Monica, we have demonstrated to be a compassionate city by providing services and programs that people need to get back on their feet. However, Santa Monica cannot and should not do it alone. Other cities need to do their fair share. We must employ a regional approach to addressing the issue of homelessness. Santa Monica needs to continue to play a leadership role in Bring LA Home committee to ensure that the recommendations made are put in to action.

In the meantime, many of our residents feel overwhelmed with this issue. Residents have voiced concern over the lack of responsiveness by the Santa Monica Police Department when they are called. We must ensure that as a city we are responsive to the needs of our residents.

If elected I will work to ensure that our city is responsive to the needs and issues of our residents and I will work to address the issue of homelessness at a regional level and in a collaborative manner. As a director of public policy and PNA board member, I have experience in bringing diverse groups together and creating solutions.



KATHRYN MOREA

Unfortunately, we've become so accustomed to seeing people sleeping in doorways and alleys that it doesn't warrant a second glance. Is this helping? Our children are learning to ignore the suffering they are forced to witness daily. Santa Monica may have started out with high ideals and sympathy towards those less fortunate, but it has turned to apathy and decayed as our community has been overwhelmed by more homeless than we could ever hope to accommodate.

We use the word "homeless" as a catch-all phrase to include anyone on the

street. In fact, some of them are homeless, needing and wanting our help to get off the streets. And there are some limited successes getting homeless people into the mainstream. This should be celebrated and duplicated.

However, there are others on the streets who do not want our help. Vagrants and transients have chosen a lifestyle that is enabled by our generosity.

Our programs must be held accountable, especially when our tax dollars are supporting the programs directed at helping the homeless. We must expect cooperation from the shelters and lunch giveaways which have become so concentrated in Santa Monica.

Recommendations:

- Identify those who are truly in need and focus the free food and giveaways to those who need it most.
- Tie free food handouts to job training, counseling and other services.
- Enact sunset clauses on programs to encourage those in charge to help people move through the system and become self-sufficient.
- Work with surrounding communities to find low-cost housing alternatives in areas with cheaper land.

The future of Santa Monica is in the balance. To continue to do the same thing but expect different results is one definition of insanity. It's time to change direction.



BOBBY SHRIVER

Santa Monicans worry both about homeless people themselves and the public safety and health effects of homelessness.

Reducing the number of people living on our streets and in our parks will be my highest priority as a councilmember.

I will work for a regional solution. Neighboring cities need to accept their share of the responsibility. I will ask the state to determine each city's fair share of homeless services, just as it now does for housing, and establish consequences for cities that don't do their part.

I will work to establish a program that moves chronic homeless people into housing. We have no program for the chronic homeless — most of whom are addicted, mentally ill or both — even though they are the ones who need the most help and cause people to avoid parts of the city.

I recommend two immediate steps:

1. A "sober-up" facility in the new Public Safety Building. Rather than repeatedly jailing or hospitalizing chronic homeless inebriates, police can take them to this facility to sober up and to receive medical and social services.
2. A "housing first" approach. Many people will never overcome addictions or mental illness as long as they are living on the streets. I am investigating the possibility of using vacant buildings at the Veterans' Administration Hospital in West Los Angeles to give chronic homeless people secure, stable living spaces connected to services.

Los Angeles has the same number of homeless people as New York City, yet receives half the funding. I will lead a coalition of Southern California cities to Washington, D.C., to secure HUD funding for this new "housing first" approach. I have lobbied very successfully for federal money to fight AIDS and poverty in Africa. I can do the same thing to fight homelessness in Southern California.

LOCAL

**MAYOR RICHARD BLOOM**

Homelessness is a “national disgrace,” according to Phillip Mangano, executive director of the United States Interagency Council on

Homelessness. I agree. That is why I enthusiastically joined Sheriff Lee Baca and other dignitaries as a Blue Ribbon Panel Member of Bring LA Home — the Partnership to End Homelessness.

There are about 84,000 homeless persons in Los Angeles County: More than 1,000 are in Santa Monica, 85 percent are people of color, 50 percent of the 1,500 foster youth emancipated each year become homeless, 17 percent report active military service, 80 percent earn less than \$5,000 per year. Many are mentally ill, substance abusers or both.

Santa Monicans confront this alarming reality every day. Our community has responded with programs designed to get homeless persons off the street and into productive lives. We continue to try innovative approaches. This year, our staff is engaged in an effort to reach chronically homeless persons.

We do not support anti-social behavior and have legislated against it. We do not support outdoor feeding programs and have worked to restrict them.

We should not, as one incumbent candidate has suggested, allow a homeless “tent city” next to the Santa Monica Pier.

Where needed, Santa Monica needs to continue to enact laws that assist us in achieving acceptable behavior. I sponsored two such laws last year.

Homelessness will end only if all communities follow Santa Monica’s lead.

That is why Bring LA Home is so important. It is the first regional effort to fund housing and other needs for the homeless. The goal is to end homelessness in 10 years. We can succeed only if all communities are required to participate and if the state and federal governments provide sufficient funding.

I promise voters that I will do whatever it takes to end homelessness.

**CITY COUNCILMAN MIKE FEINSTEIN**

Homelessness is a societal tragedy and failure, affecting both unhoused and housed. Homelessness results primarily from a lack of mental health care,

affordable housing and stable living wage jobs, together with insufficient support for our veterans and other missing social safety nets.

While a small number may choose to live on the street, the overwhelming number who are homeless want to live a better life, and will pursue it if given a fighting chance.

I am proud of Santa Monica’s history of compassion on this issue. We’ve been successful helping hundreds of people every year to get off the street and back into productive lives. Through city and independent funding, we support a continuum of care that coordinates various social service agencies, from shelters and transitional housing to skills training and job placement.

At the same time, residents are rightfully frustrated, that despite these best efforts, the scale of the problem persists. This brings the quality of life down, particularly in our parks and other public spaces. While we work to help people off the street, we must also ensure that inappropriate behavior in our public spaces is not tolerated.

The next step is to more actively involve other cities and the county so that Santa Monica doesn’t have to continue to shoulder such a disproportionate part of the burden.

When I was mayor, I helped establish the Westside Council of Governments, creating an appropriate place for some of this discussion to occur. Countywide, I support recommendations of the just con-

cluded “Bring LA Home” task force, including establishing a countywide ‘homelessness trust fund’ to be funded by all cities, the county and private interests, to jumpstart a regionalization of services. I also support Proposition 63 this November, which would begin to re-establish funding in California for mental health care.

**CITY COUNCILMAN KEN GENSER**

Homelessness has many dimensions.

For homeless people who want to move off the street, Santa Monica has an excellent array of programs to help. People seeking help rarely cause problems for the larger community. I strongly support these programs that help hundreds of people move into permanent housing each year.

Some homeless people are mentally ill and cannot care for themselves. They often resist assistance. The state needs to fund mental treatment facilities, and possibly make it somewhat easier to provide treatment without an individual’s consent.

Although most homeless people are law-abiding, anti-social behavior in Santa Monica is becoming a more significant problem.

I believe the meal programs that occur in our parks exacerbate the problem of anti-social behavior. They are run by private groups, often from as far away as Whittier or Covina. Unfortunately, these programs are typically not linked to services to help people move off the streets. They send the message that homeless people simply need to come to Santa Monica to be taken care of, without any expectation of responsible behavior in return.

The city adopted an ordinance to prohibit meal programs in our parks. I supported this ordinance, but the federal courts overturned it. We must find a way to discourage free outdoor meals that are not linked to services.

We have many policies in place to prohibit offensive behavior. We must redouble our efforts to enforce them. If necessary, I would support reallocating additional police resources until we tackle the problem.

People must notify the police when they see criminal behavior occur. The police can’t be everywhere. If people don’t report specific instances when they happen, enforcement cannot take place.

We must make it absolutely clear that everyone in our city must conduct themselves appropriately in our civic spaces.

**CITY COUNCILMAN HERB KATZ**

The homeless situation is not a local Santa Monica problem and it cannot depend only on local Santa Monica solutions.

It’s clear that the only real long-term solution is to approach this regional problem with a regional plan. That means we must begin talking with leaders of other communities in Los Angeles County and work in concert to create a solution in which all cities and the county participate so we can share the burden and the costs, while ensuring the safety and security of their residents. Otherwise, the problem will simply continue to shift from one local community to another.

At the same time, this approach can provide needed peace of mind in Santa Monica and neighboring communities for older residents, women and others who have the right to feel safe any time of the day or night as they walk through their neighborhoods — without being forced to worry about potential threats from unknown people who are sleeping in doorways, on benches, under bushes, etc.

I will continue to provide a reasonable voice for the community as we develop real answers to the challenge of homelessness — answers that truly address the problem without having lasting negative impacts on Santa Monica residents

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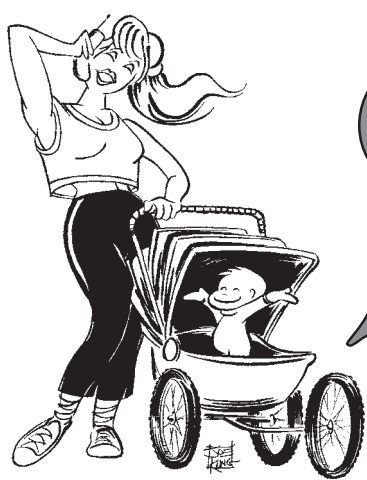
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Santa Monica

A weekly look at events and programs for

Making allowances for your child's financial status

GUEST COMMENTARY

BY DAVID J. BREDEHOFT, Ph.D.

Am I overindulging my children if I give them an allowance?

It's a question I have been asked at each of my last three speaking engagements. One mother told me her little entrepreneur surveyed his neighborhood age-mates on how much money they were getting, then went online and googled it to see if, in fact, his neighborhood was above or below the national average. Next, he asked for a meeting to bargain. At the meeting he no doubt shared with his mother that in a Junior Achievement/Allstate Foundation poll of nearly 1,000 13- to 18-year-olds in 2004, 35 percent are collecting an allowance, and more than half receive up to \$20 a week.

The answers to the questions on the allowance issue seem to be divided. Parents and so-called experts are all over the map. Should we give an allowance or not? If so, how much? Should it be tied to chores or not? Should parents have veto power over what the money buys? What do parent dollars buy? What do the allowance dollars buy? What are other parents doing? What type of values are we trying to instill in our children? What are our goals?

After discussing this issue with parents and children, as well as from what I have learned from a quick literature search, there seems to be a variety of plans today's parents are following. Let me describe five of them for you. Oh, by the way, I was raised with the "you've got to be kidding me" plan. Here are my

thoughts on the topic of overindulgence and giving an allowance.

1. The Free Ride Plan

Your child's weekly allowance has no strings attached. He didn't have to do anything for it, and in some cases he can spend it on whatever he likes without your input.

2. The Budget Plan

Your child's weekly allowance requires no duties or chores. The money is expected to pay for her weekly expenses (school lunch, gas money, snacks, etc.). With good planning, she can spend any money left over however she wants.

3. The Allowance with Required Responsibilities Plan

Under this plan, your child is required to fulfill a set of specified responsibilities each week in order to receive his allowance. For example, if your room is cleaned by Saturday noon you will get your allowance, if not, you won't.

4. The Free Ride with Incentives Plan

Your child's weekly allowance has no strings attached. However, you make it clear that if she wants more money, there's a chore list she has to complete to earn it.

5. "You've got to be kidding me" Plan

No allowance. This is on the other side of the continuum from the Free Ride Plan. Everyone in the family (parents and children alike) has chores, jobs, and duties that they do, and they are not paid. They do them because they are a member of the family and they are expected to contribute to the family.

Let's Apply the Test of Four:

The Test of Four says parents may be overindulgent if the behavior:

1. Interferes with the child's development. With plan one, a child is not learning self-control, or to be responsible. To

some degree this is true of plan four.

2. Gives a disproportionate amount of family resources to one or more of the children. Plans one through four all might do this depending on how much money parents give for the allowance.

3. Exists to benefit the adult more than the child. Possibly plans one, four and five might do this but in different ways. Plans one and four might get the child to stop nagging, and in the extreme case, five could be used as a form of child slavery.

4. Potentially harms others, society, or the planet in some way. Any harm done? Plan one and possibly plan four teach children just to be consumers without thinking about others or the environment.

Plan one definitely is overindulgence. The others could be depending on the specifics.

Think about goals and values when giving an allowance. I believe that it's important for parents to consider what their goals are in giving an allowance, as well as what values they hope to teach. Once they decide this they need to create a plan that achieves them. For instance, if you want your child to become a saver and at the same time learn to be generous and give to others, consider using the "Share, Save, Spend" formula developed by Nathan Dungan author of "How Not to Be Your Child's ATM." He suggests parents decide a set percentage of every dollar a child earns, receives in gifts, or is given in allowance to be given to charity, saved, and spent.

Are you trying to teach your child how to manage money? If so, make a list of what you expect the allowance to be used for. Attach estimated prices and then discuss it with your child. Monitor the process and readjust, discussing money manage-

ment lessons as they are learned. Recent research found that fewer than 25 percent of parents think their children manage money well, while at the same time only half of the teens 14 to 16 years old surveyed said their parents haven't talked to them about money or how to manage it.

Marketers are coming after your children's dollars whether you have prepared them or not. Children under the age of 18 wield combined spending power of about \$250 billion in the U.S. alone — all disposable income.

Tips for avoiding overindulgence:

■ Select an allowance plan that best fits you and your family's values.

■ If you choose to tie chores to an allowance, tell your children why.

■ If you choose not to tie chores to allowance, tell your children why.

■ Be explicit about the goals and values you hope to teach with an allowance and revisit them often.

■ Talk about money management with your children.

■ Educate your children about the manipulative effects of advertisements.

■ Model good money management techniques.

To participate in a new study on overindulgence and parenting styles log onto www.overindulgence.info.

(David J. Bredehoft Ph.D., Jean Illsley Clarke Ph.D., and Connie Dawson Ph.D., are coauthors of "How Much Is Enough? Everything You Need to Know to Steer Clear of Overindulgence and Raise Likeable, Responsible and Respectful Children — From Toddlers to Teens." For more about overindulgence, go to www.overindulgence.info).



DEAR DORIE

Pondering preschool

Dear Dorie:

I am the mother of a 2-year-old. I am considering putting her into a preschool. What are some things I

should consider when selecting a facility?

Dear mom:

The search for the perfect preschool is a daunting challenge that all parents struggle with.

Look for state licensing (required) and NAEYC accreditation (optional) in any program you are considering. Then decide if you need full day or a half day program; number of weekdays needed and what you can afford to pay monthly. Next, call those schools that fit your needs to schedule a visit as soon as you can. Most quality programs will have an application fee, timeline and protocol for visit. Don't be discouraged by a wait list, they are inevitable in West Los Angeles.

Once you have made it that far, ask yourself what overall program philosophy supports you and your family. This can vary greatly. Ultimately, your decision will depend on your level of comfort with the pre-school in its entirety. Good luck and keep me posted.

(Dorie Meek is director of the Infant & Family Support Program, provided by Saint John's Health Center in partnership with the Santa Monica-Malibu Unified School District. Meek answers questions concerning children ages birth to 5 years old. Submit your questions to "Dear Dorie" at meek@smmusd.org, or call (310) 452-6132; fax (310) 452-6392).

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Fall Session Begins October 25th

- ♦ Kid's Night Out - November 5, 6 pm
- ♦ Stretching Your Limits - November 6, 2 pm
- ♦ Kid's Peace Circle - November 13
- ♦ Kids' Musical Yoga - November 14



♦ 1814 14th Street, Santa Monica ♦ (310) 260-2736 ♦ yogaforkids@hotmail.com ♦

Santa Monica Mom

for Santa Monica mothers and mothers to be

SPECIAL EVENTS

TONIGHT! TUESDAY, OCT. 12th, 7:00 p.m.

PRESCHOOL FORUM presented by the MOMS CLUB of SANTA MONICA. Christy Bergin of Best Fit School Service will offer advice about choosing a preschool. Mothers of currently enrolled children will also discuss specific schools. FREE! At O'Brien's Pub & Restaurant, 2226 Wilshire Blvd. RSVP to 434-9706.

Moms Club of Santa Monica offers support for moms, weekly playgroups for children of all ages, monthly events and special programs. \$35 annual membership fee; call 581-9520 or e-mail faylyons@earthlink.net for more info.

WEDNESDAY, OCT. 13th, 7:00 – 8:00 p.m. – PREGNANT, FIT and GORGEOUS!

To celebrate the launch of the new DVD "Yoga for your Pregnancy: Your Guide to Prenatal Fitness and a Healthy Birth," Kristen Eykel, actress and well-known yoga instructor, hosts this lecture and Q & A on how yoga can help women during pregnancy, the birthing process and post-partum. Borders Books, 1360 Westwood Blvd., LA. Visit www.yogaforyourpregnancy.com for more info.

SATURDAY, OCT. 17th, 3:30 – 5:30 p.m. KID SAFE 911 OPEN HOUSE sponsored by DAWN BARNES KARATE KIDS

Teach your child safety awareness and self-defense techniques at this event which features Karate Kids instructors, members of the police and fire departments and FBI. Participants will receive a Child I.D. kit including emergency medical release card, DNA swab sample, fingerprints and personal description record with picture. RETRO BILL will make a guest appearance. FREE! At Dawn Barnes Karate Kids new Santa Monica location, 3015 Wilshire Blvd. Call 449-1700 or visit www.karatekids.net for more info.

A PLACE for PARENTS in the KIWANIS COTTAGE – Newly open at the YWCA!

Featuring Mommy & Me classes, Parent Support Groups and one day workshops led by Barbara Olinger who has her Masters in Social Work and over 20 years experience working with children and families. Tuesday and Thursday Mommy and Me classes are in partnership with the SMMUSD's Infant and Family Support Program. Check our daily calendar for detailed class schedule. Call 452-3881 for more info or pick up a brochure at 2019 14th St.

MONDAY, Oct. 18th - FAMILY CONNECTIONS - 10:00 a.m.

This free program from SMMUSD's Infant and Family Support Program, provided by St. John's Health Center, features a different speaker each week. Immediately following Lap Time (story time for ages 0-24 months) at Joslyn Park, Craft Room, 633 Kensington Rd. Call 452-6132 or e-mail ifsp@smmusd.org for more info.

SATURDAYS, OCT. 16th & 23rd – COMMUNITY CPR, 9:00 a.m. – 3:30 p.m.

Brought to you by the SMMUSD Infant and Family Support Program, provided by St. John's Health Center. The sessions are FREE, but a \$20 refundable registration deposit is required. Contact the IFSP at 452-6132 to register. October 16th in Spanish, October 23rd in

English.

WEDNESDAY – SUNDAY, OCT. 27th – 31st – SESAME STREET LIVE! All of your favorite Sesame Street characters singing and dancing live on stage. Oct. 27 – 31 at the Grove of Anaheim; Nov. 5 – 7 at Arlington Theatre in Santa Barbara. Visit www.sesamestreetlive.com for details or call Ticketmaster at 213-480-3232.

Special Note – Mommy Care classes at the Dance Factory have moved to 11606 San Vicente Blvd., Brentwood. Please see the calendar listings for schedule updates.

TUESDAY

Movies for Moms!

Oct. 12th – "Wimbledon" starring Kirsten Dunst, Paul Bettany and Sam Neill. Romance-comedy; rated "PG-13." 11:00 a.m., Loews Broadway, 1441 3rd St. Promenade – for Moms and babies newborn – 1 year old. Doors open early for socializing and getting comfortable. Visit www.enjoytheshow.com/reelmoms for details.

Storytelling

Main Library – held at Reed Park, corner of 7th and Wilshire.

Toddler Storytime; 10:00 & 10:30 a.m. For 2 year olds with adult.

Fairview Branch Library – 2101 Ocean Park Blvd – 310-450-0443.

Cuentos Para Pequeños – 10:00 a.m., six-week series in Spanish for 24 – 36 month olds with adult. Thru Oct. 12.

Lap Time – 11:00 a.m., six-week series for babies 0-24 months, co-sponsored by the SMMUSD Infant & Family Support Programs. Thru Oct. 12.

Twilight Story Time – 7pm – an ongoing program for 3-5 year olds.

Montana Avenue Branch Library – 1704 Montana Ave – 310-829-7081.

Family Story Time – 7:00 p.m., all ages.

Ocean Park Branch Library – 2601 Main St – 310-392-3804.

Toddler Storytime, 10:00 and 10:30. Music, rhymes and stories for 24-36 month olds.

Tiny Tuesday Storytime at Storyopolis For ages infant to 3. 11:00 a.m. 116 North Robertson, Plaza A, LA. 310-358-2500, www.storyopolis.com

Barnes and Noble at the Grove Storytime for ages 2 – 6. 10:00 a.m. 189 Grove Drive, LA, 323-525-0270

Classes

YWCA – A Place for Parents – Toddler & Me (1-3 years) – 9:15 – 10:15 a.m.; Infant & Me, Transitional Group (7 – 14 mos.) – 10:45 – 11:45 a.m.; Infant & Me (0-12 mos.) – 1:30 – 2:30 p.m.; classes in partnership with the Infant and Family Support Program. 2019 14th St. Call 452-3881 for details and prices.

Yoga & Exercise

Prenatal Aqua Aerobics at the Santa Monica YMCA

10:00 – 11:00 a.m. and 7:30 – 8:30 p.m.; Free for members, non-members \$90 for 10 classes. (also Thursday nights 7:30 – 8:30 p.m.) 393-2721. ext. 117 for more info.

Yoga Works – 2215 Montana Ave, 310-

393-5150; Pre/postnatal – 12:15 – 1:40 p.m., \$15. Mommy and Me – 1:45 – 3:00 p.m.

Mommy Care – at the Dance Factory, 11606 San Vicente Blvd., Brentwood, 310-394-6711. Combined Pregnancy/Recovery Exercise Group – 7:00 – 8:00 p.m.. (babies welcome, includes baby massage and workout at the end)

Breastfeeding Group

The Pump Station, 2415 Wilshire Blvd., 310-826-5774 - no pre-reg required, first class free, \$10 fee thereafter. Moms/babies 0-4 months, 1:00 – 2:30 p.m.

WEDNESDAY

Storytelling

The Talking Stick Coffee Lounge – 1630 Ocean Park Blvd., 450-6052

10:30 a.m. Free story time for moms and kids ages 0-4 at this neighborhood coffee shop.

Fairview Branch Library – 2101 Ocean Park Blvd – 310-450-0443.

Preschool Story Time – 10:30 a.m.; six-week series for 3-5 year olds with adult. Thru Oct. 13.

Montana Avenue Branch Library – 1704 Montana Ave – 310-829-7081.

Lap Time – 10:00 & 10:30 a.m., for ages 0-2.

Toddler Story Time – 11:15 a.m., for 2 year olds.

Ocean Park Branch Library – 2601 Main St – 392-3804.

Preschool Twilight Story Time – 7:00 – 7:30 p.m. Parents/children ages 3-5.

Barnes and Noble, Westside Pavilion – 2 pm – ages 2-5 – 310-475-4144

Border's, Westwood – 11am – 310-475-3444.

Classes

Rhythm Child Parent & Me Rhythms, Santa Monica Studios, 3025 Olympic Blvd., 9:30 – 10:15 a.m. Children explore rhythms through drum play. Ages 6 mos. – 3.5 years; \$15 per session. Call 204-5466 or visit www.rhythchild.net for more info.

YWCA – A Place for Parents – Parent Support (3 – 5 years) – 9:15 – 10:15 a.m.; Infant Plus (0-12 mos.) – 10:30 a.m. – noon; Parents of Adolescents Support Group – 7:00 – 8:30 p.m. 2019 14th St. Call 452-3881 for details and prices.

Yoga & Exercise

Yoga Works, 2215 Montana Ave, 310-393-5150 Pre/Postnatal – 12:15 – 1:45pm, \$15 Fitness for Moms – Babies Welcome! Step Aerobics, 10:30 a.m. at the YMCA, 393-2721, ext. 117 for more info. Free for members, non-members pay \$90 for 10 classes.

Breastfeeding Group

The Pump Station, 2415 Wilshire Blvd., 310-826-5774, no pre-reg required, first class free, \$10 fee thereafter. Moms/babies 0-4 months, 1:00 – 2:30 p.m.

Other

Puppetolio – 1:00 p.m., 310-656-0483, 1255 2nd St., ages 3 & up, reservations suggested

THURSDAY

Storytelling

Babystyle, 1324 Montana Avenue, 434-9590

10:30 a.m. Free story time for moms and kids ages 0-4.

Main Library – held at Reed Park, corner of 7th and Wilshire.

Toddler Storytime; 10:00 a.m.; for 2 year olds with adult.

Preschool Story Time; 10:30 a.m.; for ages 3-5.

Fairview Branch Library – 2101 Ocean Park Blvd – 310-450-0443.

Toddler Story Time – 10:30 a.m.; for ages 2 –3. Thru Oct. 14.

La Hora Del Cuento – 7:00 p.m. Spanish stories, songs and rhymes for all ages.

Montana Avenue Branch Library – 1704 Montana Ave – 310-829-7081.

Toddler Story Time – 10:15 a.m., for 2 year olds.

Preschool Story Time – 11:15 a.m.; for 3-5 year olds.

Ocean Park Branch Library – 2601 Main St – 310-392-3804.

Lap Time – 9:20 & 10:20 a.m., 6-week series for babies 0-24 months, co-sponsored by SMMUSD Infant & Family Support Program. Thru Oct. 14.

Classes

YWCA – A Place for Parents – Toddler & Me (1-3 years) – 9:15 – 10:15 a.m. and 10:45 – 11:45 a.m.; classes in partnership with the Infant and Family Support Program.

Parent Support (3 – 5 years) – 3:30 – 4:30 p.m. 2019 14th St. Call 452-3881 for details and prices.

Yoga & Exercise

Prenatal Aqua Aerobics at the Santa Monica YMCA

7:30 – 8:30 p.m.; Free for members, non-members \$90 for 10 classes. (also Tuesdays at 10:00 – 11:00 a.m. and 7:30 – 8:30 p.m.) 393-2721. ext. 117 for more info.

Yoga Works – 2215 Montana Ave, 310-393-5150; Pre/postnatal – 12:15 – 1:40 p.m., \$15. Mommy and Me – 1:45 – 3:00 p.m.

Breastfeeding Group

The Pump Station, 2415 Wilshire Blvd., 310-826-5774 - no pre-reg required, first class free, \$10 fee thereafter. Moms/babies 4-8 months, 1:00 – 2:30 p.m.

FRIDAY

La Leche League of LA/Mar Vista – meets the 2nd Friday of each month at 10:00 a.m. Call 310-390-2529 for info.

Classes

YWCA – A Place for Parents – Toddler & Me (1-3 years) – 9:20 – 10:20 a.m.; Parent Support (1-3 years) – 10:30 – 11:30 a.m. 2019 14th St. Call 452-3881 for details and prices.

Mommy and Me Dance– celebrate the wonderful world of imagination Fridays at the Electric Lodge. 9:45 – 10:45 a.m. ages 14 – 24 months; 10:45 – 11:45 a.m. ages 2 – 4.

6 classes for \$75 or \$14 per class. First class free! 1416 Electric Ave, Venice, 306-1854.

Hot Topics for Moms – at the Pump Station – 1:00 p.m. A discussion group for

parents of small children led by a qualified speaker/leader. Different topic each week. \$25 per session or \$80 for four sessions. Current session runs thru Oct. 22. Call 826-5774 for more info or pick-up a brochure. 2415 Wilshire Blvd.

Yoga & Exercise

Fitness for Moms – Babies Welcome! Indoor Cycling, 10:30 a.m. at the YMCA, 393-2721, ext. 117 for more info. Free for members, non-members pay \$90 for 10 classes.

Yoga Works – 2215 Montana Ave, 310-393-5150; Pre/postnatal – 12:15 – 1:45 p.m., \$15.

Prenatal Breath and Movement – a Continuum Movement and Yoga-based program designed to support women through various sound and movement explorations that celebrate pregnancy and labor as powerful rites of passage. 9:30 – 11:30 a.m. With Deborah Raoult at the Continuum Studio, 1629 18th St., #7. For more info call 625-3739, www.openskymovement.com. \$108 for a six-week session.

New to our Calendar!

Baby Attuned - Fridays, 9:00 a.m. – 2:00 p.m., A new program promoting sensitive parenting and developmental awareness. Learn about and keep a record of your baby's unique development, ages 3 to 60 months. Parent-completed developmental screening, with review and feedback from a licensed clinical developmental psychologist and experienced pediatric nurse practitioner, Eileen Escarce, PhD, MSN. (PSY 18819). Introductory fee: \$15 per screening with feedback. 1137 2nd Ave, Suite 208. By appointment only 310-367-1155.

SATURDAY

Storytelling

Barnes and Noble, 3rd St. Promenade – Kid's Story Time – 10am – 310-260-9110 Barnes and Noble, Westside Pavilion – 10:30am – ages 2-5 – 310-475-4144.

Children's Book World, 10580 1/2 Pico Blvd, LA - 10:30 a.m., 310-559-BOOK. Village Books, 1049 SwarthmoreAve, Pacific Palisades – 10:30 a.m. – 454-4063.

Yoga & Exercise

Santa Monica Yoga – Pre- & Post-Natal Yoga, Saturdays – 12:30 – 2:00 p.m. 1640 Ocean Park Blvd, 396-4040, www.santamonicaayoga.com

Mommy Care – at the Dance Factory, 11606 San Vicente Blvd., Brentwood, 310-394-6711. Combined Pregnancy/Recovery Exercise Group – 8:30 – 9:30 a.m.(babies welcome, includes baby massage and workout at the end)

Other

Snowwhite and Mary-Mary Quite Contrary at the Santa Monica Playhouse

Alternating Saturdays & Sundays at 12:30 & 3:00 p.m. thru Dec. 19th, \$12 adults, \$10 kids ages 12 & under. 394-9779 ext. 2 for reservations, www.santamonicaplayhouse.com

Puppetolio – 1:00 and 3:00pm, 310-656-0483, 1255 2nd St., ages 3 & up, reservations suggested

Magicalopolis – 2 and 8 p.m., 1418 4th St., Admission is \$20 for evening, \$15 for matinee. Call 310-451-2241 for info.

Precious Prints – Ceramic Heirlooms for a

Lifetime Second Saturday every month at The Pump Station, 1:00 – 4:00 p.m. Contact Kristan Ritchie at 310-802-8013 or visit www.preciousprintstudios.com for more info.

Breastfeeding

Working Mother's Support Group

The Pump Station, 2415 Wilshire Blvd. - 10:00 – 11:30 a.m., \$12 fee, led by Ilka Stemberger, certified lactation educator. Call 826-5774 for more info.

Oct. 16th - Nature Walk (Children's Nature Institute)

Temescal Canyon, 15601 Sunset Blvd., Pacific Palisades, 10:00 a.m. Reservations – 998-1151 or www.children-snatureinstitute.org.

SUNDAY

Snowwhite and Mary-Mary Quite Contrary at the Santa Monica Playhouse

Alternating Saturdays & Sundays at 12:30 & 3:00 p.m. thru Dec. 19th, \$12 adults, \$10 kids ages 12 & under. 394-9779 ext. 2 for reservations, www.santamonicaplayhouse.com

Main Street Farmer's Market – 9:30 a.m. – 1:00 p.m., corner of Main St. and Ocean Park Blvd. Pony rides, live music, lots of vendors and great family socializing.

Puppetolio – 1:00 and 3:00pm, 310-656-0483, 1255 2nd St., ages 3 & up, reservations suggested

Magicalopolis – 2 p.m., 1418 4th St., Admission is \$15. Call 310-451-2241 for info.

Family Fundays at the Will Geer Theatre/Botanicum

Ages 4 and up, 11:00 a.m., \$8, 1419 N. Topanga Blvd., Topanga Canyon, 310-455-3723.

MONDAY

Storytelling

Main Library – Lap Time at Joslyn Park, Craft Room, 9:30 a.m. A series for babies up to two years old.

"Family Connections" - 10:00 a.m. Joslyn Park, Craft Room.

Ocean Park Branch Library – 2601 Main Street, 310-392-3804.

"Spanish for Little Ones", 11:15 a.m. Thru Oct. 18.

Barnes and Noble, 3rd St. Promenade – Toddler Story Time – 10am – 310-260-9110

Classes

YWCA – A Place for Parents – Toddler & Me (1-3 years) – 9:20 – 10:20 a.m.; Parent Support (1-3 years) – 10:30 – 11:30 a.m. 2019 14th St. Call 452-3881 for details and prices.

Breastfeeding Group

The Pump Station, 2415 Wilshire Blvd., 310-826-5774 - no pre-reg required, first class free, \$10 fee thereafter. Moms/babies 0-4 months, 1:00 – 2:30 p.m.

Yoga & Exercise

Yoga Works, 2215 Montana Ave, 310-393-5150 Pre/Postnatal – 12:15 – 1:45pm, \$15 Yoga Garden, - Restorative yoga for pre/postnatal – 6:30 p.m., 310-450-0133. www.yogagardenstudios.com

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STATE

'Kah-li-fornia' eager to draw jobs, but must defend its own

BY MICHAEL R. BLOOD

Associated Press Writer

LOS ANGELES — Gov. Arnold Schwarzenegger is getting a taste of his own marketing.

Two months ago the celebrity governor plastered his grinning face on billboards from Phoenix to Boston, hoping to entice employers to relocate to the West Coast with the slogan, "Arnold says, California wants your business (Actually he says 'Kah-li-fornia.')." Now the competition is getting up close and personal.

Two of the targets of Schwarzenegger's sales pitch, Massachusetts and Nevada, are retaliating with rival advertisements in California cities, angling for jobs with the promise of lower taxes and a brighter future.

They're also taking friendly shots at Schwarzenegger.

Nevada kicks off an ad campaign this week that asks California companies "Will your business be terminated?" — a less-than-subtle dig at Schwarzenegger's Hollywood past.

Massachusetts billboards that went up last week in San Francisco, Los Angeles and San Diego feature Gov. Mitt Romney, who mimics the crossed-arms pose stuck by Schwarzenegger in his ads. The catch line: "Smaller muscles but lower taxes! Massachusetts means business."

Romney decided to answer Schwarzenegger's challenge when he came face-to-face with one of his billboards at Boston's Logan Airport.

"We decided to fight fire with fire," said Shawn Feddeman, a spokeswoman for the Massachusetts governor. "We have a lower income tax, a lower sales tax."

Nevada officials plan to unveil a huge building sign in downtown Los Angeles this week, followed by similar outdoor ads in Sacramento and San Francisco.

"It's the give and take of (Schwarzenegger) coming over to Nevada," said Chuck Alvey, president of the Economic Development Authority of Western Nevada.

Schwarzenegger riled up his economic adversaries in August when he headed to Nevada to announce a national campaign to attract jobs to his state. The campaign began with billboards in 10 cities, and he even drove a moving van down the Las Vegas Strip, offering to transport companies to California.

For California, there is far more involved than one-liners. The state has seen an exodus of jobs in recent years as companies headed elsewhere for cheaper energy, lower taxes and more affordable living for workers.

Schwarzenegger has attempted to use his popularity — and his veto pen — to remake the state's image as business-friendly.

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Shark attack victim survives after seeing red

By The Associated Press

HONOLULU — An Oahu man who was attacked by a shark while spearfishing off Molokai says he doubted he could survive because he lost so much blood.

Davy Sanada was transferred Monday to Queen's Medical Center, where he will undergo surgery to repair a severe injury to his left shoulder. He was reported in stable condition before leaving Maui Memorial Hospital.

Sanada, 34, a Pearl Harbor pipefitter, was free diving alone in shallow water outside Kupeke Fishpond on Molokai when he was attacked just after noon Saturday.

After rescuers stabilized him at the site,

Sanada was airlifted to the Maui hospital.

Sanada said he was swimming back to shore when the shark "came out of nowhere" and bit him. "Something had me, then I started flailing away at it," he said.

Sanada said he stood up after the shark let go, and saw his blood spreading in the water around him. When he saw the shark coming back, he started hitting it with his spear gun and the shark swam away.

After the attack, Sanada said he pulled his wet suit over his shoulder to halt the bleeding and headed for shore.

"I must have been 200 yards offshore," he said. "I had lost a lot of blood. I was getting dizzy. It was an ordeal, but I was yelling for help, and nobody was responding."

Finally, resident Carol Beadle heard him, called 911 and then paddled out to him in a kayak. She took him to the rock wall of the fish pond, where a friend, a former firefighter, helped him until paramedics and firefighters arrived.

Sanada said he believes the shark, which rescuers estimated to be 12 feet long, was attracted by his bag of speared fish about 30 feet behind him.

"I'm missing a small chunk of my shoulder," he said, adding that it's unclear if he will regain full use of his arm. He also said he's not sure if he will go diving again.

He said he has seen sharks while free diving elsewhere, and they have never

approached him.

"If I see a shark, I give them all the room in the world," he said. "We respect each other. You've got to realize that's their domain and give them all the respect."

State Shark Task Force member John Naughton said it is unusual for a shark to attack a swimmer midday in shallow water, but said the fish Sanada had caught probably attracted the shark.

The attack was the first off Molokai since 1992 and the second this year in Hawaiian waters. On April 7, surfer Willis McInnis, 57, was killed by a shark in murky water off Kahana on Maui.

Corporate tax bill benefits worth about \$136B

BY JIM ABRAMS

Associated Press Writer

WASHINGTON — The Senate passed a far-reaching, \$136 billion corporate tax package Monday that cuts taxes for businesses ranging from film companies to bow and arrow makers while closing tax loopholes and bringing U.S. exporters in line with international trade rules.

With the 69-17 vote, the legislation that was two years in the making and required a rare weekend session in the Senate to complete, goes to President Bush for his signature.

"About 200,000 American manufacturers will receive a benefit to help create jobs," said Sen. Max Baucus, D-Mont.

Senators also passed by voice vote two spending bills for 2005, a \$33 billion homeland security bill and another including \$14.5 billion in relief for Florida hurricane victims and drought-ravaged farmers in the Plains states, before their belated departure for the campaign trail.

The House adjourned on Saturday after finishing its actions on the three bills.

Monday's vote was made possible by a Sunday night agreement to satisfy the concerns of several Democrats threatening to immobilize the Senate with a weeklong filibuster.

Sens. Mary Landrieu, D-La., and Edward Kennedy, D-Mass., sought to protect measures left out of the corporate tax bill, while Sen. Tom Harkin, D-Iowa, objected to a cut in spending for a farm conservation program linked to drought assistance.

The three senators were promised mostly symbolic votes in which the Senate will reaffirm positions it has taken in the past, but which have been opposed by House Republican leaders.

Senate Finance Committee Chairman Charles Grassley, R-Iowa, blamed politics for the difficulties in getting the bill through Congress. "Certain members of this body don't want a Republican president signing a jobs bill a few days before the election," he said.

Harkin held up action on the hurricane aid, attached to a \$10 billion military construction spending bill, to protest the decision to pay for the \$2.9 billion in drought relief by cutting a farm conservation program that he has championed.

The hurricane money, intended mostly for the election

battleground state of Florida, is not budgeted and will increase the federal deficit.

Landrieu won agreement for a vote on a measure giving a 50 percent tax credit to employers who compensate workers up to \$30,000 in lost pay when military Reservists or National Guard members are called to active duty. It was estimated to have a \$2.5 billion cost over 10 years.

Her proposal had been in the Senate version of the corporate tax bill but was taken out when House Republicans opposed it. Given that opposition, it was unlikely to win House passage.

Harkin got a vote Monday on a Senate resolution to instruct members of an upcoming budget conference committee that the Senate wants funding restored for the agriculture conservation program.

The corporate tax bill grew out of the need for Congress

to respond to a World Trade Organization ruling that a \$5 billion annual subsidy for U.S. exporters was illegal. As a result, 1,600 American exports to Europe are being hit by penalty tariffs that now stand at 12 percent and are rising by one percentage point a month.

The bill became the vehicle for the most significant overhaul of corporate tax law in nearly two decades. It includes \$76.5 billion in new tax relief for the manufacturing sector, which was broadly defined to include oil and gas producers, architectural and engineering firms and film and music companies.

The package also provides benefits for a wide range of groups, from native Alaskan whalers, importers of Chinese ceiling fans, NASCAR race track owners and residents of states without state income taxes, who would be able to deduct state and local sales taxes from their federal tax returns.

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NATIONAL

Teen survives for eight days stuck at bottom of a ravine

BY MELANTHIA MITCHELL

Associated Press Writer

SEATTLE — After eight days, Laura Hatch's family had almost given the 17-year-old up for dead and sheriff's deputies had all but written her off as a runaway. Then she was found, badly hurt and severely dehydrated, but alive and conscious, in the back seat of a crumpled car, 200 feet down a ravine.

"It's an extraordinary tale of survival," said King County sheriff's Sgt. John Urquhart, noting that in 24 years with the department he'd never known of a person to survive eight days without food or water.

Amazingly, her doctor said Hatch's dehydration actually contributed to her survival, by keeping a blood clot caused by the crash from expanding in her brain.

"It doesn't always work out like that," said Dr. Richard Ellenbogen, chief neurosurgeon at Harborview Medical Center. Had doctors seen Hatch with the blood clot right after the accident, they would have rushed her to surgery, he said.

Hatch remained in serious condition Monday in the hospital's intensive care unit, a day after she was found in the Seattle suburb of Redmond.

Ellenbogen said Hatch was disoriented, thinking only a day had passed. But she's been able to joke with him, and he described her as articulate and clever. "She's in amazing shape for someone lost for eight days."

Ellenbogen said doctors were rehydrating Hatch while carefully monitoring her condition. He said the blood clot, near the back, right side of her brain, could dissolve on its own.

Broken bones around Hatch's left eye could require surgery, Ellenbogen said, but doctors had not determined that Monday.

"This is a good story. We're hoping it has a really happy ending," he said.

The girl's family has remained by her side. A call to the family home in Redmond on Monday was answered by one of Hatch's sisters, who said she didn't wish to talk.

"We were afraid that we weren't going to find her, we weren't going to get her back," Hatch's other sister, Amy, told KING TV in Seattle. "This is the best thing that could happen because there were a million awful scenarios."

"We had already given her up and let her be dead in our hearts," her mother, Jean Hatch, told KOMO-TV.

Urquhart said an investigation into the

accident was ongoing. He would not discuss specifics, but confirmed that Hatch was last seen at a party Oct. 2. Her family called the sheriff's office when she hadn't shown up the next day, he said, and a missing person's report was filed.

Urquhart said the investigation was slowed because there had been underage drinking at the party and "people weren't in some cases particularly forthcoming" about where it was.

On Oct. 6, detectives learned the house was near Novelty Hill Road, east of Lake Washington, which they searched because it was "most likely the route she would have taken as she left the residence," Urquhart said.

The area is less than 5 miles from the steep hillside where Hatch eventually was found.

As days passed, investigators continued to question friends and relatives, but prospects dimmed.

"The indication that we got from friends and family was that the most likely scenario was that she was a runaway," Urquhart said. Noting authorities didn't believe foul play was involved, he said a statewide bulletin was released and advisories were sent to all local police agencies.

Hatch's parents, Jean and Todd Hatch, also hired a private investigator and on Saturday organized an unsuccessful search with 200 volunteers in areas near the place where the car was found.

Sha Nohr, a church member and mother of a friend of Hatch, said she had several vivid dreams that night of a wooded area with the message, "Keep going, keep going."

Sunday morning she felt an urgent need to look for Hatch.

With her daughter joining her, they drove to the area where the crash occurred, praying along the way. "I just thought, 'Let her speak out to us,'" Nohr told The Seattle Times.

Nohr said something drew her to stop and clamber over a concrete barrier and more than 100 feet down a steep, densely vegetated embankment where she barely managed to discern the wrecked 1996 Toyota Camry in some trees.

She called to her daughter, who flagged down a passing motorist and the man helped Nohr get closer to the car as aid was summoned.

"I told her that people were looking for her and they loved her," Nohr recalled, "and she said, 'I think I might be late for curfew.'"

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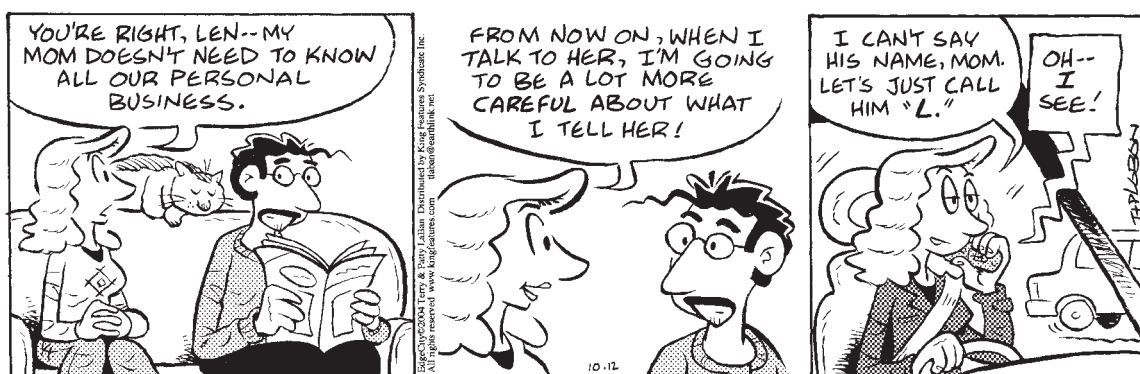
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The Dinette Set by Julie Larson



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PEOPLE IN THE NEWS

Brazil nuts about Pavarotti and benefit concert

By The Associated Press

ROME — Luciano Pavarotti will stage his annual benefit concert in Brazil this year instead of his Italian hometown of Modena, a news report said.

The Pavarotti and Friends concert will take place in Sao Paulo in December, the ANSA news agency said Monday, quoting the famed opera singer.

"We're still defining the cast and the exact date, and we will announce them soon," Pavarotti said. The report didn't explain the change of location, and concert organizers said they had no information on the venue.

For 10 years, the charity concert has been staged in Modena in northern Italian.

ADDIS ABABA, Ethiopia — Irish rock star Bob Geldof has acknowledged that solutions to Africa's poverty, disease and conflict elude a commission set up by British Prime Minister Tony Blair to craft ways of helping the continent.

Speaking on the final day of a meeting of the Africa Commission, Geldof said Friday that increased aid, debt relief and fairer trade weren't enough to end the woes of the world's poorest continent.

"There is something else, something else that all of us are missing and I keep wanting to hear the new idea," the singer said.

Geldof is a member of the commission working to spell out what Africa needs to develop and explain what has held it back. Its findings are expected in time for Britain's presidency of the Group of Eight industrialized countries and the leadership of the European Union next year.

"Of course we are going to apply more aid — that is an absolute given," Geldof said. "Debt relief isn't even an argument anymore. The argument is won, get on with it. Trade is not an argument — it is completely biased against the poor world."

Western countries spend about \$1 billion a day supporting their farmers, subsidies that African countries argue undercut the competitive advantage of one of their main revenue sources and effectively cut them out of markets they could dominate.

African officials said the subsidies are threatening the livelihood of millions of African producers and their elimination could change the lives of millions of poor African farmers.

RENO, Nev. — The president of the University of Nevada, Reno says "Fahrenheit 9/11" filmmaker Michael Moore "must be allowed to speak" when he visits the campus this week.

Moore's scheduled appearance Wednesday has prompted criticism from Republican student groups and some alumni. In response, UNR President John Lilley has written a letter underscoring the university's commitment to free speech.

"I encourage the students, faculty and community to respect Mr. Moore's right to express his views and to remind others of his right to express them," Lilley wrote last week. "Whatever you think of his views, he is now a guest of the university, and he must be allowed to speak."

Several donors and alumni are upset that the school's student government has rejected their offer of \$100,000 to have Moore debate a conservative spokesman during his appearance.

Rick Reviglio, a Republican whose family has given about \$1 million to the university, said his donations could cease if Moore, whose "Fahrenheit 9/11" blasts President Bush, doesn't debate a conservative during his visit.

"We have given generously to the university and to see that money being spent frivolously on the likes of people like Michael Moore is upsetting," said Reviglio,

general manager of Western Nevada Supply in Reno.

Moore has been encouraging students to vote. His college tour, which ends Nov. 2 in Tallahassee, Fla., has drawn sellout crowds, as well as heated criticism at almost every stop.

Lilley said Moore's speech is expected to attract an audience of about 9,000 to the Lawlor Events Center.

The university's student government voted last month to contribute \$6,300 in student-fee funds to Democracy for Nevada, a student political action committee and recognized campus club, which is sponsoring the appearance. The balance of Moore's \$33,000 speaking fee will come from fund-raising projects and ticket sales.

Lilley said the student government also has made funds available to the College Republicans and interested parties so they can invite a speaker of a different point of view. He said those plans are pending.

JACKSONVILLE, Fla. — Tiger Woods always said he had to win a major golf tournament for it to be considered a great year, but he might have found an exception last week when he got married in Barbados.

"As far as off the course, it is a great year," Woods said Sunday from his yacht, where he and new bride Elin Nordegren have been diving on their honeymoon since their marriage in the Caribbean.

Sounding more relaxed than ever, Woods is in no hurry to resurface.

His next tournament is supposed to be the Funai Classic at Disney, which starts Oct. 21 about 10 minutes away from his home in Florida, but Woods did not say whether he was going to play.

"I'm having so much fun on my honeymoon, I don't know if I'll be back or not," he said during a 30-minute conference call. "It depends on how much fun I'm having out here and whether I need to get back."

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