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Local retailers expected to post high sales this holiday season using new business strategies



File Photo

HOLIDAY SHOPPING: Some stores on the Third Street Promenade are encouraging customers to buy gifts online and pick them up in-store, or are luring shoppers in with special experiences.

MADELEINE PAUKER
Daily Press Staff Writer

Retailers are expected to do well during the holiday season this year, especially if they embrace online shopping, develop loyalty programs and create special experiences for shoppers, according to a report by real estate and investment firm CBRE.

The report projects retailers will increase their sales by 4.6 to 4.8 percent.

"The consumer optimism is obviously up considering the country is at an all-time low in unemployment," said Orbell Ovaness, a first vice president at CBRE. "Wages are going up, and they're spending money like never before."

Sales on the Third Street Promenade fell by 2.9 percent last year as online shopping continued to rise in popularity. But Ovaness said holiday experiences in downtown Santa Monica, such as the upcoming Unique LA Holiday Market on the pier, the Ice skating rink and Christmas tree and menorah lightings, will help draw shoppers into nearby stores.

Rob York, retail consultant for Downtown Santa Monica, said individual retailers, from mom and pop stores to flagship Promenade stores, are also trying to make shopping more of an experience.

"It's about trying to be more engaging, even if they're not making a purchase," he said. "That means more events and tutorials to make it an interactive and social experience beyond just a transaction."

Santa Monica BuyLocal chair Jennifer Taylor said she has seen more pop up stores aimed at experiential shopping open in Santa Monica, such as Candytopia at Santa Monica Place.

"Wherever we have vacancies, it's nice for the holidays to activate the spaces as

SEE **SALES** PAGE 7

Santa Monica-based app helps athletes and accountants alike relax, relieve pain

MADELEINE PAUKER
Daily Press Staff Writer

IV therapy has proliferated in Santa Monica in the past five years as it became trendy with celebrities throughout Los Angeles. Now, a downtown startup is dispatching the therapy to customers' homes via an app.

REME, which offers on-demand IV therapy, massages and stretches in Southern California and the Bay Area, is capitalizing on the local wellness trend. The therapy started in Los Vegas in 2012 as a hangover cure and has since spread across the country. Still popular as a remedy for a heavy night of drinking, clients now ask for a variety of vitamin blends to reduce stress, fight colds and flus and relieve chronic pain.

REME also sends out massage and stretch therapists, which managing director Moaz Hamid said are popular with runners looking to lower the risk of injury and activate their muscles. The company sponsored the Malibu Half-Marathon & 5K Run/Walk earlier this month, but said it's not just athletes who are using the app.

"A lot of our customers are engineers working longer hours and drinking a lot of coffee, tea and soft drinks, and IV therapy helps them rehydrate and focus," he said. "The harder your work is mentally, like coding or accounting, the more IV therapy could help you restore and get back to work."

Hamid said massages are also in demand with office workers.

SEE **APP** PAGE 5

Isabel A. Ash Esq.
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What's Up Westside
OUT AND ABOUT IN SANTA MONICA

Monday, Nov. 26

Airport Commission Meeting
The Santa Monica Airport Commission meets the 4th Monday of each Month at 7 p.m. in the City Hall Council Chambers, except in August & December when the Commission is in recess.

Little Hands Art Class
Explore art and play. Make your own masterpiece. Limited space; tickets will be handed out 15 minutes before the program. Ages 18 months to 5 years. Clay. Montana Avenue Branch Library, 11:15 - 11:45 a.m.

Tuesday, Nov. 27

Observing the Night Sky with a Planisphere
Professor Tom Carey shows how to use a star and planet locator (planisphere) to "see" the evening sky. If clear skies prevail, we will observe the waning gibbous moon outdoors. Montana Avenue Branch Library, 7:30 - 8:30 p.m.

Cross-disciplinarity with Catherine Coan & Friends
Join organizers for Writer-in-Residence Catherine Coan's second event at the Annenberg Community Beach House. In 'Cross-disciplinarity,' Coan moderates a conversation with artists working between worlds. Guests: Leslie Brown, oil painter, printmaker and poet; Mathieu Callier, children's book writer; Cindy Rinne, sculptor and poet; Sheree Winslow, author of memoir and flash fiction. Annenberg Community Beach House. Register at http://annenberg-beachhouse.com/beachculture. 6:30 - 8 p.m.

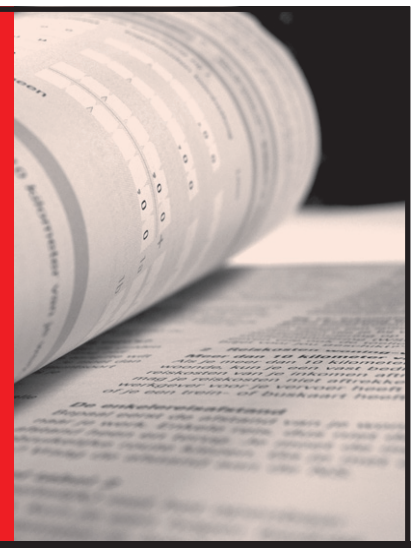
Pajama Story Time
Come to the library in your PJs for stories and a craft. For families. Montana Avenue Branch Library. 6 - 7 p.m.

City Council Meeting
Regular Meeting of the Santa Monica City Council. City Hall. 5:30 p.m.

College Application Drop-In Services
Get free one-on-one assistance with college applications and essays. To submit your application, bring your transcript(unofficial is fine) and Social Security, DACA or Green Card number. Computers provided, or bring your laptop. Presented in collaboration with the Santa Monica Boys & Girls Club's College Bound Program, Diana Hanson of Magellan Counseling, and Nick Soper of Creative College Prep and TeenLAUNCH. Grade 12. Main Library. 4 - 6 p.m.

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Quick-Sautéed Brussels Sprouts

From Callie Rogers | Buon Gusto Farms



Brussels sprouts have come a long way in recent years. Gone are the days of an awfully boiled sprout giving nightmares to kids everywhere and well-prepared sprouts have become a staple for many.

Callie Rogers from Buon Gusto Farms said a good serving of greens is now family pleasing dish, not a source of generational tension.

"Right now, it feels like Thanksgiving and Christmas dinners require a Brussels sprouts dish, otherwise somebody's going to complain," she said. "And you don't want to add fuel to the fire of family gatherings. So you might as well make it delicious."

She said the recipe's core is the farm's exceptional Extra Virgin Organic olive oil. With customers always looking for great recipes she said this salad has optional and exchangeable toppings that can take advantage of whatever is seasonal at the market.

"The food and ingredients at the farmers market always seem to be on another level," she said. "We joke that foods from the farmers market, for example Brussels sprouts are what other Brussels Sprouts strive to be but can never achieve. The other thing about getting great ingredients from the market is that when you work with quality ingredients, and quality olive oil you don't actually have to do a lot to make a great meal and it's much harder to screw up."

Rogers said that food is one of the ways that we show love. This is the season to take care of others and show your love through feeding them.

While her sprouts recipe errs on the heathier side of holiday food, her personal indulgence leans a little more into the butter and sugar. Still, the salad is something people come back for again and again.

"To be honest, it's the baked goods that I love most," she said. "The pies and homemade bread are what call my name, but it's the dishes like this, that happen to be vegetarian (and are easily vegan) and happen to be gluten free that are the dishes requested over and over. This is a dish that is famous for making converts. It is famous for inspiring people to say, 'I don't usually like Brussels sprouts but…'"

The chance to actually cook a hearty meal is itself a sign of the seasons for Rogers. She said few people want to flood their kitchens with the heat from a stove or oven mid-July so the cooking methods that become more viable in the winter are seasonal trigger in themselves.

The farm itself is also strongly tied to the winter rhythms.

"Olives are only harvested once a year around October or November," she said. "The winter season is our chance to prepare for the upcoming year. Everything that happens to the trees throughout the year affects the olives and the olive oil for the next year."

Buon Gusto farms is located in Ventura and sells at Santa Monica's Wednesday Downtown & Sunday Main Street Farmers Markets.

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QUICK-SAUTÉED BRUSSELS SPROUTS

Ingredients:

MAIN INGREDIENTS:
1 lb Brussels sprouts
3 tbsp Buon Gusto Buena Ventura olive oil
1 tbsp lemon juice (about half a lemon)
1/2 tsp honey
1/2 tsp Dijon mustard
2 scallions, roots trimmed
1 tsp water or leftover white wine
salt & pepper to taste

SUGGESTED TOPPINGS:
1.5 oz pecorino Romano cheese, thick sliced and broken up into large-ish chunks
1/3 cup dates, pitted and torn into pieces
2 sweet-hot pickled red peppers, thinly sliced
1/4 cup almonds, toasted and chopped
Olive Oil Vinaigrette Quick-Sautéed Brussels Sprouts With Fun Toppings
Serves 4-6 as a Side

DIRECTIONS:
1. Trim the stems off the Brussels sprouts and cut them top-to-bottom in to 1/8" slices.
2. Separate the green and white parts of the green onions. Finely mince the white parts, and thinly slice the green parts.
3. In a large bowl, whisk together the minced white parts of the onion with the mustard, honey, lemon juice, and a pinch of salt and few grinds of pepper. While whisking, slowly drizzle in 2 tbs of the olive oil to finish the vinaigrette. Taste it and adjust the salt or lemon juice as needed. It should be bright and tangy but not puckering.
4. Heat a large skillet over medium-high heat. Once hot, add 1 tbsp of the olive oil. Let heat, but not smoke (the oil should move freely and be pleasantly fragrant), then add all the sliced Brussels sprouts with a pinch of salt. Stir to evenly coat with oil.
5. Let the Brussels sit in the skillet for about 1 minute – you want to get some nicely browned bits – then scrape and toss them all again. Let sit for another minute then scrape them up again. Repeat the scraping and waiting for one minute twice more.
6. Add the water to the skillet and toss the Brussels for about one minute until the water/wine evaporates then the slices are crisp-tender. This recipe tastes best if there are bits that are borderline raw and other bits that are almost burnt.
7. Add the cooked slices to the vinaigrette and stir to coat them evenly.
8. Wait about five minutes for them to cool a bit, then add the cheese, dates, peppers, almonds (if using). If you add the cheese too early, it will melt. Also, don't worry about making these toppings finely cut up. Decent sized, uneven chunks are better for the flavor and texture of the salad!*

*Note: You can use almost any nut and/or hard cheese for the toppings. For more information: www.buongustofarms.com



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Westside Together

By Becky Avila, PhD
Send comments to editor@smdp.com

Pathways to Hope, not Homelessness, for youth on the Westside

Experiences of homelessness among youth and young adults ages 18-24 is on the rise in Los Angeles. According to this year's LA Homeless Authority's (LAHSA) point in time homeless count, there are over 3,000 youth sleeping on the streets of LA County on any given night. Given the transient nature of youth homelessness and the precarity of stable and affordable housing, the numbers are likely higher. In the same year, Safe Place for Youth (SPY) served over 1300 individual young people on the Westside of LA County alone. So, what is the issue?

There are many pathways into homelessness for young adults. Some of the most common precipitating factors are household poverty, aging out of the foster care system, fleeing from abusive and/or toxic home environments, that include childhood neglect and poor mental health. These factors are compounded by LA's soaring rental costs, stagnant wages, and sheer lack of supportive services for youth and young adults. Individuals between the ages of 18-24 are often labelled "low-priority." This can make it incredibly challenging for young people to locate affordable, safe, and stable housing. Furthermore, efforts to curtail homelessness in the county have typically focused on the needs of chronically homeless adults, meaning that young people in need were often underserved. Even today the infrastructure for homeless youth needs major improvement. In West LA for example, there are only 109 shelter beds available for homeless individuals; only 7 of these are specifically reserved for youth. Meanwhile, 243 of the westside's neighborhood youth are waiting for a bed. Sleeping on sidewalks and alleys is most prevalent among youth 18-24 years of age, accounting for almost half of the locations where unsheltered youth spend the night.

When did it become ok for kids to sleep in alleys, storefronts, and under freeways? This was the question posed by SPY founder and acting Executive Director, Alison Hurst. Unwilling to turn a blind eye, Alison mobilized her family, neighbors, and a dedicated cohort of volunteers to serving the youth in their community. The efforts began humbly and involved providing food packs and dry socks to youth on Venice Beach. Those seeds of community action, cultivated by Alison's vision and a budding network of community volunteers and partner agencies, laid the groundwork for SPY's founding in 2011. The idea: to deliver youth-specific services that utilize community resources, volunteers, youth voices, and trauma-informed care that support homeless youth with exiting the streets. In 2015, we opened the doors to our "hub of hope" Drop-In Center in Venice, which annually serves over 1,000 unduplicated homeless and/or at-risk youth. In 2016, SPY became West LA's lead agency for the Youth Coordinated Entry System (YCES), the county's systematic effort to connecting homeless youth to organizations that provide shelter, housing, and services. The system ensures a "no-wrong-door approach to accessing shelter and services.

At our Drop-In Center, youth between the ages of 12-25 receive low-barrier day-access to basic needs, peer-to-peer connections, and holistic programming that can serve as a gateway to more critical supportive resources. Our robust continuum of care includes westside-based street outreach, Drop-In services where youth can access hot meals, showers, clothing, and connections to our case management teams, crisis intervention, housing linkages, education and employment programming, health and wellness programs, family reconnection services, pregnant and parenting support, and healing arts programs. In 2018, we supported nearly 200 youth with exiting the streets, served over 23,000 meals, provided nearly 500 counseling sessions and 200 health consultations/ We also enrolled nearly 60 young people in school and supported 96 individuals with finding employment. Our programs are designed to empower young people to take control of their lives and ensure that their experiences of homelessness are prevented and/or brief and non-recurring.

"The kids we see at SPY," shares SPY Executive Director Alison Hurst, "are fleeing abuse and neglect and have been thrown away by the very people meant to protect them." When asked how they became homeless, 59% of our SPY members report having been kicked out by a parent or caregiver, runaway from abusive environments that include physical and/or sexual abuse, homophobia or transphobia, parental mental illness, and substance abuse; 26% report previous involvement in the foster care system. Since our founding, SPY has focused on providing a safe space for homeless and at-risk youth to stabilize and prosper. The lack of available housing programs for youth on the Westside has proven our greatest challenge in helping young people achieve this stability. Nevertheless, we persist. Our work with the young people in our community is informed by our commitment to pathways to hope, and not homelessness. We hope you'll join us in our collaborative efforts and support the nearly 300 youth in need of your support on the Westside and the over 3,000 youth countywide. Everyone deserves a home and everyone has a role to play in finding a solution to youth homelessness in our city.

Becky Avila, PhD is the Grants Manager for Safe Place for Youth . If you'd like to connect with or donate to Safe Place for Youth please email our team at info@safeplaceforyouth.org.

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WINNER

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APP

FROM PAGE 1

"A massage helps relieve body stress, pain, anxiety and depression," he said. "Going back to work after that feels incredible."

Online, the app's users praise its lower prices on massages compared to traditional massage parlors and the consistent quality of its masseuses. The IV therapy it offers is a little more controversial, particularly with doctors, many of whom say the treatment is ineffective and potentially dangerous when done incorrectly. Some say people only feel better after an IV drip because of the placebo effect.

Anesthesiologist Brett Florie, who operates the Hydration Room on Montana Avenue, maintains the therapy is an effective treatment for migraines, Crohn's Disease and the flu because of the vitamins it provides. He's skeptical of the recent popularity of mobile services like REME, however.

The level of salt in IVs can be harmful to people with heart disease or high blood pressure, improperly inserted catheters can expose patients to infection or cause strokes and infusing vitamins too quickly can cause heart failure, kidney damage or swelling of the brain, doctors say, although such harmful side effects are rare.

Florie says brick-and-mortar IV clinics ask customers about their medical history to determine if they are at risk of any side effects and train nurses to handle issues, such as allergies, that may arise.

However, Hamid said REME uses a medical company to provide the IV therapy, and a doctor or nurse practitioner calls users to ask about their medical history after they order an IV drip through the app. Once the nurse arrives at a user's location, he or she asks additional medical questions and performs a physical checkup on the user before hooking up the IV.

If there are any unforeseen issues, the nurse can take out the IV and do additional testing or call an ambulance if required, Hamid said.

"It's not done by inexperienced people," he said. "It's similar to going to the doctor."

As REME expands across California during the next year and prepares for a national expansion, the company plans to market the app as a way to fit self-care into a busy lifestyle.

"Between work and family and traffic, you end up not having time for yourself at all," Hamid said. "It's very important for us to be in (users') daily lives without taking up too much of their time."

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SURF FORECASTS

WATER TEMP: 65.1°

MONDAY - **FAIR** - SURF: 2-3 ft waist to stomach high
Easing WNW swell mix. Small SSW swell. AM offshore flow to return.

TUESDAY - **FAIR** - SURF: 2-3 ft waist to stomach high
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SALES

FROM PAGE 1

much as possible and not have vacancies in our commercial districts," she said. "The pop-ups get some high profile attention without being locked into a long-term lease."

Retailers are also encouraging customers to buy online and pick up items in store, the report said, which saves them money because they don't have to stock as many products. York said that online purchasing model gives stores a chance to not only sell more merchandise when the customer picks up their purchase, but to interact with them and develop a bond.

Taylor said more customers of department stores like Bloomingdales and Nordstrom have been making online purchases and picking them up in store.

"That has interesting implications for the community, because wherever point of sales is made has different ramifications in terms of revenue brought back into the community," she said. "When you go into a shop and buy something, you pay local sales tax that supports local schools and other programs. Online sales tax goes into the county pool and is more widely distributed."

The report said retailers are rushing to fill the gap left by the bankruptcy of Toys "R" Us, and York said Downtown Santa Monica is looking to bring in more merchants that sell toys and children's products. Taylor said she is also noticing businesses that customers wouldn't usually associate with toys, such as drug and grocery stores, are now selling them.

"We do have some pretty thriving, longtime local brick-and-mortar toy stores like the Acorn Store, Puzzle Zoo and Quinnie & b," Taylor said.

Nationally, many business owners are experimenting with rewards programs this winter, a trend Taylor said is echoed in Santa Monica. Main Street recently launched a loyalty card program in conjunction with the Ocean Park Neighborhood Association, she said.

"We're seeing a lot of retailers developing strategies for how to get people physically into their shops by offering cool experiences you can't get at your computer," she said.

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CITY OF SANTA MONICA
NOTICE INVITING BIDS

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

Annual Paving FY 18/19, SNAP Parking Lot & Beach Parking Lot 5S Improvements SP2477

Bids shall be delivered to the City of Santa Monica, Office of the City Clerk, Room 102, 1685 Main Street, Santa Monica, California, 90401, not later than 2:30 p.m. on **December 5, 2018** to be publicly opened and read aloud after 3:00 p.m. on said date in City Hall Council Chambers. Each Bid shall be in accordance with the Request for Bids.

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COOKING ON DEADLINE:

Cauliflower Tots

BY KATIE WORKMAN
Associated Press

There is no question that cauliflower has been having a long, popular moment. I was already a cauliflower fan, even a cauliflower lover, mostly favoring sliced and broken chunks of cauliflower tossed with a generous amount of olive oil, sprinkled with a liberal amount of salt, and roasted to a deep caramelized brown in a fairly high oven. My family can eat a baking sheet of that before dinner even hits the table.

But geez, once people started realizing you could "rice" cauliflower — e.g., chop it into tiny rice-sized pieces — it blossomed into a true "thing." It can be used in stir fries, pizza crusts, risottos, meatloaves — anywhere regular rice might appear, cauliflower is edging its way in.

Now, cauliflower is taking over your tater tot! The same general concept — finely chopped and cooked cauliflower bits — is showing up in the form of caulitots.

To start with, these are just plain delicious. (The cheese does not hurt.)

Second, they are just plain fun.

Third, if you are among those parents wondering how to get more vegetables into your kids' bellies, you may have found a go-to solution.

You might even want to enlist a kid or two to help you form the tots.

Here are some variations I'm going to try adding to the tots in the future: minced chives, chopped parsley, a pinch of garlic powder, or chili powder or paprika. But if you make them just as they are below, I'll probably see you at the next Cauliflower Fan Club meeting.

CAULIFLOWER TOTS

Servings: 4 (about 16 tots)
Start to finish: 40 minutes
2 1/2 cups cauliflower florets
1 large egg
1/3 cup shredded cheddar cheese
1/4 cup grated Parmesan cheese
1/3 cup Panko breadcrumbs
Kosher salt and freshly ground pepper to taste

Preheat the oven to 400 F. Oil a baking sheet, or line with parchment paper, and set aside. Place the cauliflower florets with 1/2 cup of water in a medium saucepan, cover the pot, place over medium-high heat and bring to a boil over high heat. Reduce the heat to medium low and simmer until just tender, about 10 minutes. Drain and place the cauliflower in a food processor. Pulse the cauliflower until it is in very small pieces, essentially a grated, rice-like consistency.

Place the chopped cauliflower on a clean kitchen towel, roll it up, and twist and squeeze it over the kitchen sink until you have removed as much moisture from the cauliflower as possible.

Lightly beat the egg in a medium-size bowl, and mix in the cheddar, Parmesan, Panko, and salt and pepper. Add the cauliflower and stir to combine. Scoop out rounded tablespoons of the mixture, form them into cylindrical shapes and place on the prepared baking sheet. Bake for about 20 minutes, until the caulitots are golden and firm. Serve hot.

___

Nutrition information per serving: 117 calories; 53 calories from fat; 6 g fat (3 g saturated; 0 g trans fats); 68 mg cholesterol; 318 mg sodium; 9 g carbohydrate; 2 g fiber; 1 g sugar; 7 g protein.

___

Katie Workman has written two cookbooks focused on easy, family-friendly cooking, "Dinner Solved!" and "The Mom 100 Cookbook." She blogs at http://www.themom100.com/about-katie-workman. She can be reached at Katie@themom100.com.

TODAY'S BIRTHDAY (Nov. 26)

Your soul feels like dancing, and the rhythm of life picks up the beat. New faces come in and out of your projects, invigorating the scene with exciting energy. But when you want a commitment from someone, all you have to do is ask. Your attention to being healthy and fit will have far-reaching benefits. Virgo and Libra adore you. Your lucky numbers are: 5, 23, 11, 19 and 2.

ARIES (March 21-April 19)
You've had your moments of being entirely too busy, so you don't take it personally when someone close to you gets caught up in the bustle. You'll be an invaluable asset to a busy person today.

TAURUS (April 20-May 20)
The first rule is to love yourself. It may seem noble to love someone else more than you love yourself, but because this violates the first rule, it leads to problems. You'll be able to do more for others when you follow the first rule.

GEMINI (May 21-June 21)
One version of mistaken identity is when you mentally imbue others with powers they do not possess. To accurately recognize the strengths and limits of others is a form of love.

CANCER (June 22-July 22)
It's a comfort to know where you belong, but it's also important to realize that you're the one who made it so. You created a place for yourself, and you could do the same in any number of places should you choose to make a move.

LEO (July 23-Aug. 22)
While others complain about what's wrong, you home in on the problem, learn all you can about the surrounding circumstances and fix it in a way that satisfies both the small and the big picture.

VIRGO (Aug. 23-Sept. 22)
Much depends on where the information is coming from. Credible sources get listened to. So do attractive or unexpected sources. Unfortunately, familiar sources are most commonly disregarded.

LIBRA (Sept. 23-Oct. 23)
Shape interactions with an eye toward the abilities and needs of those around you. Granted, you're looking at a wide range of strengths and weaknesses, but there's a way to guide all to the fullness of their capacity.

SCORPIO (Oct. 24-Nov. 21)
People often overestimate the strength of their boundaries. If even a small part of the fence is down, that's where intruders will enter. Make sure that enforcements are fully in place, and then you can relax.

SAGITTARIUS (Nov. 22-Dec. 21)
You will enjoy your own personal space and time. Solitude will nurture and restore you. Those who "get" you know when to leave you alone. The others will need a hint. Where gentle reminders fail, be assertive.

CAPRICORN (Dec. 22-Jan. 19)
Though it can be disappointing to learn just how self-centered people can really be, it also takes some of the pressure off to learn that they care more about how they feel when they're around you than anything else.

AQUARIUS (Jan. 20-Feb. 18)
Luck will play a role, but it's not the part you expect. It's still important to set up your plan and follow up with your contingency plan. The more prepared you are the more confident you'll be.

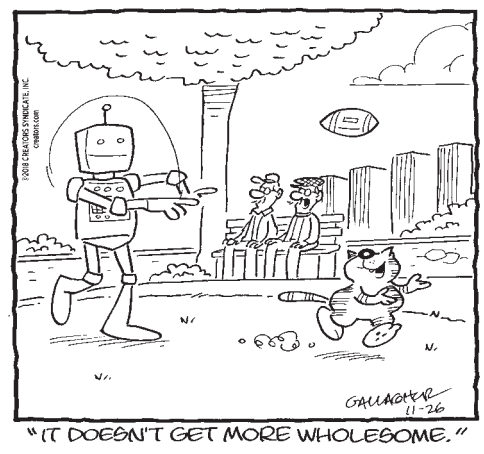
PISCES (Feb. 19-March 20)
Ironically, the foresight it takes to avoid a bad situation often comes in hindsight. That is to say, people who've already had the experience of being in a bad situation are the best at avoiding getting stuck in the future.

Tense Times for Mercury and Mars

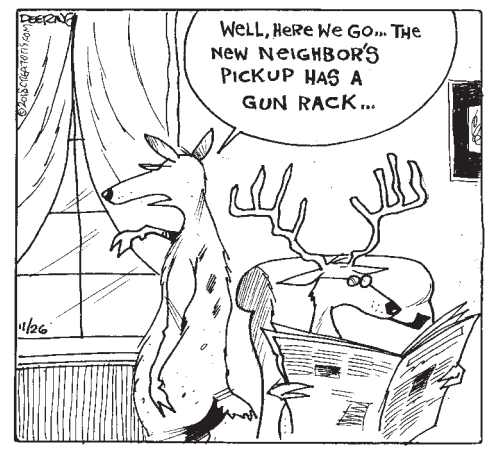
The square of Mercury and Mars carries the emotions associated with unfamiliar faces, the startled discovery of having knocked on the wrong door, the wiry tension of walking through a party of strangers in search of a place to settle in. Of course, this could also be interpreted as an exciting social moment, rich in possibility.

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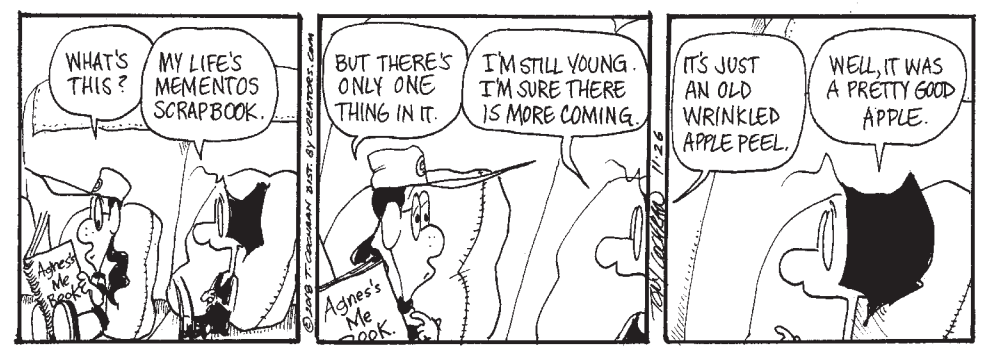
Heathcliff
By PETER GALLAGHER



Strange Brew
By JOHN DEERING



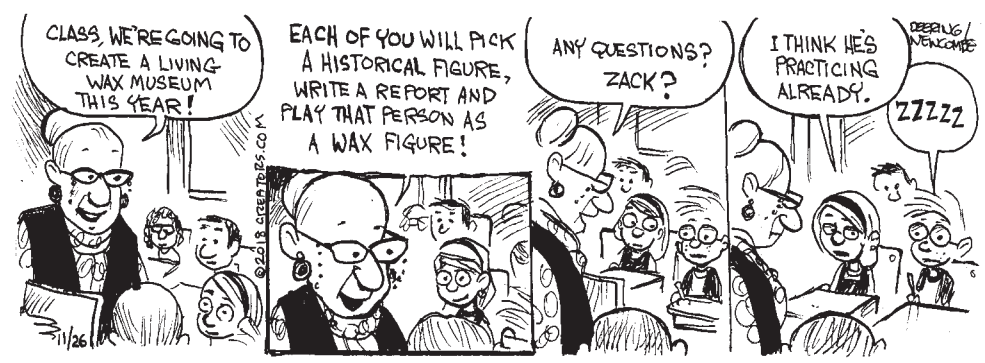
Agnes
By TONY COCHRAN



Dogs of C-Kennel
By MICK & MASON MASTROIANNI & JOHNNY HART



Zack Hill
By JOHN DEERING & JOHN NEWCOMBE





WELL NEWS BY SCOTT LAFEE

Observation

■ "The word aerobics comes from two Greek words: "aero," meaning "ability to," and "bics," meaning "withstand tremendous boredom." -- Humorist Dave Barry

Medical History

■ This week in 1814, the first modern plastic surgery was performed at the Duke of York's Hospital in Chelsea, England. Having read accounts of ancient Indian procedures, Dr. Joseph Carpue used flaps of forehead skin to repair the noses of two British military officers. One of them had lost his nose to the toxic effects of mercury treatments, and the other's nose was mutilated by a sword.

MYSTERY PHOTO

SPONSORED BY Ice at The Plaza at Santa Monica



The first person who can correctly identify where this image was captured wins a prize. Send answers to editor@smdp.com.

SOLUTIONS TO YESTERDAY'S CROSSWORD

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

Sudoku

Fill in the blank cells using numbers 1 to 9. Each number can appear only once in each row, column, and 3x3 block. Use logic and process of elimination to solve the puzzle.

SOLUTIONS TO YESTERDAY'S SUDOKU

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

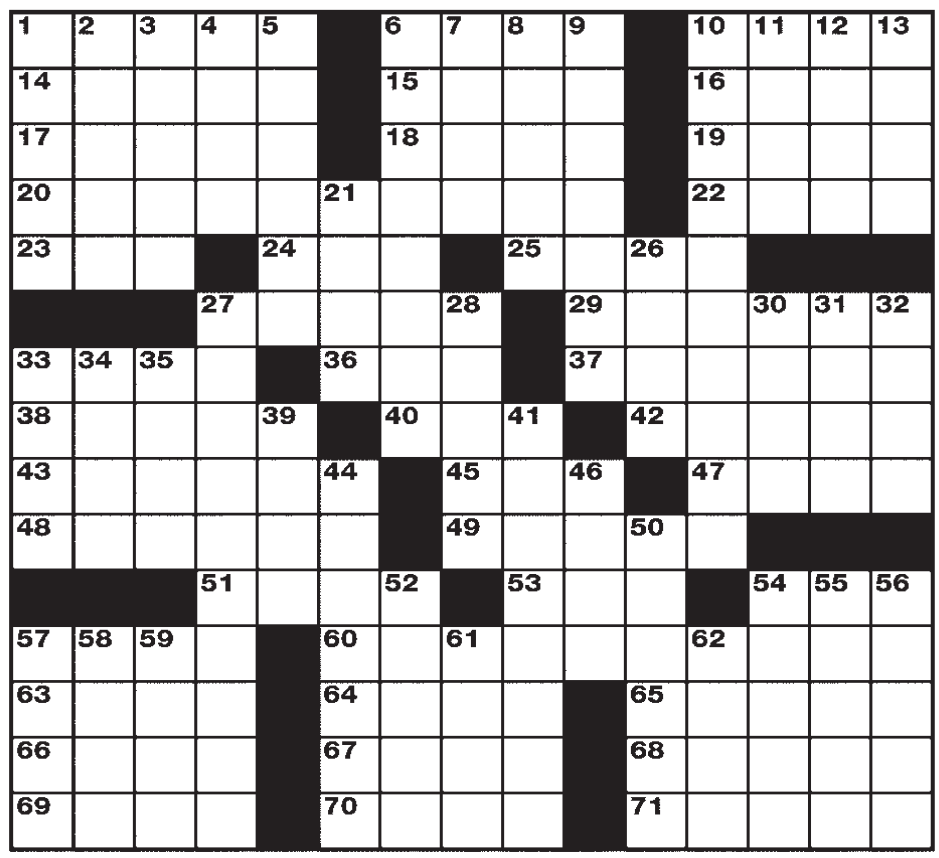
	8			3	1			
2		1	5	4			8	
	7				9	4		1
		3	1	2		8		7
	9						1	
8		4		9	5	6		
9		5	3				6	
	6			5	8	3		2
			4	7			5	

Newsday Crossword

"CUTTING" JOBS by Brad Wilber
Edited by Stanley Newman
www.stanxwords.com

ACROSS
1 "Tall" stories
6 Saucers from space, for short
10 Taverns
14 Wide __ (fully alert)
15 Biblical ark builder
16 Sinister
17 Stove for cooking
18 "If all __ fails . . ."
19 Office assistant
20 Fabric-cutting job
22 Secondhand
23 "Of course!"
24 Goo for paving
25 Refine, as flour
27 Leaving the premises
29 Elegant extras
33 Farmland measure
36 General Robert E. __
37 Visible, as poker cards
38 Roves around
40 High-tech "fingerprint"
42 Pageant winner's headgear
43 Shoe cushion
45 Quirky
47 Chimps and gorillas
48 Send out, as troops
49 Arrange in straight rows
51 Oil cartel
53 Frozen water
54 __ Vegas
57 Thick carpet
60 Tree-cutting job
63 Vehicle for hire
64 Typical Saudi
65 Small flat-topped mountain
66 December 24th and 31st
67 Medium or extra-large
68 Being pulled from behind
69 Nuisance
70 Broke soil for planting
71 Impolite looks

DOWN
1 Behind schedule
2 In the know
3 Narrow roads
4 Heart charts: Abbr.
5 Handles the details of
6 Not merited
7 __ songs (traditional music)
8 Places with water in deserts
9 Old West lawman
10 Hair-cutting job
11 Hertz competitor
12 Take a bus or train
13 Coaster on snow
21 Postal Service delivery
26 Campus club, for short
27 Diamond-cutting job
28 Italian salami city
30 Big jump
31 Entice
32 Resorts with hot springs
33 Dry as a desert
34 Party hat shape
35 Speak hoarsely
39 Pigsty food
41 Strayed from the script
44 Hair that moves with winking
46 They're rolled in Monopoly
50 Small pet rodent
52 Unusual collectible
54 Coffee with steamed milk
55 Film performer
56 Depicts unfairly
57 Ladder rung
58 "__ we met before?"
59 Chopping tools for tree cutters
61 Paper puzzle with a winding path
62 Father's Day month



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Name Changes

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. 18SMCP00008
Superior Court of California, County of Los Angeles
Petition of LINDA MEEKS WELKER for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: JOHN R. SHINER filed a petition with this court for a decree of changing names as follows: LINDA MEEKS WELKER to LINDA BROWER MEEKS. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: 12/07/2018, Time: 8:30 AM, Dept: K, Room: A-203
The address of the court is SUPERIOR COURT OF CALIFORNIA - COUNTY OF LOS ANGELES, 1725 MAIN STREET, SANTA MONICA, CA 90401
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: OCTOBER 9, 2018

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. 18SMCP00038
Superior Court of California, County of Los Angeles
Petition of DEBORAH LEE PRESSEL BAKER for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: DEBORAH LEE PRESSEL BAKER filed a petition with this court for a decree of changing names as follows: DEBORAH LEE PRESSEL BAKER to RANJANA BHARGAV SHUKLA. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: 12/21/2018, Time: 8:30 AM, Dept: K, Room: A-203
The address of the court is SUPERIOR COURT OF CALIFORNIA - COUNTY OF LOS ANGELES, 1725 MAIN STREET, SANTA MONICA, CA 90401
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: OCTOBER 25, 2018

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Name Changes

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
Case No. 18SMCP00065
Superior Court of California, County of Los Angeles
Petition of NIMA PATEL for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner or Attorney: NIMA PATEL filed a petition with this court for a decree of changing names as follows: NIMA PATEL to NIMA PATEL KAVELLE. The court orders that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.
Notice of Hearing:
Date: 1/4/2019, Time: 8:30 AM, Dept: R, Room: 215
The address of the court is SUPERIOR COURT OF CALIFORNIA - COUNTY OF LOS ANGELES, 1725 MAIN STREET, SANTA MONICA, CA 90401
A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Santa Monica Daily Press.
Date: November 9, 2018

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Notice

NOTICE OF PETITION TO ADMINISTER ESTATE OF FRANKIE JEAN READ
Case No. 18STPB09455
To all heirs, beneficiaries, creditors, contingent creditors, and other persons who may otherwise be interested in the estate of (specify all names by which the decedent was known): FRANKIE JEAN READ
A PETITION FOR PROBATE has been filed by JENIFER Nicole RODGERS in the Superior Court of California, County of LOS ANGELES.
THE PETITION FOR PROBATE requests that JENIFER Nicole RODGERS be appointed personal representative to administer the estate of decedent.
The petition requests authority to administer the estate under the Independent Administration of Estates Act. (This authority will allow the personal representative to take many actions without obtaining court approval. Before taking certain very important actions, however, the personal representative will be required to give notice to interested persons unless they have waived notice or consented to the proposed action.) The independent administration authority will be granted unless an interested person files an objection to the petition and shows good cause why the court should not grant the authority.
A HEARING on the petition will be held on December 11, 2018 at 8:30AM in Dept. No. 4, located at 111 N. HILL STREET, LOS ANGELES, CA 90012.
IF YOU OBJECT to the granting of the petition, you should appear at the hearing and state your objections or file written objections with the court before the hearing. Your appearance may be in person or by your attorney.
IF YOU ARE A CREDITOR or a contingent creditor of the decedent, you must file your claim with the court and mail a copy to the personal representative appointed by the court within the later of either (1) four months from the date of first issuance of letters to a general personal representative, as defined in section 58(b) of the California Probate Code, or (2) 60 days from the date of mailing or personal delivery to you of a notice under section 9052 of the
California Probate Code. Other California statutes and legal authority may affect your rights as a creditor. You may want to consult with an attorney knowledgeable in California law.
YOU MAY EXAMINE the file kept by the court. If you are a person interested in the estate, you may file with the court a Request for Special Notice (form DE-154) of the filing of an inventory and appraisal of estate assets or of any petition or account as provided in Probate Code section 1250. A Request for Special Notice Form is available from the court clerk.
Attorney for petitioner:
LAWRENCE M. LEBOWSKY
11377 W. OLYMPIC BLVD., 9TH FLOOR
LOS ANGELES, CA 90064

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DBA

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2018277649 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 11/01/2018 The following person(s) is (are) doing business as LEARN TO SURF LA. 4724 LA VILLA MARINA UNIT C , MARINA DEL REY, CA, 90292; 9849 TABOR ST #7, LOS ANGELES, CA 90004. The full name of registrant(s) is/are: LEARN TO SURF LA LLC 4724 LA VILLA MARINA UNIT C MARINA DEL REY, CA, 90292. This Business is being conducted by: a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed on (Date)11/2008. /s/: LEARN TO SURF LA LLC-MANAGING MEMBER. LEARN TO SURF LA LLC. This statement was filed with the County Clerk of LOS ANGELES County on 11/01/2018. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 11/19/2018, 11/26/2018, 12/03/2018, 12/10/2018.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2018275483 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/31/2018 The following person(s) is (are) doing business as THE MIDNITE BAZAAR. 578 WASHINGTON BLVD 1040 , MARINA DEL RAY, CA, 90292. The full name of registrant(s) is/are: THE MIDNITE BAZAAR & THE HOOLIGAN COMPANY 578 WASHINGTON BLVD 1040 MARINA DEL RAY, CA, 90292. This Business is being conducted by: a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed on (Date)10/2018. /s/: THE MIDNITE BAZAAR. THE MIDNITE BAZAAR. This statement was filed with the County Clerk of LOS ANGELES County on 10/31/2018. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 11/12/2018, 11/19/2018, 11/26/2018, 12/03/2018.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2018251565 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/03/2018 The following person(s) is (are) doing business as MOUNTAIN VIEW MHP. 1903 STEWART ST. , SANTA MONICA, CA, 90404, 3 PARK PLAZA, STE 1700, IRVINE, CA, 92614. The full name of registrant(s) is/are: CARITAS ACQUISITIONS V, LLC 3 PARK PLAZA STE 1700 IRVINE, CA, 92614. This Business is being conducted by: a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed on (Date)07/2018. /s/: CARITAS ACQUISITIONS V, LLC-CFO. CARITAS ACQUISITIONS V, LLC. This statement was filed with the County Clerk of LOS ANGELES County on 10/03/2018. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 11/12/2018, 11/19/2018, 11/26/2018, 12/03/2018.

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FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2018264279 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/18/2018 The following person(s) is (are) doing business as MAESTO COFFEE, MAESTO PHOTO. 1535 6TH ST UNIT #311 , SANTA MOINCA, CA, 90401. The full name of registrant(s) is/are: MAESTO COMPANY LLC 1535 6TH ST UNIT #311 SANTA MOINCA, CA, 90401. This Business is being conducted by: a Limited Liability Company. The registrant has not yet commenced to transact business under the fictitious business name or names listed above. /s/:MAESTO COMPANY LLC-OWNER. MAESTO COMPANY LLC. This statement was filed with the County Clerk of LOS ANGELES County on 10/18/2018. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 11/12/2018, 11/19/2018, 11/26/2018, 12/03/2018.

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2018279321 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 11/05/2018 The following person(s) is (are) doing business as WESTMONT CREDIT RESEARCH. 1810 14TH ST 201 , SANTA MONICA, CA, 90404. The full name of registrant(s) is/are: SAPIENT INVESTIGATIONS, INC. 1810 14TH ST 201 SANTA MONICA, CA, 90404. This Business is being conducted by: a Corporation. The registrant commenced to transact business under the fictitious business name or names listed on (Date)10/2015. /s/: SAPIENT INVESTIGATIONS, INC.-MANAGING MEMBER. SAPIENT INVESTIGATIONS, INC.. This statement was filed with the County Clerk of LOS ANGELES County on 11/05/2018. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 11/19/2018, 11/26/2018, 12/03/2018, 12/10/2018.

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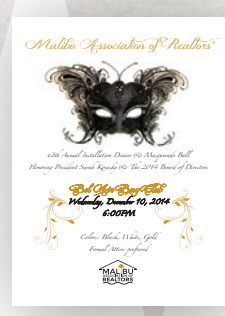
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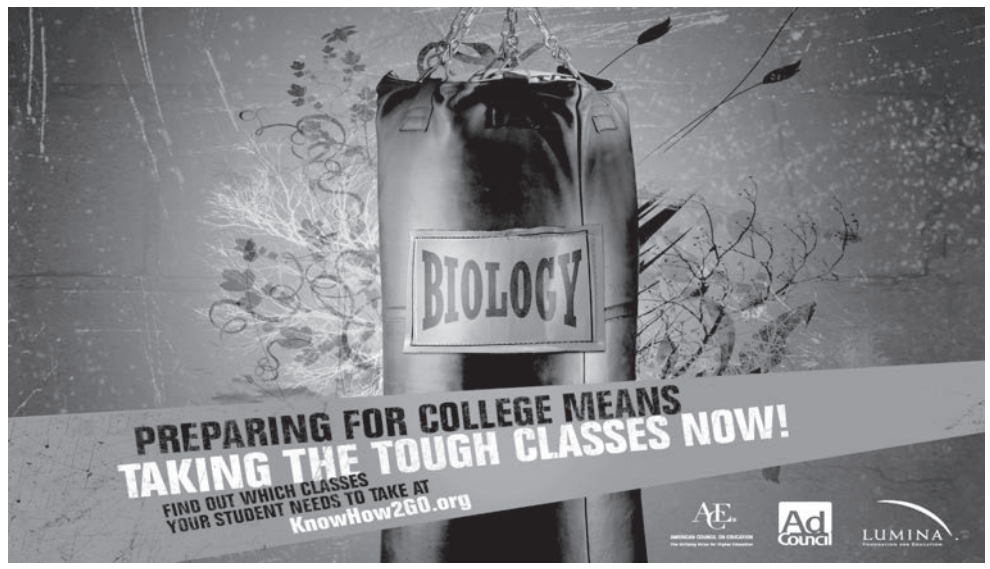
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LEGAL SERVICES
DID YOU KNOW that the average business spends the equivalent of nearly 1½ days per week on digital marketing activities? CNPA can help save you time and money. For more info email cecelia@cnpa.com or call (916) 288-6011. (Cal-SCAN)

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smmusd.org

NOTICE TO SOLICIT CONTRACTORS for the District's Informal Bidding (CUPCCAA) Contractor list per Public Contract Code Section 22034

On December 9, 2010 the Board of Education of the Santa Monica-Malibu Unified School District resolved to establish an Informal Bidding Procedure per Public Contract Code section 22032. In accordance with that code, the District is soliciting contractors to register with the District to bid on these projects. Informal projects are generally defined as facilities projects with an estimated value of less than $175,000 thousand dollars. Contractors on the list will be notified directly of all informal project opportunities within their trade(s) as they become available for bidding.

Qualified Contractors must be licensed in the State of California (CSLB) and the license must be current, valid & in good standing. Interested contractors may submit an Informal (CUPCCAA) application for consideration via QualityBidders website at no cost www.qualitybidders.com. Once the application has been reviewed your firm will receive a notification advising determination of the application submitted.

To view the SMMUSD FIP Departments Contractor Bidding Opportunities please visit our website http://fip.smmusd.org/contractors.html or contact Sheere Bishop at smbishop@smmusd.org

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