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FRIDAY, NOVEMBER 28, 2014
Volume 14 Issue 14

Santa Monica Daily Press

We have you covered

LAUGHING MATTERS
SEE PAGE 4

THE LEFTOVERS ISSUE

Some city vehicles go dirty for drought

BY DAVID MARK SIMPSON
Daily Press Staff Writer

CITY HALL About one in six city vehicles are in the midst of a 60-day dirty period.

Last month, City Council voted unanimously to leave 117 vehicles in its roughly 750-vehicle fleet unwashed for two months in an effort to conserve water and raise awareness about water usage during this drought.

Los Angeles Waterkeeper's "Go Dirty for the Drought" campaign has already resulted in 6,000 dirty pledges and, according to the nonprofit, saved more than a million gallons of water. Hundreds of those pledges have come from Santa Monicans, L.A. Waterkeeper officials said.

Mayor Pro Tempore Terry O'Day brought the pledge to council in hopes of reducing City Hall's consumption and encouraging residents throughout the region not to wash their cars.

"We're looking at all the sedan and pool cars in the city fleets," said Dean Kubani, director of City Hall's Office of Sustainability and the Environment. "It's about 117 vehicles. It does not include public safety vehicles or heavy equipment that needs washing to make sure that they're safe

SEE DIRTY PAGE 5



File photo

SHOP SMALL: Customers looking for post-Thanksgiving deals are encouraged to think about visiting local businesses instead of chain stores.

Small Business Saturday promotes stress-free holiday shopping

BY KELSEY FOWLER
Daily Press Staff Writer

MONTANA AVE As big box stores work to recover from assured Black Friday chaos, small businesses throughout Santa Monica will celebrate a shopping day of their own Saturday, Nov. 29.

Small Business Saturday has joined Black Friday and Cyber Monday as a key day on shoppers' calendars Thanksgiving weekend. The event encourages shoppers to visit small, local brick-and-mortar businesses.

The Montana Avenue merchants will be celebrating the day from 10 a.m. to 6 p.m. with live music and sales at many stores, Texture manager Jane Walker said.

"It's a good way to walk off that turkey," she said. "Or the pumpkin pie."

The day began in 2010 when American Express started offering incentives for cardholders who shopped at local stores the Saturday after Thanksgiving, and has grown into a national alternative for shoppers.

Walker, a Montana Avenue Merchants

SEE SPENDING PAGE 6



Courtesy photo

FUNDED: Farbod Shoraka, David Daneshgar and Greg Wisstein are with BloomNation.

Faces of Silicon Beach

BY ERIK HUBERMAN

Erik Huberman, CEO of Hawke Media, follows up with Farbod Shoraka, David Daneshgar and Greg Wisstein of BloomNation after their series A funding. Based in Los Angeles, BloomNation is a trusted community marketplace for people to list, discover, and send unique floral creations by local artisans across the country.

SEE FACES PAGE 7

Council not keen on proposed Expo transit center

BY DAVID MARK SIMPSON
Daily Press Staff Writer

CITY HALL City Council was critical of a proposal for an $8 million transit center on Fifth Street at Colorado Avenue at their Nov.

SEE EXPO PAGE 3


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What's Up Westside

OUT AND ABOUT IN SANTA MONICA

November 28

Gallery
Annenberg Community Beach House
415 Pacific Coast Highway 9 a.m.
Mental Landscapes (Nov. 13 - Feb. 22)
Gallery hours are subject to change; please call (310) 458-4904 to confirm.

No Yoga Class
Annenberg Community Beach House
415 Pacific Coast Highway
There will be no Yoga classes Thanksgiving Week.

Guest House Docent Tour
Annenberg Community Beach House
415 Pacific Coast Highway, 11 a.m.
Free, docent-led tours of the Marion Davies Guest House begin at 11 a.m., 12 p.m. and 1 p.m.
No reservations needed.

November 29

Reading Mentors
Fairview Branch Library
2101 Ocean Park Blvd. 10 a.m.
Need a reading buddy? The library will have friendly volunteers to help you practice reading. Ages 4 - 12.

Fairview Knitters
Fairview Branch Library
2101 Ocean Park Blvd. 3:30 p.m.
Knitting, conversation, and tea at the Library. Everyone welcome!

Small Business Saturday
Montana Ave, 10 a.m. - 6 p.m.
Avoid the crazy shopping deluge and stroll beautiful Montana Avenue from 6th - 17th streets - listen to live music and shop our unique and wonderful small boutiques to find one of a kind Holiday gifts for your loved ones.

The Aristocats
The Miles Playhouse
1130 Lincoln Blvd. 12 - 12:30 p.m.
When mamma cat Dutchess finds herself lost in the French Countryside with her children she doesn't know what to do until she meets the alley cat Thomas O'Malley and his rag-tag bunch! Luckily for Dutchess, Thomas and his friends have a clear plan to help her and her kittens find their way back home. Free Parking. Admission: $15 - $30.

November 30

Retro Holiday Show
The Miles Playhouse
1130 Lincoln Blvd. 12 - 1 p.m.
When Rudolph, Frosty, the Grinch, Heat Miser, Snow Miser, Jack Frost and a host of other holiday characters come together in one big holiday extravaganza the entire family is in for a good time. A Creating Arts Company Original Show that is a one hour interactive-cinematic-theatrical-musical experience that is fun for the entire family, children ages three and up. Free Parking. Admission: $12-$20

Annabelle and the Snow Queen Express
Santa Monica Playhouse - The Other Space
1211 4th St. 12:30 p.m.
Join the Snow Queen and her Icy companions as they help Annabelle close the rift in Time and melt the cold front that is threatening the hearts of the modern world. A host of colorful Dickensian characters, led by a charmingly dotty old lady (or is she the Snow Queen in disguise?) are unceremoniously plunked into 2014, confronting the miracles and mysteries of the modern. Admission: General $15; Kids 12 and under $12.50

TAG Gallery exhibit
TAG Gallery
2525 Michigan Avenue, D-3, 12 - 4 p.m.
Lorraine Bubar: Papercuts are an important art form in many cultures, ranging from Asia to Mexico, and are often created by women, who make their art from inexpensive and accessible materials. Anne Ramis: Anne Ramis' current work experiments with a broad spectrum of media: painting, sculpture, mixed media and assemblage. Katherine Rohrbacher: Katherine's most recent body of work is a series of self-portraits exploring the crossroads of her past, present and future.

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

EXPO
FROM PAGE 1

25 meeting, saying the location would cause more gridlock in an already congested area Downtown.

The proposal would have added four to six Big Blue Bus berths and an area for commuters to be dropped off on the property, which is adjacent to the terminus station of the incoming Expo Light Rail and across the street from BBB's existing central depot.

Bikeshare stations and shuttle service would also have been added to the property.

This commuter hub would have opened in 2017, a year after the proposed opening of the light rail.

It would be a short-term hub, with an estimated use of four to 10 years. After its closure, the improvements would, according to city planners, retain $2.6 million worth of value.

This project came before council as a suggestion from City Hall and the Planning Department.

Councilmembers and several members of the public, we're not impressed with the designs.

Most people were concerned about the traffic choking Fifth Street. Currently, traffic on Fifth sometimes backs up onto the Interstate 10 freeway.

Kathleen Rawson, CEO of Downtown Santa Monica Inc., spoke in opposition to the proposal, as did nearby property owner Scott Schonfeld.

Councilmember Gleam Davis asked city planners if they'd contacted all of the adjacent business owners to see if there might be deals to be worked out for bus depots at other locations. They had not.

Several council members, including Davis and Bob Holbrook (who spent his last night on the dais after 24 years in office) were concerned about the commuter drop-off area, termed a "kiss-and-ride."

Dropping commuters off, they said, would not be as problematic as picking commuters up. If a train is late or if there's miscommunication about when exactly someone is getting off the train, the driver would either have to wait and block traffic or circle the block, adding to the gridlock, they said.

Davis and Mayor Pro Tempore Terry O'Day expressed concern that the plans were too bus-oriented. O'Day said that the project "looks extremely single-use," referring to the buses.

They also felt uneasy about the short-term nature of the project, pointing out that 10 years is a long time, and that there's nothing stopping the program from going beyond the 10-year mark.

City Manager Rod Gould said that city planners are working on several projects at once and, given the looming Expo start date, they are working on a tight deadline.

Council asked for city planners to come back with new plans, after corresponding with the community, next year.

It should be noted that the property in question abuts the Daily Press office.

dave@smdp.com

COMMUNITY BRIEFS

Citywide

Submissions wanted for teen film festival

The Santa Monica International Teen Film Festival is now accepting submissions for the 10th annual festival to be held on Saturday and Sunday, June 6 and 7, 2015. The Santa Monica International Teen Film Festival accepts any film made by youth 12-18, from anywhere in the world, in any genre between 60 seconds to 30 minutes in length. Submission is free. Multiple submissions are accepted.

There are two ways to submit a film:

1) On-line at "Without A Box" - www.withoutabox.com/login/6028 - You can create a free account and upload your film (preferred method).

2) Download an entry form, read the guidelines, and submit by mail or in person. Entry form and guidelines can be found at www.santamonicateenfilmfestival.com

Submissions will be accepted through 5 p.m. on Friday, March 6, 2015. Selected filmmakers will be informed by Monday, April 13, 2015. Last year 40 films were screened from a pool of over 300 short films submitted from around the globe. 18 of the 40 selected were from young filmmakers in Santa Monica and surrounding cities.

Award categories include "Best of the Fest", "Best Documentary", "Best Animation", "Best Music Video", "Best Live Action," and the "Green Choice Award," which recognizes the film that best portrays the spirit of environmentalism. There is also a Santa Monica Budding Filmmaker award, which goes to the local teen who displays the most talent and passion for a future filmmaking career. Prizes include gift certificates, trophies and networking with industry professionals. In addition, the overall festival winner will receive a full scholarship to Relativity Workshops, a 3-week summer intensive in downtown Los Angeles created by a major Hollywood studio. (www.relativityworkshops.org) Workshops take place in downtown Los Angeles from June to August 2015.

The Santa Monica International Teen Film Festival is an interdepartmental initiative between the Santa Monica Cultural Affairs Division, the Santa Monica Public Library, City TV, the Office of Sustainability and the Environment and the Virginia Avenue Park Teen Center. Its purpose is to showcase the creative talents of teen filmmakers, as well as encourage youth to use the art of filmmaking as a form of creative expression and commentary on the world in which they live. For more information about the film festival, or to make a reservation, please e-mail Milesplayhouse@smgov.net or call Justin Yoffe at 310-458-8634. And please visit us on Facebook at www.facebook.com/SantaMonicaTeenFilmFest

- EDITED BY MATTHEW HALL

Malibu

Bank of Books Malibu To Host Book Giveaway for Indies First Day

As part of its Indies First and Small Business Saturday promotions, Bank of Books Malibu plans to give away up to 7,000 books to its customers from 8 a.m. until 4 p.m. on Saturday, Nov. 29 and Sunday, Nov. 30.

Bank of Books Malibu owner Clarey Rudd came up with the idea of a book giveaway as a Thanksgiving "thank you" to the loyal customers who have supported his tiny Malibu independent bookstore for the last two years. Patrons will be able to choose three free books from an assortment of books brought in especially for the event, and may purchase additional books from the assortment for $1 each.

Other Indies First/ Small Business Saturday events and promotions at the store include:

A visit from Malibu legend Gidget (Kathy Kohner Zuckerman), who will sign copies of her father's book Gidget, share her memories of Malibu's surf culture with visitors, and pose for photographs from 10:30 a.m. until 3:30 p.m.

A special children's Storytime with Gidget, featuring the charming children's picture book "Surf Angel" by Terry and Heather Kraszewski, at 10:30 a.m.

A reading/signing with author Ricardo Means Ybarra, featuring his middle-grade books Scratch and the Pirates of Paradise Cove and Scratch and the Space Invaders at 12 noon.

A discussion and signing with Ken LaZebnik, author of "Hollywood Digs: An Archaeology of Shadows" at 2 p.m. Kathy Kohner Zuckerman will join LaZebnik to discuss his chapter on the genesis of the "Gidget" phenomenon in mid-century America.

Bank of Books Malibu will also be giving away free "Shop Small" tote bags and bookmarks with every regular-price purchase over the weekend (while supplies last.)

Founded by American Express in 2010, Small Business Saturday is a day to celebrate the small businesses that help support your neighborhood and is held every year on the Saturday after Thanksgiving. Now in its fifth year, Small Business Saturday has been embraced as part of the holiday shopping tradition as each year shoppers, businesses and public officials come together to Shop Small and show their neighborhood pride. The American Booksellers Association held its first Indies First promotion in 2013 to encourage shoppers to patronize their local independent booksellers on Small Business Saturday and throughout the all-important holiday shopping season. This year, bookstores throughout the nation will be hosting author readings and offering special promotions to tie in with their community's Small Business Saturday events.

Bank of Books Malibu is located in the Point Dume Village shopping center, 29169 Heathercliff Road, at the intersection of Heathercliff Road and Pacific Coast Highway. Nine other small businesses in the center will also be offering discounts and promotions for Small Business Saturday.

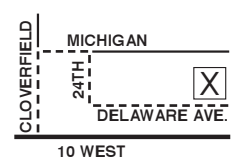
For further information about the Indies First/Small Business Saturday events at Bank of Books Malibu, call the store at (310) 457-5699.

- MH

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LETTERS TO THE EDITOR

Send comments to editor@smdp.com

Recognizing Gregg Willis

Editor:

Thanks for the refreshing positive note about the humble community service performed by Gregg Willis, my friend. I am not surprised to hear he lovingly cared for the safety and betterment of the community. It is the attention to detail and creating a place to walk, simple and humble that lifts our human spirit. In this world of rushing about, not noticing, he visualizes and takes action. I saw his work years ago in some pocket parks he created. He talked of working with his father to care for the trees and surrounding walks along Sunset Blvd. in Pacific Palisades. Bravo! Gregg, and thanks for taking the time to not only imagine a better place, but to make it happen!

Alice Williams
Santa Monica



Laughing Matters

Jack Neworth — Send comments to editor@smdp.com

Security Guard Blues, Part 2

IN 1975 I WAS A SECURITY GUARD AT THE Shores. As I wrote two weeks ago, once I played a practical joke on Hosny, an Egyptian-born chain-smoking, self-appointed "Chief of Security." He stood 5'4 on a tall day, had a shaved head and a temper. He also had the unique habit upon arriving for his midnight to 8 a.m. shift of changing into silk pajamas. With a big bottle of Scotch, he then proceeded to entertain various female residents in his poor man's "boudoir," using the Leasing Office, with its plush leather couches.

He didn't say why but he insisted I go home early. (So he could prepare for his tryst.) I was all too glad to let him punch me out on the time clock but one night as I left I thought of a practical joke. (A la Flip Wilson, "The devil made me do it.") Disguising my voice as an old man over the elevator phone, I reported a fake emergency and then hid in the bushes to watch. Moments later, Hosny came dashing out of the Office in his leather jacket and PJ bottoms. I thought it was hysterical. Until the joke backfired.

Because of my penchant for impressions Hosny figured out it was me. But he couldn't get too angry because I still covered for his late night rendezvous. But to scare me, one night when he arrived at work he was already drunk and in a foul mood. Showing me his gun wasn't loaded, he nonetheless aimed it at me and pulled the trigger. It was chilling. Clearly, my practical jokes on him were over. Unfortunately there was more fallout to come.

About two weeks later, a retired doctor visiting friends at the Shores got stuck in an elevator while Hosny was on duty. (Entertaining in his PJ's.) The doctor used the elevator emergency phone, "Help, I'm stuck!" Hosny responded, "F**k you, Jack!" and hung up. (Apparently, the doctor's voice and my disguised voice were similar.)

The doctor called back repeatedly, worried claustrophobia was going to give him a heart attack. Hosny's insults got nastier and hang-ups faster. The doctor kept pleading, "I don't know who this Jack is, but I'm not him!" Finally he persuaded Hosny to check with the tenants he'd been visiting. When the tenants verified the doctor's story, Hosny freaked out! (As did the tenants.)

Hosny immediately called the Fire Department and hurriedly changed out of his pajamas. SMFD managed to extricate the doctor out of the elevator after being trapped for over an hour, shaken and understandably furious. Meanwhile I was totally oblivious, enjoying my days off.

When I came to work on Monday I was instructed that Bernie and Kay, the elderly resident managers, wanted to see me immediately. A married couple right out of the 1950's, the even wore matching leisure suits. To my total dismay, they were blaming me! "If you hadn't tricked Hosny this never would have happened!" Me? If Hosny hadn't changed into his pajamas this wouldn't have happened! But I didn't' say so. It ended that to save my job I had to get the doctor to accept my apology. (Meaning he wouldn't sue.)

Even though days had passed, the doctor's anger hadn't subsided, "You're the one!" he barked at me over the phone. "No, actually Dr. it was Hosny. You see --" "Just shuddup!" he snapped. So I did.

For the next fifteen minutes I listened to how he could have died because of my immaturity. I kept repeating contritely as I could fake it, "You're absolutely right, Dr." At the end he accepted my apology I think mostly because he wore himself out berating me. (Berating takes energy.)

Months later I was able to get enough writing work so I could afford to quit the Security Guard gig. A few years after that Hosny left the Shores. In fact I didn't see him for many years until one day I was walking down Pico having dropped my car off at the repair shop. Hosny honked and offered me a ride.

As I got into his cluttered car I noticed a bottle of Scotch on the floor. He had an oxygen tube in his nose connected to a tank also on the floor. To top it off, he was smoking! He had mellowed with age so I tried to make small talk but frankly I was too scared he was going to blow us up. "On second thought, I could use the exercise." Puzzled, Hosny pulled over.

As I got out he smiled. Obviously referring to his "entertaining" in his PJ's while on duty, and knowing I was now almost a "real" writer, "You haven't written about it, have you?" I smiled back, shook my head "no" and got out. And I hadn't. Until now.

JACK is at facebook.com/jackneworth, twitter.com/jackneworth or jnsmdp@aol.com.



PUBLISHER
Ross Furukawa
ross@smdp.com

EDITOR IN CHIEF
Matthew Hall
matt@smdp.com

STAFF WRITER
David Mark Simpson
dave@smdp.com

Kelsey Fowler
kelsey@smdp.com

STAFF PHOTOGRAPHER
Paul Alvarez Jr.
editor@smdp.com

Morgan Genser
editor@smdp.com

CONTRIBUTING WRITERS
Bill Bauer, David Pisarra, Charles Andrews, Jack Neworth, Lloyd Garver, Sarah A. Spitz, Taylor Van Arsdale, Merv Hecht, Cynthia Citron, Michael Ryan, JoAnne Barge, Margarita Rozenbaoum

VICE PRESIDENT–BUSINESS OPERATIONS
Rob Schwenker
schwenker@smdp.com

JUNIOR ACCOUNT EXECUTIVE
Rose Mann
rose@smdp.com

OPERATIONS MANAGER
Jenny Medina
jenny@smdp.com

PRODUCTION MANAGER
Darren Ouellette
production@smdp.com

ASSISTANT GRAPHIC DESIGNER
Cocoa Dixon

CIRCULATION
Keith Wyatt
Osvaldo Paganini
ross@smdp.com

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

Service Station

Susan Lee DeRemer
Send comments to editor@smdp.com

Lions Club October wrap-up

IN OCTOBER WE HAD FOUR TALENTED winners of the Lions International Clubs (LCI) Peace Poster contest, Naje Cyprian, Erica Atkins, Georgia Fischer and Karla Mejia, whose representation of the "Peace, Love and Understanding" theme was very imaginative. Next their creations will be submitted to the district level competition.

If you haven't applied for a grant from the Santa Monica Lions Club, now is the time to do it. You can download a copy of the application with guidelines on our website, http://e-clubhouse.org/sites/santamonica, under Club Projects. We had a very successful Pancake Breakfast and want to support local charities and vision related organizations.

November is National Diabetes Awareness Month and as Santa Monica Lions we are joining LCI to increase consciousness of this devastating disease. Currently 9.3% of the US population has diabetes and this number increases each year. Of these 29.1 million people 8.1 are undiagnosed, according the CDC. If left undiagnosed or untreated, diabetes can lead to serious health problems such as high blood pressure, increased LDL cholesterol, heart disease, stroke, kidney disease and blindness.

Lions have long worked to help people with vision loss and increase awareness of how you can prevent vision loss. Diabetes can affect vision in three ways. In diabetic retinopathy the blood vessels in the retina are damaged and if untreated, it can lead to complete blindness. Cataracts are a clouding of the eye's lens, which develops at an earlier age in someone with diabetes, but can be treated with surgery. And finally, glaucoma in which there is an increase in fluid pressure in the eye damaging the optic nerve and can lead to complete blindness. A person with diabetes is nearly twice as likely to get glaucoma as other adults.

Diabetes can be controlled, and some cases prevented, with careful attention to diet, watching your weight and exercise. Also learn your family medical history. You are at a higher risk of diabetes if a mother, father, brother or sister has the disease. If you are diagnosed with diabetes, make sure you have a yearly comprehensive eye exam to avoid vision loss. To learn more about diabetes go to www.ndep.nih.gov.

To learn more about the Santa Monica Lions, check out our Facebook page where upcoming speakers and events are listed, or call **SUSAN DEREMER** at (310) 623-4499.

DIRTY

FROM PAGE 1

to use."

These cars are washed two to four times per month, according to L.A. Waterkeeper, and the pledge not to wash them will save about 40,000 gallons of water.

In addition to those vehicles, Big Blue Bus' fleet of about 200 will be washed less frequently. This should save about 30,000 gallons of water.

"Local and state agencies should be at the forefront of making more water-conscious decisions and educating the public about the drought," Liz Crosson, executive director of Los Angeles Waterkeeper said in a release. "The City of Santa Monica is a leader in sustainability, and we hope that their participation in the campaign will empower residents and other cities throughout California to do their part to conserve water, too."

L.A. Waterkeeper is hoping to get 10,000 pledges which, they say, would result in 3 million gallons of water saved over the two months.

As of December, when the Daily Press last looked at citywide water usage, Santa Monica was using 11.42 million gallons of water per day.

Last year was one of the driest in California's history. Rainfall in Los Angeles for 2013 was 3.6 inches. The yearly average to date is 14.93, according to statistics from the National Weather Service.

Councilmember Kevin McKeown asked if the pledge would negatively impact the unionized carwash, with which City Hall has a contract. Kubani, noting that hundreds of vehicles will still need to be washed, said that it would not.

Kubani also explained that carwashes are required to use recycled water but the manual, coin operated stations for washing cars are not.

McKeown and Mayor Pam O'Connor, who at the time were seeking reelection (they were both successful), made comments about how dirty their cars already are.

Participants in the pledge receive a static-cling sticker to display on the window of their car.

For more info, visit dirtycarpledge.com

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City of Santa Monica

NOTICE OF A PUBLIC HEARING BEFORE THE SANTA MONICA PLANNING COMMISSION

SUBJECT: A public hearing will be held by the Planning Commission for the following:

Draft Zoning Ordinance Public Review Draft:
This is the first hearing to review the Redline Public Review Draft Zoning Ordinance Update and 22nd hearing overall on the Draft Zoning Ordinance Update. This hearing will address the major topics within Divisions I and V that the Commission and public focused on during the initial public review draft. The Planning Commission may discuss any other divisions of the Redline as well as potential amendments to the Land Use and Circulation Element (LUCE), LUCE Land Use Map, and Official Districting Map, particularly as they relate to Divisions I and V. The Commission will hear public comments and provide comments and preliminary recommendations to staff on these topics. Revisions, additions, and/or deletions will ultimately be included as part of the formal recommendation to the City Council for adoption.

WHEN: **Wednesday, December 3, 2014 at 7:00 p.m.**

WHERE: Council Chambers, City Hall
1685 Main Street
Santa Monica, California

HOW TO COMMENT
The City of Santa Monica encourages public comment. You may comment at the Planning Commission public hearing, by writing a letter or e-mail, or by filling out an electronic comment form at http://www.smgov.net/Departments/PCD/Zoning/Zoning-Update/. Information received prior to the hearing will be given to the Planning Commission at the meeting.

MORE INFORMATION
If you want additional information about this project or wish to review the project, please contact the Project Planner (310) 458-8341. The Zoning Ordinance is available at the Planning Counter during business hours or available on the City's web site at www.smgov.net.

The meeting facility is wheelchair accessible. If you have any disability-related accommodation request, please contact (310) 458-8341, or TYY Number: (310) 458-8696 at least five (5) business days prior to the meeting. Santa Monica "Big Blue" Bus Lines #1, #2, #3, Rapid 3, #7, and #9 service the City Hall and the Civic Center.

Pursuant to California Government Code Section 65009(b), if this matter is subsequently challenged in Court, the challenge may be limited to only those issues raised at the Public Hearing described in this notice, or in written correspondence delivered to the City of Santa Monica at, or prior to, the Public Hearing.

ESPAÑOL: Esto es una noticia de una audiencia pública para revisar applicaciónes proponiendo desarrollo en Santa Monica. Si deseas más información, favor de llamar a Carmen Gutierrez en la División de Planificación al número (310) 458-8341.

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City of Santa Monica

NOTICE OF PUBLIC HEARING
SANTA MONICA ARCHITECTURAL REVIEW BOARD
REGULAR MEETING

DATE/TIME: December 1, 2014, 7:00 p.m.
LOCATION: Council Chambers, (wheelchair accessible)
Santa Monica City Hall, 1685 Main Street

PROPERTIES:

- 13ARB478: 501 Colorado Avenue: Hotel
- 14ARB300: 2700 Colorado Avenue: Commercial Office
- 14ARB344: 2807 Main Street: Restaurant
- 14ARB361: 2919 Lincoln Boulevard/802 Ashland Avenue: Multi-Family
- 14ARB369: 1511 Stanford Street: Multi-Family Residential
- 14ARB398: 1231 Wilshire Boulevard: Commercial Retail
- 14ARB411: 1707 Cloverfield Boulevard: Commercial Storage
- 14ARB417: 2811 Wilshire Boulevard: Commercial/Medical Offices

DEVELOPMENT AGREEMENT CONCEPT REVIEWS:
None

More information is available on-line at http://santa-monica.org/planning/planningcomm/arbagendas.htm or at 310/458-8341 (en espanol tambien). Plans may be reviewed at City Hall during business hours. Comments are invited at the hearing or in writing (FAX 310-458-3380, e-mail grace.page@smgov.net, or mail Santa Monica Planning Division, 1685 Main St., Rm. 212, Santa Monica, CA 90401). The meeting facility is wheelchair accessible. For disability-related accommodations, please contact 310-458-8701 or TTY 310-450-8696 a minimum of 72 hours in advance. All written materials are available in alternate format upon request. Big Blue Bus lines, 2, 3, Rapid #3, 7, & 9 serve the Santa Monica Civic Center and City Hall.

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Your column here

David Sayen Send comments to editor@smdp.com

Two Ways to Get Medicare Benefits

YOU MAY NOT REALIZE IT, BUT THERE ARE actually two ways to receive your Medicare benefits.

The best-known way is Original Medicare. With Original Medicare, you can choose any doctor, hospital, or other health-care provider you want, as long as they accept Medicare. When you receive medical services or goods, Medicare pays the provider directly.

The other way is Medicare Advantage, which is a form of managed care, like an HMO or PPO. Medicare Advantage is provided by private insurance companies approved by Medicare. If you're in Medicare Advantage, you generally must go to doctors and other providers within the company's network.

On the other hand, Medicare Advantage plans may cover some benefits - such as dental, hearing, and vision - that Original Medicare doesn't.

Most people with Original Medicare pay a monthly premium. Some Medicare Advantage plans charge an additional monthly premium; others don't.

With Original Medicare, you must pay deductibles and/or coinsurance when you get care.

To cover these "gaps" in Medicare, some people buy supplemental insurance called Medigap. If you have a Medigap policy, Medicare pays its share of the covered costs, and then your Medigap policy pays its share.

Original Medicare generally doesn't cover prescription drugs. If you want drug coverage, you can purchase it through Medicare Part D. Like Medicare Advantage, Part D plans are sold by private companies, which charge a monthly premium for them.

About 70 percent of Medicare beneficiaries are currently in Original Medicare; the rest get coverage through Medicare Advantage.

Medicare Advantage companies must cover all of the services that Original Medicare covers, except hospice care and some care in qualifying clinical research studies. (Original Medicare covers hospice and qualifying clinical research care even if you're in a Medicare Advantage plan.)

In all types of Medicare Advantage plans, you're covered for emergency and urgent care. Most Medicare Advantage plans also include some prescription drug coverage.

But the plans can charge different out-of-pocket amounts and they have different rules for how you get service.

For example, you may need a referral to see a specialist. And you may need to stay in their provider network, unless you're willing to pay more to go outside the network.

You should always check with the plan before you get a service to find out whether it's covered and what your costs may be. If the plan decides to stop participating in Medicare, you can join another Medicare health plan or return to Original Medicare.

How can you decide whether Original Medicare or Medicare Advantage is better for you?

There's a more detailed explanation of the differences between Original Medicare and Medicare Advantage in the "Medicare & You" handbook. This handbook is mailed to all Medicare households every fall. It's also available on our website, www.Medicare.gov.

If you have any questions, you can always call Medicare's toll-free number, 1-800-MEDICARE (1-800-633-4227). Customer service representatives are available 24/7.

If you'd like to join a Medicare Advantage or Part D drug plan, you can do so during Medicare's Open Enrollment Period, which ends Dec. 7, 2014.

If you're in Original Medicare and you're satisfied with it, you don't need to do anything during Open Enrollment.

DAVID SAYEN is Medicare's regional administrator for Arizona, California, Hawaii, Nevada, and the Pacific Territories.

SPENDING
FROM PAGE 1

Association board member, said the event is more relaxing than the typical stress-filled holiday rush.

"It's a totally different shopping experience," she said. "Everything has become such a chore, and this makes it such a good time."

Buy Local Santa Monica, which has more than 600 participating businesses, partners with Montana Avenue for the event. Buy Local committee chair Jennifer Taylor said for every $1 spent at a Santa Monica business, as much as 70 percent stays in the community through taxes, payroll and more.

Buying local, she said, helps the city invest in schools, parks and the community, as well as creating local jobs and reducing the environmental impact of shoppers traveling long distances.

"It's about educating the public," Walker said. "When you buy online, we get nothing - nothing comes back to our town."

Walker said she experienced higher sales last year during Small Business Saturday. She started working in 1979 on Main Street and moved to Montana Avenue in 1990, and said she is excited about the growing local mentality. Black Friday and Thanksgiving shopping used to be only about department stores, she said.

"We can compete with a mall, but we also have more interesting things," she said.

While some shoppers will Inevitably line up for Black Friday deals, Walker said she hopes to see even more locals out enjoying their holiday shopping experience Saturday instead.

"The leisure of it, this is how it should be when shopping for loved ones and friends," she said. "You want to enjoy it."

For more information, visit www.buylocalsantamonica.com or call 458-8906.

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FACES
FROM PAGE 1

Erik Huberman: How did BloomNation get started?

Farbod Shoraka: We started going around to the flower shops and discovering everyone had the same problem. Across the board, every flower shop we walked into, all the florists said, "I don't know how to get online," "I don't know how to show off my talents," "I hate using these other services, help!" We knew we had to get started. We don't come from a technical background so we started a BloomNation Facebook page, started talking to florists, getting people interested in the concept itself. We had this awesome idea, but how do we get the money to get an engineer and build the product? We were sitting around on a weekend and David (who is a former professional poker player) had a friend ask if he was going to the poker tournament that day. We pooled a little bit of our money, and while Greg and I were working on a business plan in this café, David was playing poker against 100 people in this tournament. The day goes on, and David is still in the tournament, up to the final table.

David Daneshgar: We're at the final two playing Texas holdem, and I had two pair; he raised, I raised, he went all in and I called. I showed my hand, and he had a smaller pair. Seeing the cards turn our way really ignited us.

Greg Weisstein: That initial money helped us get an almost Alpha version of the site up. We could now actually walk into flower shops with a product to show them. It became almost viral from that point and we were signing up 1000+ florists over night because they were so desperate for a solution like ours. That virality amongst the florists is what attracted the attention of these great investors.

E: For people that aren't familiar with the tech world, how do you explain the boom of funding in the tech sector, and BloomNation specifically?

Greg: The interesting thing about the tech world raising this kind of money is the hyper growth that's possible with the Internet. It's much more difficult for a capital-intensive product or company to see that kind of growth as quickly from raised funds. I think that's why you see higher valuations and capital firms giving more money in tech vs. other sectors. We just closed our Series A funding of $6 million.

David: Local businesses don't have the solution that works for them. A lot of them have small solutions: someone doing Facebook for them, or someone doing SEO. But what we've done is find a solution for all of their needs. We're allowing them to be tech superstars while focusing on the floral artistry again. I think when investors see their excitement, and see what we're doing on a local level that no one has really done before, that's what gets venture capital interested in us, specifically.

E: How are you going to grow BloomNation with your Series A funding?

Farbod: I think from a distance, people see us a flower company, but what we really are is a tech company that is applying this technology to the floral industry. Hiring engineers is a big priority for us use of funding. We don't want to throw data at these florists and say "here's your Google Analytics" we want to take that complicated data and turn it into something actionable and understandable, which takes a lot of thought, care and engineering. We want to allow them to focus on the flowers and so we can give them insight into the ecommerce. Along with engineering with this Series A funding, our focus is BloomNation.com: How can the experience more delightful for consumers? How do we make it easier that you want to send more flowers? Aside from birthdays and holidays, nothing can make someone smile more than having a bouquet sent to them, so we want to eliminate the friction in that consumer experience of sending flowers. The growth so far has been great, we've been seeing 15-130% month over month growth. We've been growing really quickly, and things don't seem like they're slowing down.

David: The way we're growing is pretty unique. We aren't buying any advertising; our growth is entirely organic. Most of the new accounts of florists are through word of mouth from other florists.

E: What makes BloomNation so attractive for florists and consumers?

Greg: We're a rev share company, so we only succeed if the florists do. The bigger floral companies lock the local florists into expensive contracts, so for us to come in without contracts, commitments, monthly fees or junk fees makes a big difference for a small business. It's entirely success based, so when the florists sees orders, we share in that revenue. It's a partnership, which has never happened in the flower industry before.

Farbod: The transparency we provide allows the florists to connect directly with the consumer. One reason BloomNation is so successful, is that instead of focusing on making money off the florist (like other services have done), we are consume-focused. We are thinking about how can we encourage a better product to drive more consumers. When these other services are making money off the florist, it's taking away resources and disposable income needed to provide a good service and product. We've stripped that away to make everything free for the florist so they can be the most successful florist possible. We want to drive consumer growth and increase the industry size. Small companies are the backbone of America, so for us, our question is: "How can we help them compete against the big guys?" Our goal is to allow these small companies to have the same tools and access as the bigger guys, and then to have the small companies not only survive, but thrive online. That's very important to us; it drives us. Seeing how happy the florists are makes it all worth it, because it's human happiness.





After decades in the works, subway to the sea makes it - almost



Courtesy Photo

GROUNDBREAKING: Officials gathered to mark the start of Purple Line construction

BY KELSEY FOWLER
Daily Press Staff Writer

The so-called "subway to the sea" could still make it to the shore, but funding has yet to be identified for any part of the purple line extension project beyond the current planned Westwood/VA Hospital stop.

A groundbreaking ceremony on November 7 officially kicked-off phase one of the three-section purple line plan. Construction for that phase is scheduled to run through 2023, with the new nine miles taking until 2035 to be entirely operational.

Santa Monica Mayor Pam O'Connor, who helped shovel away the ceremonial dirt earlier this month, said there is currently no known funding to bring the line down Wilshire to Santa Monica, but she hopes it will happen someday.

"That's down the road a bit," she said. "But we've got to keep pushing for it."

"In the future, we'd have to have some sort of other funding mechanism to get to Santa Monica," agreed Metro communications manager Dave Sotero.

The total budget for the current extension is $6.3 billion, with funding from local and federal funds and loans including Measure R, which L.A. county voters passed in 2008. The project has a $1.25 billion federal grant for phase one, and Metro is still seeking more federal funding to accelerate the construction of later phases.

O'Connor, who also serves on the Metro board of directors, said because the ridership in Santa Monica is less dense, if the purple line had planned to reach the area at first, it would have pulled the ridership numbers down and the line would have been less competitive in the federal funding process.

"That's why it was especially important for Expo light rail to get built, so we have a rail option going into Santa Monica," she said.

Neighborhood opposition, O'Connor said, is part of why it took so long to get any line out to the Westside. As communities protested the path, the gold line to Pasadena ended up getting built first.

The environmental review of the purple line expansion looked at alternatives that would have gotten the line to Santa Monica, Sotero said. They reviewed many options, including stops in West Hollywood, but in the end, subway construction is expensive and they had to pick the "right transit for the right corridor," he said.

"Wilshire is hands-down the most important corridor we want to put a high-capacity subway underneath," he said.

Even though Southern California was once home to more than 1,000 miles of track, by 1963 all of the privately owned rail lines had been replaced by bus service.

In the 1980s, the county purchased the old railroad right-of-way, O'Connor said. It would have been harder to piece together something linear for the Expo line without it, she said.

SEE PURPLE PAGE 9







PURPLE

FROM PAGE 8

Construction first began on the Metro rail system in 1985, using revenue from voter-approved sales tax increases. O'Connor said previously, the county had prohibited using sales tax for subway construction, plus there was a prohibition on tunneling.

The Blue line opened in July 1990, 27 years following the final streetcar line closure.

"If you looked at a map of the region from 1990 you would not see a single rail line on it," O'Connor said. "All of this has happed in the past 25 years, and we're building more."

Prior to 2008, Metro didn't have any funding identified to build a subway extension, and just in the last few years they're now ready to start construction, Sotero said.

"Getting in and out of the Westside was a goal for such a long time," he said. "This project is going to do a lot of good. It's getting people transportation options in the busiest urban corridor."

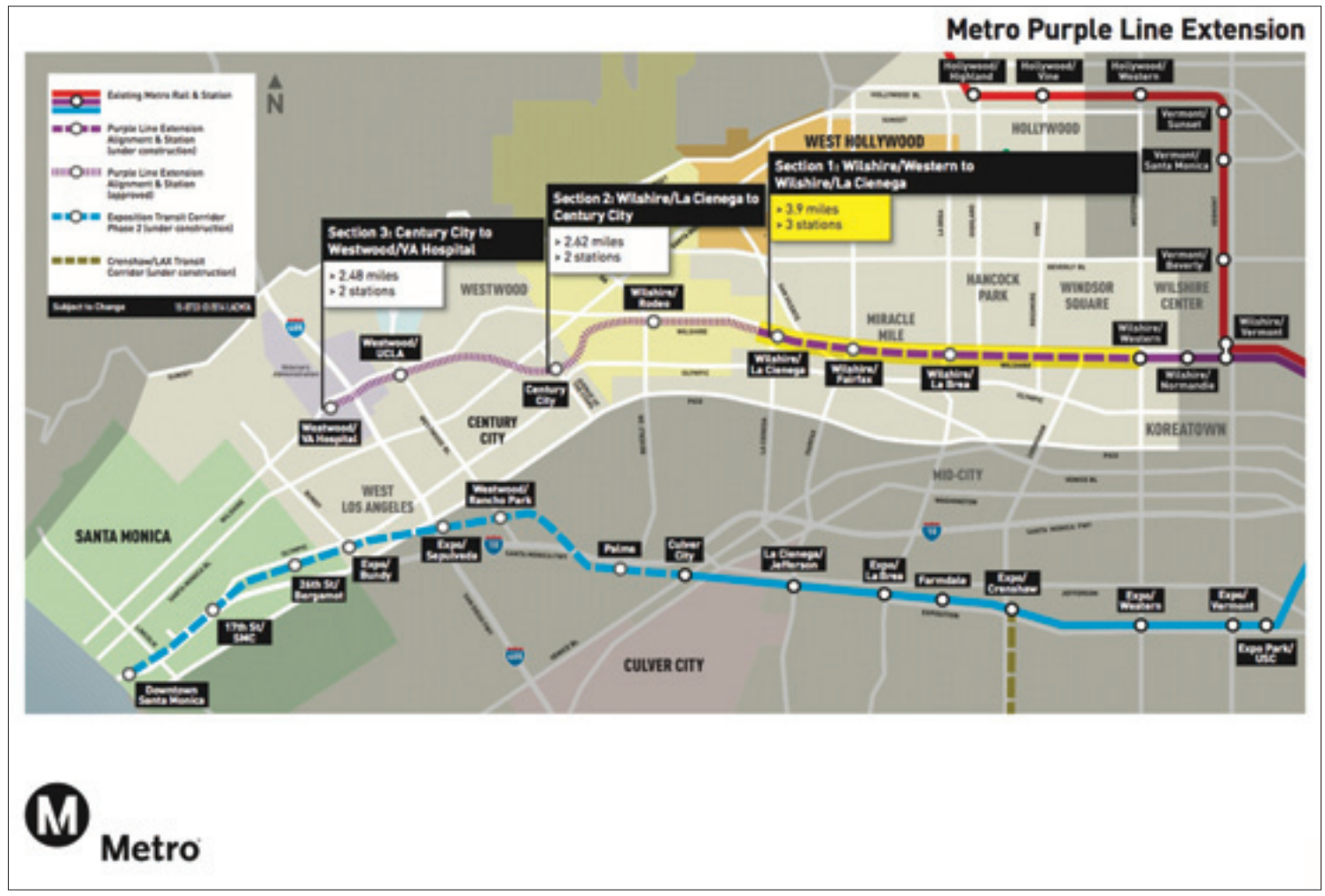
Major construction for the purple line extension is set to begin next year. Metro is working on utility relocation right now.

O'Connor said the Metro projects currently account for the largest public works project in the country. She is excited about how technology has given ridership a boost, too.

"It adds to people's confidence," she said. "We have this convergence of the vision and implementation of building a transit network and new innovation and technology. Who knows what the future will bring."

For more information on the purple line extension, visit www.metro.net/projects/westside or call (213) 922-6934.

kelsey@smdp.com



Courtesy of Los Angeles County Metropolitan Transportation Authority

PURPLE LINE: The groundbreaking ceremony for the purple line extension project was held on Nov. 7. There will be seven new stations over almost nine miles at a cost of $6.3 billion, some of which is funded by Measure R.

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City of Santa Monica

NOTICE OF PUBLIC HEARING BEFORE THE CITY OF SANTA MONICA LANDMARKS COMMISSION

SUBJECT: Public hearings will be held by the Landmarks Commission on the following:

2002 Twenty-First Street, 09SM-007, Zoning: R2 -- Low Density Multiple Family Residential District 1. The City Landmarks Commission will be conducting a public hearing to consider Structure of Merit Application 09SM-007, at 2002 Twenty-First Street to determine whether the existing residential building, in whole or in part, should be designated as a Structure of Merit. The Landmarks Commission will make a decision regarding designation based on whether the application, research and public testimony presented show that the structure meets one or more of the required criteria for Structure of Merit designation. Applicant: City of Santa Monica Landmarks Commission. Owner: Park Virginia. ***(Continued from November 10, 2014 meeting)***

2008 Twenty-First Street, 09SM-008, Zoning: R2 -- Low Density Multiple Family Residential District 1. The City Landmarks Commission will be conducting a public hearing to consider Structure of Merit Application 09SM-008, at 2008 Twenty-First Street to determine whether the existing residential building, in whole or in part, should be designated as a Structure of Merit. The Landmarks Commission will make a decision regarding designation based on whether the application, research and public testimony presented show that the structure meets one or more of the required criteria for Structure of Merit designation. Applicant: City of Santa Monica Landmarks Commission. Owner: Park Virginia. ***(Continued from November 10, 2014 meeting)***

1301 Ocean Avenue, 09LM-006, Zoning: RVC – Residential-Visitor-Commercial. The City Landmarks Commission will be conducting a public hearing to consider supplementing the existing landmark designation of the Shangri-La Hotel in order to include additional historical information concerning the building and its occupants within the criteria for designation. The Landmarks Commission will make a decision regarding the supplemental designation based on whether the application, research and public testimony presented show that supplemental information should be included in the designation. Applicant: Cody Shearer and Erick Simmel. Owner: Indus Investments. ***(Continued from November 10, 2014 meeting)***

312 Wilshire Boulevard, 14CA-024, Zoning: BSC1 (Bayside Commercial District 1). The City Landmarks Commission will be conducting a public hearing to consider a Certificate of Appropriateness for a façade remodel, together with a sign adjustment and sign plans, for tenant improvements to a storefront located in the Landmark building located at 312 Wilshire Boulevard. Applicant: Mike Rafipour. Owner: American Commercial Equities Two, LLC. ***(Continued from November 10, 2014 meeting)***

When: **Monday, December 8, 2014 at 7:00 pm**

Where: City Council Chambers, City Hall, Room 213
1685 Main Street, Santa Monica

Questions/Comments
The City of Santa Monica encourages public comment on this and other projects. You or your representative, or any other persons may comment on the application at the Public Hearing, or by writing a letter addressed to Scott Albright, AICP, Senior Planner, City Planning Division, 1685 Main Street, Room 212, Santa Monica, California, 90401-3295. Or, you may contact Mr. Albright by phone at (310) 458-8341 or by email at scott.albright@smgov.net.

More Information
The meeting facility is wheelchair accessible. If you have any disability-related accommodation requests, please contact (310) 458-8341 or TTY (310) 458-8696 at least three days prior to the event. All written materials are available in alternate format upon request. Santa Monica Bus Lines 1, 2, 3 and 7 serve City Hall. Pursuant to California Government Code Section 65009(b), if this matter is subsequently challenged in Court, the Challenge may be limited only to those issues raised at the Public Hearing described in this notice, or in written correspondence delivered to the City of Santa Monica at, or prior to, the Public Hearing.

Espanol
Este es un aviso de una audiencia publica para considerar la designación de una propiedad en la ciudad como un monumento histórico. Para mas información, favor de llamar a Carmen Gutierrez en la División de Planificación al número (310) 458-8341.



FUNDRAISERS

Courtesy photo

Jessica Lee, Greta Capeluto, Kelly Flaherty, Janice Shapiro, Paul Shapiro, Kate Martin, Rosemary Angelo and Alex Slater participated in the Annual One Walk, to benefit the Juvenile Diabetes Research Foundation (JDRF) on Nov. 22 at the Rose Bowl in Pasadena. The Santa Monica-based team was one of the top fundraisers at the event, which featured over 10,000 participants.

COMMUNITY BRIEFS

SMC

SMC student film receives special mention

Santa Monica College student film Solidarity won the "Prix Interculturel Special Mention" for Best Film Fostering Intercultural Dialogue at the 2014 FILMSCHOOLFEST MUNICH in Germany, held from Nov. 16 - 22. SMC was the only film school from the United States to receive an award at the festival, one of the most respected student film festivals worldwide. The other two film schools invited this year were UCLA and Chapman University.

The award, sponsored by Interfilm Akademie Munchen, recognized two films: Deserted (Nivut Golem) by Yoav Hornung of Tel Aviv University with the Best Film Fostering Intercultural Dialogue Award; and the "Special Mention" Award in the same category to SMC's Solidarity.

"I am very proud of Dustin [Brown] and of SMC's film program because we are a high-quality, low-cost alternative coherent with SMC's educational philosophy of universal access," says Salvador Carrasco, head of SMC's film production program, who received the award on behalf of Solidarity's director, former SMC student Dustin Brown.

Solidarity - the first film to come out of SMC's film production program - has screened at many national and international film festivals including the American Pavilion at Cannes, won Best Dramatic Short at the San Diego Film Festival and was nominated for a BAFTA Award. It portrays a woman from Mexico and a man from Lithuania who struggle to make a living in Los Angeles without green cards.

In their official statement, the jury stated: With remarkable sensitivity, this film shows how lonely illegal immigrants are and how that leads to their being exploited even more.

"My goal for Solidarity was not for it to get awards or be screened at prestigious festivals," says Brown, who is currently in the directing program at the American Film Institute Conservatory. "I wanted to create a human story about the struggles of two undocumented immigrants that hopefully would resonate with people ... if it contributes to creating a dialogue about the common dignity and respect we all deserve no matter what our background, then it's a success for me."

Brown credits the on-set experience, production classes, and mentorship opportunities he received as a student at SMC with enlarging his understanding of narrative filmmaking.

At the FILMSCHOOLFEST, a festival where many successful directors such as Lars von Trier (Nymphomaniac) and David Yates (Harry Potter) had their first screenings, SMC's Solidarity competed against 46 films from 39 film schools representing 22 countries. Only ten films from eight countries received awards.

"This festival was very special because it brought together the world's top film schools and hosted both student filmmakers and their professors with incomparable generosity," says Carrasco. "The films screened reaffirmed that nothing matters more in cinema than having something meaningful to say in an honest and engaging way. This premise is the staple of the films we are making at SMC!"

To see more about the film production program at SMC, visit the program's Facebook page at: www.facebook.com/SMCFilm.

- MH

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Surf Forecasts

Water Temp: **63.8°**

FRIDAY – **FAIR TO GOOD** – SURF: **2-3 ft** knee to waist high
New WNW swell mix to build; size may build into the 3-4'+ zone for top spots out west in the PM; stay tuned

SATURDAY – **FAIR** – SURF: **2-3 ft** thigh to chest high occ. 4ft
WNW swell - more size for standouts out west; stay tuned

SUNDAY – **FAIR** – SURF: **2-3 ft** knee to chest high
Possible WNW swell eases; watching winds/weather; stay tuned

MONDAY – **POOR** – SURF: **2-4 ft** knee to shoulder high
Possible rising NW swell-mix, Southerly windswell, and unfavorable winds/weather

BEACH REPORT CARD

NORTH LOS ANGELES COUNTY

Grades for this report are based on monitoring data from the previous 30 days up to the ending date of **November 19, 2014**

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

QUICK STATS (for the last 30 days)
- Number of sewage spills -- 0
- Number of beach closures due to a sewage spill -- 0
- Number of wet days -- 5
- Number of A grades for dry/wet weather -- 37 / 15
- Number of (C,D,F) grades for dry/wet weather -- 5 / 8

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

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

LOCATION	DRY	WET
Leo Carrillo Beach, at Arroyo Sequit Creek mouth.	A+	A+
Nicholas Beach at San Nicholas Canyon Creek mouth.	A+	A+
El Pescador State Beach, between Lechusa and Los Alisos creeks.		
Encinal Canyon at El Matador State Beach.	A	ns
Broad Beach at Trancas Creek mouth.	A+	A+
Zuma Beach at Zuma Creek mouth.	A+	A+
Walnut Creek, projection of Wildlife Rd. (private).	C	ns
Paradise Cove Pier at Ramirez Canyon Creek mouth.	A+	A+
Escondido Creek, just east of Escondido State Beach.	A+	ns
Latigo Canyon Creek mouth.	A+	A+
Solstice Canyon at Dan Blocker County Beach.	A+	ns
Puerco State Beach at creek mouth.	A+	A+
Marie Canyon storm drain at Puerco Beach, at 24572 Malibu Rd..	A	ns
Surfrider Beach at Malibu Colony fence.	A+	A+
Surfrider Beach (broach location)- daily.	A	ns
Malibu Pier - 50 yards east.	A+	A+
Carbon Beach at Sweetwater Canyon.	A+	ns
Las Flores State Beach at Las Flores Creek (point zero).	A+	ns
Big Rock Beach at 19948 PCH stairs.	A	A+
Pena Creek at Los Tunas County Beach.	A+	ns
Tuna Canyon.	ns	ns
Topanga State Beach at creek mouth.	A	ns
Castlerock Storm Drain at Castle Rock Beach.	ns	ns
Santa Ynez Storm Drain at Castle Rock Beach.	B	ns
Will Rogers State Beach at 17200 PCH (1/4 mile east of Sunset drain).	A+	A+

LOCATION	DRY	WET
Will Rogers State Beach at Bel Air Bay Club drain near fence.	A+	A+
Will Rogers State Beach at Pulga Canyon storm drain.	A	ns
Will Rogers State Beach at Temescal Canyon drain.	A	A+
Will Rogers State Beach at Santa Monica Canyon drain (Chautauqua).	A	ns
Santa Monica Beach at Montana Ave. drain.	A+	A+
Santa Monica Beach at Wilshire Blvd. drain.	F	F
Santa Monica Municipal Pier.	D	ns
Santa Monica Beach at Pico/Kenter storm drain.	B	ns
Santa Monica Beach at Strand St. (in front of the restrooms).	A+	D
Ocean Park Beach at Ashland Ave. drain.	A	ns
Venice City Beach, at the Rose Ave. storm drain.	A	ns
Venice Beach at Brooks Ave. drain.	A+	A+
Venice Beach at Windward Ave. drain.	F	ns
Venice Fishing Pier - 50 yards south.	A+	F
Venice Beach- projection of Topsail St..	A+	F
Marina del Rey, Mothers' Beach- lifeguard tower.	F	F
Dockweiler State Beach at Ballona Creek mouth.	ns	ns
Dockweiler State Beach at Culver Blvd. drain.	A	ns
North Westchester Storm Drain at Dockweiler State Beach.	A	ns
Dockweiler State Beach at World Way (south of DWW jetty).	A+	F
Dockweiler State Beach at Imperial Hwy drain.	A	ns
Dockweiler Beach- opposite Hyperion Treatment Plant.	A+	F
Dockweiler State Beach at Grand Ave. drain.	A+	D

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

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

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

The Beach Report Card is an indication of past water quality and is not a warranty of the current safety of those areas surveyed. Our lawyers are happy.

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City of Santa Monica

NOTICE OF PUBLIC HEARING TO BE HELD BY THE SANTA MONICA ZONING ADMINISTRATOR ON APPLICATIONS FOR VARIANCES

TIME: **10:30 a.m., Tuesday, December 9, 2014**

LOCATION: Council Chambers, Room 213, Santa Monica City Hall, 1685 Main Street, Santa Monica

A Public Hearing will be held by the Zoning Administrator of the City of Santa Monica at the above noted time and place in regard to the following requests:

Variance, 14-VAR-015, 1313 Palisades Beach Road. The applicant requests a Variance to allow the development of a new, four-story single-family residence with an attached two-car garage that does not provide the minimum required interior garage width and encroaches into both side yard setbacks on a lot measuring 25 feet in width and 2,500 square feet in area. A minimum side yard setback of 4'-00" is required for the property, and the garage portion of the new structure is proposing to encroach 0'-6" into the required north side yard setback, and 1'-06" into the required south side yard setback at the ground floor level only. Additionally, an interior garage width of 18'-00" is proposed in lieu of the minimum 20'-00" required dimension. According to SMMC Section 9.04.20.10.030(d)(1), the applicant may request a Variance to allow the modification of yard setbacks on parcels having a width of 39 feet or less, and SMMC Section 9.04.20.10.030(b) allows for a modification to the dimensions of automobile parking spaces. [Planner: Ariel Socarras] **APPLICANT/OWNER**: Elizalde Buendia/Andre DeMontesquiou.

Variance, 14-VAR-017, 724 Navy Street. The applicant requests a Variance to allow the development of a new two-story, 1,600 square-foot, single-family residence with an attached two-car garage that does not comply with lot coverage, garage dimensions, and front and side yard setback standards on a lot that measures 25 feet in width, 80 feet in depth, and 2,000 square feet in area. A maximum parcel coverage of 50 percent is allowed for the property, and the applicant requests a parcel coverage of 53 percent. Additionally, an interior garage width of 18'-00" is proposed in lieu of the minimum 20'-00" required dimension. Lastly, multiple encroachments into the minimum required setbacks are requested. A minimum side yard setback of 4'-00" is required for the project, and a portion of the new residence consisting of the garage on the ground level and a balcony on the second floor is proposed to encroach 2'-00" into the required east side yard setback. The entire length of the two-story west elevation of the new structure consisting of the garage and the two-story residence is proposed to encroach 1'-00" into the required west side yard setback. An uncovered deck is proposed to project into the entire minimum required front setback of 10'-00" where only a 6'-00" projection is permitted, and the placement of an HVAC unit is proposed near the northeast corner of the property (rear) within the minimum required side yard setback where it is not permitted by the Zoning Code. According to SMMC Section 9.04.20.10.030(d), an applicant may request modifications to parcel coverage, and required front, side, and rear yard setbacks on parcels having a depth of 90-feet or less or a width of 39-feet or less, and SMMC Section 9.04.20.10.030(b), allows for a modification to the dimension of automobile parking spaces. [Planner: Ariel Socarras] **APPLICANT/OWNER**: Jay Heiserman & Thomas Hill/Dan Genetti .

Fence Wall Hedge Modification, 14-FWHM-0010, 530 17th Street. A hedge height modification to allow for a 7 foot tall hedge within the front setback area of a property located in the R-1 (Single Family Residential) zoning district. According to the Santa Monica Municipal Code (SMMC) Section 9.04.10.02.080, fences, walls, or hedges cannot exceed a maximum height of 42 inches within the required front yard, as measured from the lowest adjacent finished grade. SMMC Section 9.04.10.02.080(e) permits a modification to the height limitations in the front yard area subject to approval by the Zoning Administrator. [Planner: Rachel Dimond] **APPLICANT/OWNER**: Sean Femrite/Carly Weiner.

USE PERMIT, 14-UP-011, 639 10th Street. A Use Permit to retain a curb cut that provides street access to a new on-site garage on the subject parcel which has an adjacent rear alley. The applicant requests approval to allow vehicle access onto the property from 10th Street. Pursuant to SMMC Section 9.04.08.02.040(d), the applicant may request a Use Permit to allow a curb cut for purposes of providing street access to an on-site parking garage on parcels located within the North of Montana neighborhood with an adjacent rear alley having a minimum right-of-way of fifteen feet. [Planner: Russell Bunim] **APPLICANT/OWNER**: Kevin and Mami Mann

HOW TO COMMENT
The City of Santa Monica encourages public comment. You may comment at the Zoning Administrator public hearing, or by writing a letter. Written information will be given to the Zoning Administrator at the meeting.

Any person may comment at the Public Hearing, or by writing a letter to the City Planning Division, Room 212, P.O. Box 2220, Santa Monica, CA 90407-2220. Plans are available for public review at the City Planning Division. For more information, please contact the City Planning Division at (310) 458-8341. Pursuant to California Government Code Section 64009(b), if this matter is subsequently challenged in Court, the challenge may be limited to only those issues raised at the Public Hearing described in this notice, or in written correspondence delivered to the City of Santa Monica at, or prior to, the Public Hearing. The meeting facility is accessible. If you have any disabilities related request, contact at (310) 458-8341 or TTY (310) 458-8696 at least three (3) days prior to the meeting. Santa Monica "Big Blue" Bus Lines #2, #3, Rapid #3, #7 and #9 serve the City Hall.

*Esto es un aviso sobre una audiencia publica para revisar applicaciones proponiendo desarrollo en Santa Monica. Esto puede ser de interes para usted. Si desea mas informacion, favor de llamar a Carmen Gutierrez en la Division de Planificacion al numero (310) 458-8341.

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SINGIN' IN THE RAIN
7:30pm

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

Dumb And Dumber To
11:00AM, 1:45PM, 4:35PM, 7:20PM, 10:05PM

Gone Girl
11:45AM, 6:15PM

Interstellar
10:40AM, 2:20PM, 6:00PM, 9:40PM

Nightcrawler
3:15PM, 9:45PM

Theory Of Everything
10:30AM, 1:25PM, 4:20PM, 7:15PM, 10:10PM

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

Big Hero 6
10:10AM, 12:50PM, 4:05PM, 6:45PM, 9:30PM

Horrible Bosses 2
10:40AM, 1:30PM, 4:30PM, 7:30PM, 10:15PM

The Hunger Games: Mockingjay, Part 1
10:05AM, 10:50AM, 1:00PM, 1:45PM, 4:00PM, 4:45PM, 7:00PM, 7:45PM, 10:00PM, 10:40PM

The Penguins Of Madagascar
12:30PM, 5:30PM, 10:00AM, 3:00PM, 8:05PM, 10:30PM

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

NOT TO BE FOUND TONIGHT, ARIES

ARIES (March 21-April 19)
★★★★ Sometimes there are too many choices on your plate. You easily could feel this way today, and these opportunities keep coming in. You finally might have to say "no" to several options. Tonight: Not to be found.

TAURUS (April 20-May 20)
★★★ A last-minute burden could mar your morning. Others count on your ability to handle hassles and keep the peace. Unfortunately, a partner could feel put off by one of your choices. Tonight: Invite friends over for leftovers.

GEMINI (May 21-June 20)
★★★★ Reach out to someone at a distance. The news you hear could be quite interesting, but you still might be surprised by it. You could be fielding calls and adapting your plans for a good part of the day. Tonight: Out and about.

CANCER (June 21-July 22)
★★★★ Be sensitive to a friend or partner who often offers to help you a lot. You could be dragging from the recent pace and need a timeout. Make it OK to say "no" to invitations from loved ones for now. Keep reaching out to someone at a distance. Tonight: Read between the lines.

LEO (July 23-Aug. 22)
★★★ Your enthusiasm is hard to dissipate, yet a family member still might find a way to rain on your parade. As a result, you could withdraw. A close loved one is likely to make a gesture soon enough. Recognize where you might have overreacted. Tonight: With a favorite person.

VIRGO (Aug. 23-Sept. 22)
★★★ You seem to have a lot of ground that you need to cover quickly. Some of you will be working, while others will be snacking on leftovers and shopping Black Friday deals. You might be happy not to be around the hectic pace. Tonight: Go along with a friend's request.

LIBRA (Sept. 23-Oct. 22)
★★★★ Keep reaching out to a child or loved one who delights in your company. Ask more questions about a money matter. If you feel as if you are being given an unfair offer, just say so. Tonight: Off to the gym.

SCORPIO (Oct. 23-Nov. 21)
★★★ Tension builds, and you see no way around what is happening. Take a deep breath, go out and take a walk. Work on detaching as much as possible before making any decisions. You could be making a judgment that might not be valid. Tonight: Cut loose with a loved one.

SAGITTARIUS (Nov. 22-Dec. 21)
★★★ A conversation could open a door to more opportunities. The person with whom you are speaking seems to have the ability to think outside the box. Use his or her natural abilities to help you structure a new path. Curb any negativity. Tonight: Lounge around at home.

CAPRICORN (Dec. 22-Jan. 19)
★★★ Be careful with whom you choose to let in close enough to have knowledge of your many assets. Your friends could seem as though they are snubbing you, but they actually just might be busy with various Thanksgiving activities. Tonight: Meet a pal at a favorite haunt.

AQUARIUS (Jan. 20-Feb. 18)
★★★★ You'll be all smiles in the morning, especially as a loved one or potential sweetie can't seem to get enough of you. Enjoy the moment! A boss or older friend could be very difficult to deal with. Tonight: Make it your treat.

PISCES (Feb. 19-March 20)
★★★ You might feel somewhat unresponsive in the morning. Take a nap, and you will come back feeling energized and ready to throw yourself into the moment. Someone could disclose some important information. Keep it hush-hush for now. Tonight: Be a social butterfly.

Friday, November 28, 2014

This year you might notice a conflict between a friendship and a romance. Whether they are separate or tied together within one relationship, you will need to resolve this issue sooner rather than later. You often get depressed when spending time alone. You might consider doing yoga or some volunteer work. If you are single, you draw many people toward you, but you might want to be careful about how much you share. Neediness could encourage a commitment before the time is right. If you are attached, you cherish your time with your sweetie. The two of you might add a new feature to your home that you both find fun and relaxing. PISCES encourages you to live out a dream.

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

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Check out the HOROSCOPES above!
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Speed Bump
By Dave Coverly



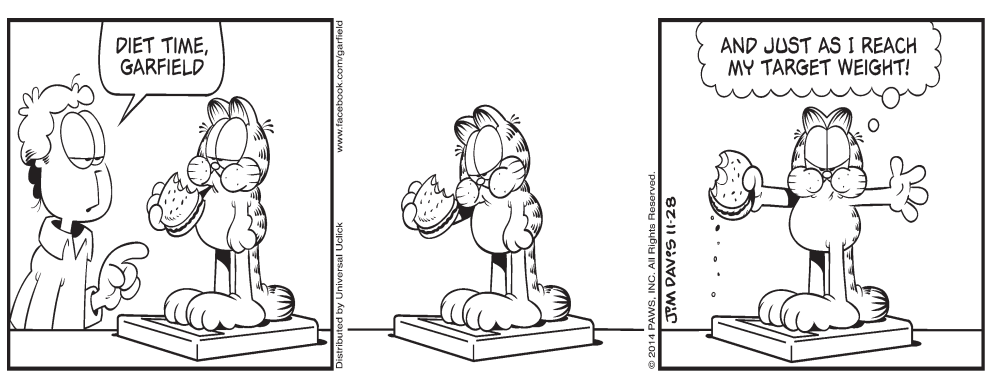
Strange Brew
By John Deering



Dogs of C-Kennel
By Mick and Mason Mastroianni



Garfield
By Jim Davis



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



Sudoku

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

Difficulty Level ★★★★

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

King Features Syndicate

GETTING STARTED

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

SOLUTIONS TO YESTERDAY'S PUZZLE

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

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MYSTERY PHOTO

Matthew Hall *matt@smdp.com*

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

CROSSWORD

By THOMAS JOSEPH

ACROSS

1 Flat floaters
6 Bank job
11 Poe's middle name
12 Former House majority leader Dick
13 Future fern
14 Absorb
15 Crow cry
16 Result of a mistake
18 Tennis feat
19 Scoundrel
20 Young fellow
21 Cooking fat
23 Historic event
25 Deli order
27 Even score
28 Banana waste
30 Clarinet cousin
33 Buddy
34 Tough wood
36 Online address
37 Hawks' home
39 Backer's vote
40 Valentino role
41 Entered a bee, once
43 Large mob
44 Pithy
45 Useful ability
46 Alleviates

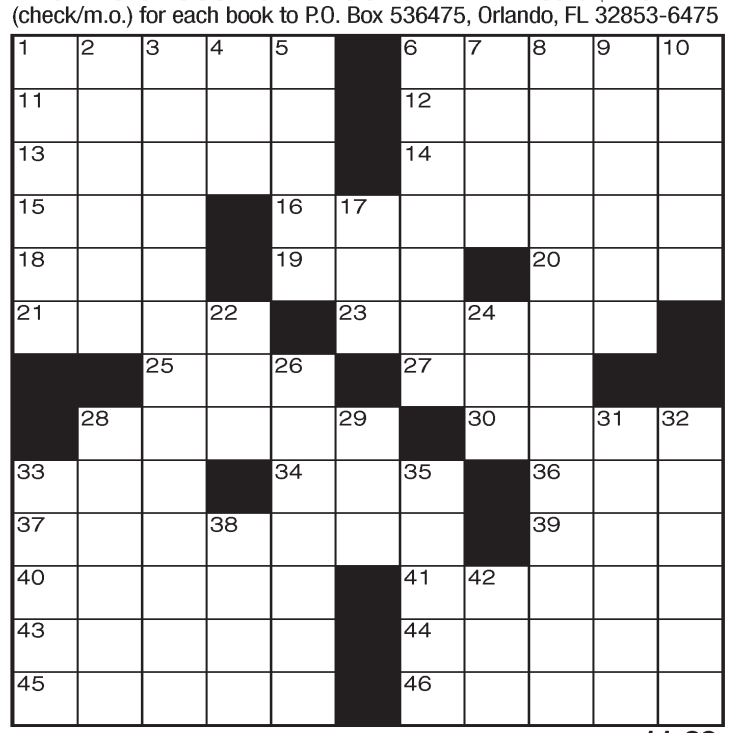
DOWN

1 Scoundrel
2 Woolly mammal
3 Ones with carts of roses
4 Road sealer
5 Derisive look
6 Joins the fray
7 Amorous archer
8 They get more than was on their lists
9 Painter Georges
10 Used a keyboard
17 U.K. fliers
22 Expected
24 Carnival city
26 Snow layer
28 Poignant quality
29 Retired plane
31 Threat words
32 Thrills
33 Turkish governor
35 Dispatch
38 Staff member
42 Pod item

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

Yesterday's answer

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



11-28

NEWS OF THE WEIRD
BY CHUCK SHEPARD

■ The law finally caught up, partially, to squatter Darrell Beatty in September, as he was charged with grand larceny for forging a deed to a home owned by Jennifer Merin, 70, in Laurelton, New York. However, he bailed out of jail on Oct. 22 and immediately returned to the house. In fact, Beatty's two sons had remained "at home" even while Beatty was locked up. The home has been in Merin's family since 1930. "Mind-boggling," she said.

■ The Law Works in Strange Ways: (1) The Gothamist news site reported in October that bicyclist John Roemer, who was rear-ended by a driver in Brooklyn in May (and whose intensive-care bill was paid by the driver's insurance company), is now being sued by the driver in small claims court for $2,000 damage to her car. (2) In November, a civil court in Lindau, Germany, ordered Rory Gray to pay Dr. Daniel Ubani for calling Ubani "an animal" (for having injected Gray's father with 10 times a drug's safe dose in 2008, which led to his death). The court found the epithet unwarranted and ordered Gray to help pay Ubani's legal expenses.

TODAY IN HISTORY

1920 - Irish War of Independence: Kilmichael Ambush – The Irish Republican Army ambush a convoy of British Auxiliaries and kill seventeen.

1925 - The Grand Ole Opry begins broadcasting in Nashville, Tennessee, as the WSM Barn Dance.

1942 - In Boston, Massachusetts, a fire in the Cocoanut Grove nightclub kills 492 people.

1943 - World War II: Tehran Conference – U.S. President Franklin D. Roosevelt, British Prime Minister Winston Churchill and Soviet Premier Joseph Stalin meet in Tehran, Iran, to discuss war strategy.

1958 - Chad, the Republic of the Congo, and Gabon become autonomous republics within the French Community.

1960 - Mauritania becomes independent of France.

1964 - Mariner program: NASA launches the Mariner 4 probe toward Mars.

1964 - Vietnam War: National Security Council members agree to recommend that U.S. President Lyndon B. Johnson adopt a plan for a two-stage escalation of bombing in North Vietnam.

1966 - Michel Micombero overthrows the monarchy of Burundi and makes himself the first president.

1971 - Fred Quilt, a leader of the Tsilhqot'in First Nation suffers severe abdominal injuries allegedly caused by Royal Canadian Mounted Police officers; he dies two days later.

1971 - Wasfi al-Tal, Prime Minister of Jordan, is assassinated by the Black September unit of the Palestine Liberation Organization.

Santa Monica Daily Press

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RUSH Legal Notices

RUSH Legal Notices

FICTITIOUS BUSINESS NAME STATEMENT FILE NUMBER: 2014301386 ORIGINAL FILING This statement was filed with the County Clerk of LOS ANGELES on 10/21/2014 The following person(s) is (are) doing business as KALEIDOSCOPE CHAMBER ORCHESTRA. 1725 FEDERAL AVE. #1, LOS ANGELES, CA 90025. The full name of registrant(s) is/are: BENJAMIN MITCHELL 1725 FEDERAL AVE. #1 LOS ANGELES, CA 90025. This Business is being conducted by: an Individual. The registrant commenced to transact business under the fictitious business name or names listed on (Date)10/21/2014. /s/: BENJAMIN MITCHELL. BENJAMIN MITCHELL. This statement was filed with the County Clerk of LOS ANGELES County on 10/21/2014. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq., Business and Professions Code). SANTA MONICA DAILY PRESS to publish 11/21/2014, 11/28/2014, 12/05/2014, 12/12/2014.

Real Estate

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Marina Del Rey 2 BEDROOMS & 2 BATHROOMS 2-car Subterranean parking, Paid water & hot water & trash & gas, Rent $2,800.00 to month, Deposit 2900.00, Available Now! westsiderentals.com/listingdetail.cfm?id=1130327

West LA PENTHOUSE PRIME, SPACIOUS, NEWER SECURITY BUILDING 2-car Carport parking, Paid water & trash & gardener, Rent $2,950.00 to Monthly, Deposit 2950.00, Available 12114. westsiderentals.com/listingdetail.cfm?id=703362

Marina Del Rey GORGEOUS 2BED2.5BATH W OVER 1,700 SQ FT, HARDWOOD FLOORS AND CITYMOUNTAIN VIEWS! 2-car Parking included, Paid partial utilities & water & trash & gas & cable & pool service & association fees, Rent $4,950.00 to month, Deposit 4950, Available Now! westsiderentals.com/listingdetail.cfm?id=1142392

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Marina Del Rey CANAL VIEWS ARCHITECTURAL HOME LOCATED IN MARINA SILVER STRAND. 4-car Garage parking, Paid gardener & pool service & association fees, Rent $9,500.00, Deposit 15000, Available Now! westsiderentals.com/listingdetail.cfm?id=1129097

Brentwood NEWLY RENOVATED 4 BDRM 3 BATH HOME IN A PREMIERE WESTWOOD LOCATION 2-car Private Garage, Paid gardener, Rent $7,800.00, Deposit 11700, Available Now! westsiderentals.com/listingdetail.cfm?id=1137414

West LA 3 BEDROOM TOWHNOME MDR ADJ - PRICED TO RENT YESTERDAY 2-car Private Garage, Paid water & trash & gardener & pool service & association fees, Rent $2,895.00, Deposit 5000, Available Now! westsiderentals.com/listingdetail.cfm?id=1145790

West LA 2BD 2BA WEST LA CONDO 2-car Subterranean parking, Rent $3,500.00, Deposit 3500, Available Now! westsiderentals.com/listingdetail.cfm?id=1147923

Santa Monica HIGH FLOOR! RENOVATED ONE BEDROOM IN BEACH FRONT COMMUNITY! 1-car Valet parking, Rent $2,940.00, Deposit 750, Available Now! westsiderentals.com/listingdetail.cfm?id=970572

Venice HOUSE WITH YARDGARDEN SETTING - VENICE Street parking, Paid gardener, Rent $6,400.00, Deposit 10000, Available 121514. westsiderentals.com/listingdetail.cfm?id=1147856

Marina Del Rey NEW KITCHEN ... POOL VIEW ... WALKING DISTANCE TO SHOPPING 1-car Parking included, Rent $2,227.00, Deposit 99, Available Now! westsiderentals.com/listingdetail.cfm?id=1148293

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West LA BRIGHT SPACIOUS UPDATED 2 BED 2 BATH CONDO WOOD FLOORS WD 2-car Parking included, Paid water & trash & gardener & association fees, Rent $2,500.00, Deposit 2500.00, Available Now! westsiderentals.com/listingdetail.cfm?id=1138871

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Santa Monica 1 BED, 1 BATH APARTMENT 1-car Carport parking, Rent $2,500.00, Deposit 2200., Available Now! westsiderentals.com/listingdetail.cfm?id=1138268

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