

# Beverly Hills Weekly

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SERVING BEVERLY HILLS • BEVERLYWOOD • LOS ANGELES

Issue 344 • May 4 - May 10, 2006



## Gas Crunch

**Rising fuel rates for gas station owners in Beverly Hills mean higher prices at the pumps.**



# letters & email

## “A Question of Ethics”

Councilmember Briskman shares a position of many officeholders at every level of government that it is mostly the responsibility of voters to determine the integrity of representatives. But there is no formula for this, and it is better to have explicit ethics rules and penalties for violations, just as there is for rest of society. A rule that, for instance, states that once a contract is voted on by a council member, he or she cannot accept anything of value from the contractor, would remove both conflicts of interest or the appearance thereof. The same for rules that disallow lobbying by former city officials for a period of time.

Integrity together with conflict of interest rules is the best that can be done, and this should not be a problem for anyone with integrity.

**Richard Baker**  
Beverly Hills

## City Council Meeting

Mayor Webb in last week's *Courier* asked for an apology from the Beverly Hills North Homeowners Association for appealing the Montage matter to the courts. At Tuesday's council meeting, I spoke on behalf of our homeowners organization and told the council that an apology is due the voters from Mayor Webb, Vice Mayor Delshad, and former Mayors Briskman and Edgerman. I stated that it was these four elected officials who misrepresented the facts in the Montage election by promising that the City would earn from the Montage \$5 million annually for police, fire and schools. They also promised more public parking. By focusing on a campaign slogan – “Trust Us the Council” – at least 293 absentee voters believed the council. The opposition could have defeated the Montage had we been able to convert 293 absentee voters from a “Yes” vote to a “No” vote. After the election, city staff told the council that there is no \$5 million guaranteed annually for public services from the Montage because the city has to pay interest and debt service on the \$32 million in funds that the city will borrow internally to pay to the Montage. Furthermore, the voters learned that for our \$32 million subsidy to the Montage, we get in return only tandem parking spaces at the Montage. 88% of the parking at the Montage will be tandem spaces, which no one wants. Plus, now we have to pay for the parking because after the Montage election the council eliminated free two-hour parking city wide.

After I completed my presentation at the council on Tuesday, Mayor Webb again misrepresented the facts by saying that everything that I said was litigated in the courts, both the lower court and the appellate court, and that we, the opposition lost. Mayor Webb's statement again misstates the facts! The issues litigated in the courts were narrow environmental issues, not whether our public officials misrepresented the facts on the financial and other benefits from the Montage. Apparently, Mayor Webb has not bothered to read the briefs and the two court decisions so he continues to try to spin reality.

**Larry Larson**  
Beverly Hills

## WHAT'S ON YOUR MIND?

You can write us at:  
140 South Beverly Drive #201  
Beverly Hills, CA 90212

You can fax us at:  
310.887.0789

email us at:  
editor@bhweekly.com



## SNAPSHOT



“FUN IN THE SUN”  
CANNES, FRANCE

Lauren Brucker poses for Jenna Gurnick on St. Marguerite island, just offshore Cannes, on the BHHS Dance Company '06 Spring Break tour.

Photo: Barry Weiss

## Corrections, #343

In the “Briefs” section, Beverly Hills Education Foundation Apple Award honoree Joanie Garratt's name was misspelled; Ojai is in Ventura County; the word ‘taught’ should have been ‘teacher’ and Beverly Vista Assistant Principal Eric Warren was misidentified as principal.

In the City & Schools story “Lot Next to High School Up For Grabs,” the property at 10000 Santa Monica Blvd. should have been specified as located in Los Angeles.

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## New Principals Have Big Shoes To Fill

Incoming leaders at Hawthorne and Beverly Vista elementary schools face unique challenges in the coming year.

By Anna Scott

Hawthorne Assistant Principal Alex Cherniss and Beverly Vista Assistant Principal Erik Warren will both officially become principals July 1.

Warren will be the fifth principal at Beverly Vista in the past 35 years, while Cherniss will be the fifth principal in the past 10 years to serve at Hawthorne.

Cherniss, who joined the Beverly Hills Unified School District in 2002 as a math teacher at Beverly Vista, has worked as assistant principal at Hawthorne since 2004. He was summer school principal at El Rodeo in 2005 and served this past school year as the Interim Principal at Horace Mann.

Cherniss is also the administrative leader of Child Study Team, special education, standardized testing, teacher evaluation, School Site Council, student discipline and positive recognition. He coordinated the BHUSD Intramural Program, served on the committee for standards-based report cards and standards-based instruction and assessment, and has been on the Classified Bargaining Team.

He steps in as principal at Beverly Vista following current Principal Dr. Nancy Lynch's move to the district office, where she will serve as Director of Curriculum for the district.

"I love it here," Cherniss said of Hawthorne. "I'm really excited to be the principal of a

school with such an excellent tradition and history. I plan on being here for a long time."

That's good news for the students and parents of Hawthorne, who have dealt with high turnover of school principals over the past decade.

Cherniss praised the "morale and camaraderie among parents, teachers and students" at Hawthorne and looks forward to continuing to work with families and faculty members.

"It's a community school. Everyone feels welcome here," Cherniss said. "This year we became a California distinguished school and the entire staff came together to prepare the application. The students were really proud when we got the recognition; that whole process really showed how our teachers care about what's best for kids. For me this is the perfect job at the perfect school."

Before joining the BHUSD, Cherniss taught first and sixth grade in the Westminster Unified School District and then sixth grade in the Ojai Unified School District.

He holds an undergraduate degree from the University of California at Santa Barbara, an M.S. in Educational Leadership from Pepperdine University and is currently working on his Ed.D. from the University of Southern

*city & schools cont. on page 4*



## NOTICE OF PUBLIC HEARING

CITY CLERK  
BYRON POPE, CMC  
455 N. Rexford Drive  
City Clerk  
Beverly Hills, CA 90210-4817  
(310) 285-2400 • FAX: (310) 385-0862

### NOTICE OF PUBLIC HEARING

The City Council of Beverly Hills, at its regular meeting to be held on **Tuesday, May 23, 2006**, at 7:30 p.m., in the Council Chambers of the City Hall, 455 North Rexford Drive, Beverly Hills, California 90210, will hold a public hearing to consider:

#### RESOLUTION OF THE COUNCIL OF THE CITY OF BEVERLY HILLS AUTHORIZING THE PURCHASE OF POLICE EQUIPMENT TO BE FUNDED BY THE CITY'S CITIZENS OPTION FOR PUBLIC SAFETY (COPS) ALLOCATION.

As part of the State's budget, the State Legislature appropriates \$100 million from the State General Fund each year to counties and cities to ensure public safety. In order to utilize the City's surplus COPS Allocation to purchase police equipment which supports front line police services, a public hearing is required.

All interested persons are invited to attend and speak on this matter. Written comments are also invited and should be addressed to the City Council, c/o City Clerk, 455 North Rexford Drive, Room 190, Beverly Hills, CA 90210, and should be received prior to the public hearing.

If you challenge the Council's action in court, you may be limited to raising only those issues you or someone else raised at the hearing before the City Council or in written correspondence delivered to the City, either at or prior to the hearing.

BYRON POPE, CMC  
City Clerk



## NOTICE OF PUBLIC HEARING

### NOTICE OF PUBLIC HEARING

**DATE:** Thursday, May 11, 2006  
**TIME:** At 7:00 P.M., or as soon thereafter as the matter may be heard  
**LOCATION:** Commission Meeting Room A  
Beverly Hills City Hall  
455 North Rexford Drive  
Beverly Hills, California 90210

The Planning Commission of the City of Beverly Hills, at its regular meeting on Thursday, May 11, 2006, will hold a public hearing beginning at 7:00 p.m., or as soon thereafter as the matter may be heard, to consider:

A request for Development Plan Review, Tentative Tract Map (No. 063079) and R-4 Permits to allow construction of a new 23-unit, five-story, 55-foot high, residential condominium structure on a three-lot site for the property located at **447-451 North Doheny Drive**. The proposed structure would be approximately 53,365 square feet and provide 75 parking spaces within a two-level subterranean garage accessed from the alley. The R-4 Permit is being requested to allow a reduction in the rear yard setback to five feet.

This project has been assessed in accordance with the authority and criteria contained in the California Environmental Quality Act (CEQA), the State CEQA Guidelines, and the environmental regulations of the City, and no significant environmental impacts are anticipated; therefore, a Negative Declaration has been prepared.

Any interested person may attend the meeting and be heard or present written comments to the Commission. Comments on the proposed Negative Declaration may be submitted in writing to the Planning Department within 20 days from the date of this notice and written or oral comments will be accepted at the Planning Commission meeting at the date and time noted above.

If you challenge the Commission's action in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the City, either at or prior to the public hearing.

If there are any questions regarding this notice, please contact the Planning Department at 310.285.1123. Copies of the applications, plans, Negative Declaration, and all documents referenced in the Negative Declaration are on file in the Planning Department, and can be reviewed by any interested person at 455 North Rexford Drive, Room G-40, Beverly Hills, CA. 90210.

For updates regarding the meeting, an information line provides a recorded message at 310.285.1165.

GEORGANA MILLICAN  
ASSISTANT PLANNER



## NOTICE OF PUBLIC HEARING

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Beverly Hills City Hall  
455 North Rexford Drive  
Beverly Hills, California 90210

The Planning Commission of the City of Beverly Hills, at its regular meeting on Thursday, May 11, 2006, will hold a public hearing beginning at 7:00 p.m., or as soon thereafter as the matter may be heard, to consider:

A request for a Development Plan Review, Tentative Tract Map (No. 66300) and R-4 Permits to allow construction of a new 10-unit, 22,241 square foot, four-story, 45-foot high, residential condominium structure on a two-lot site for the property located at **313-317 Reeves Drive**. The proposed structure would provide 27 parking spaces in a single-level subterranean garage accessed from Reeves Drive, and 3 at-grade parking spaces at the rear of the structure accessed from the alley, for a total of 30 spaces. The R-4 Permits are being requested to allow a reduction of the required 10-foot depth of modulation for the front facade and to allow a rooftop bathroom associated with a rooftop spa.

This project has been assessed in accordance with the authority and criteria contained in the California Environmental Quality Act (CEQA), the State CEQA Guidelines, and the environmental regulations of the City, and no significant environmental impacts are anticipated; therefore, a Negative Declaration has been prepared.

Any interested person may attend the meeting and be heard or present written comments to the Commission. Comments on the proposed Negative Declaration may be submitted in writing

**within 20 days from the date of this notice** to the Planning Department and written or oral comments will be accepted at the Planning Commission meeting at the date and time noted above.

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Danny Castro  
Senior Planner

California.

Cherniss spoke of his time in Beverly Hills so far as a career highlight. "I taught at Beverly Vista too and it's a great school to be at. Erik Warren is lucky to be there."

Warren, who has served as assistant principal at Beverly Vista since 1999, will succeed Principal Irene Stern, who retires June 30.

On the district level, Warren has served on negotiating teams, has been administrative leader of the math, science and physical education departments, and is a member of the district multicultural committee.

Before coming to the district, he taught in San Diego City Schools' Race/Human Relations Outdoor Educations Program, which offers sixth grade students the opportunity to spend five days at the Palomar Outdoor School, 70 miles north of San Diego. The program is the culmination of a three-year curriculum focused on diversity and integration.

Warren also taught science and English at Culver City Middle School and served as assistant principal at Perras Middle School and Redondo Union High School in the Redondo Beach Unified School District.

He holds a B.S. in Philosophy from Northern Arizona University, teaching credentials for elementary and middle/high school from the University of San Diego, and an M.S. in Educational Leadership from Pepperdine University.

Unlike Cherniss, who will face the pressure of establishing himself in a position that has seen many candidates come and go, Warren is challenged by living up to longtime Principal Stern.

Walt Puffer, who served as principal of Beverly Vista from 1972-1982, is not familiar with Warren but also followed a well-known principal. Puffer served as assistant principal at Hawthorne for six years before replacing long-time Principal Dr. John French,

As principal, Puffer hired Stern when she first began as a full-time social studies teacher at the school.

"There certainly are pressures for any administrative position in a school district like Beverly Hills, where expectations are very high, parental goals are very high, and students themselves have very high expectations. I

think it might be a little more difficult to come into a [position] where there's been a long tenure of one person than a position where there have been a number of short-term principals. People get used to a person's personality and style and modus operandi and sometimes change can be hard to come about. But [Warren] should not try to copy anyone's administrative style."

Warren admitted there's "a lot of pressure," but is looking forward to making the job his own.

"Obviously, Irene has done a fabulous job in

the time she's been here and has accomplished a great deal," Warren said. "We worked together for a long time. I have a lot of respect for her and the work that she's done, but we're different people and we have different approaches to things. There will certainly be changes."

Warren declined to discuss the details of how things might change at the present time. "I'm not really discussing specific plans for changes

in the school, the nitty-gritty details. It just wouldn't be appropriate to do that before I take over, when we have a sitting principal who's doing a good job as it is."

Puffer suggested that any changes Warren implements

should be gradual.

"Dr. French was very set in the way he wanted things done and the way he did things," Puffer said.

"You want to try to make the transition as smooth as possible in any kind of leadership situation. If you have a different slant on how things ought to go, you don't want to be in a hurry to try to implement your own set of goals and objectives for the school. You want to ease into it so it's not a shock to parents or kids."

To that end, Warren plans to utilize the relationships he's cultivated with parents and stu-

dents as assistant principal.

"I think the relationships I've worked in the last seven years to build are going to be very valuable moving forward," Warren said. "One of the neat things about moving into this position is not having to start over and build the trust and the rapport with the students, faculty and parents of a new school."

The new principal believes it's "likely" he will stay in the position long-term. "I like the longevity that families have [at Beverly Vista]. We have families that have been here for nine years. Some of them with multiple children have been here longer than that, so there's a real investment in the school," Warren said.

According to the school's website, "Parents who attended Beverly Vista many years ago return to the area so that their children may also attend BV. Alumni always regard themselves as part of the Beverly Vista family."

Warren said, "I've always seen myself as a site principal, not so much in a district office position. I'm definitely excited to be the principal of the school but I'm not necessarily moving quickly into another position."


He will follow in the tradition of Stern and the three principals who preceded her, all of whom served as assistant principal at the school first.

"[Beverly Vista] is a top performing school by almost any measure," Warren said. "There's a lot of pressure to keep moving in that direction. I'm going to be the best Erik Warren I can be. If I try to be a better Irene Stern I'm certain to fail because she's the best there is. My leadership style is a little different."

As for how it's different, Warren said, "time will tell."



Erik Warren, Dr. Nancy Lynch and Alex Cherniss.

 **NOTICE OF COMMISSION VACANCIES:**

CITY CLERK  
BYRON POPE, CMC  
455 N. Rexford Drive  
City Clerk  
Beverly Hills, CA 90210-4817  
(310) 285-2400 FAX: (310) 385-0862

**NOTICE OF COMMISSION VACANCIES:  
HUMAN RELATIONS COMMISSION**

The Beverly Hills City Council is seeking qualified residents to fill four upcoming vacancies on the Human Relations Commission. The initial term of office for each position is two years. At the discretion of the City Council, the Commissioner may be reappointed to a second term of four years. The appointees will be required to file an initial and an annual "Statement of Economic Interests" financial disclosure.

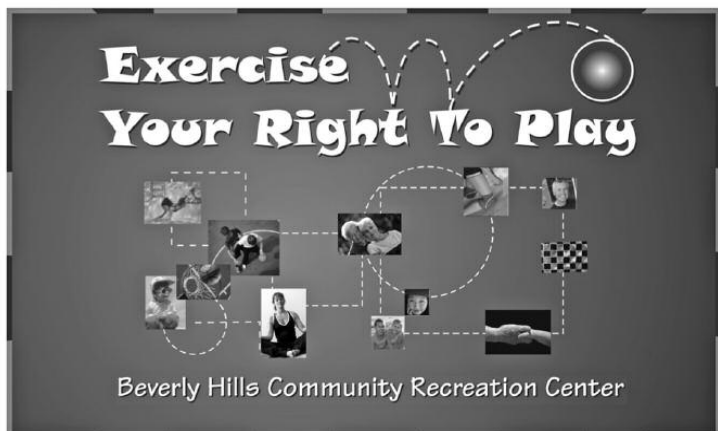
In order that we may preserve the integrity of the application and interview process, please direct all inquiries to the City Clerk, City Manager or the Director of Community Relations. Please DO NOT contact the City Councilmembers or the members of the Human Relations Commission regarding the vacancies.

Application forms for the Human Relations Commission, along with a description of the duties of a Commissioner, and filing details are available for pickup in the City Clerk's Office, Room 190, 455 N. Rexford Drive, or call 310.285.2400 to receive an application and information by mail or by email.

**The deadline for filing applications for this Commission is Friday, June 30, 2006 at 5:00 p.m.**

BYRON POPE  
City Clerk

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Department of Recreation and Parks

# where are they now?



## Sylvia Contreras Nelson

Huntington Beach, CA  
Foreign Language Teacher at all five schools, 1965-2003

### How did you first get to Beverly Hills?

I got there because I was working part-time with Mr. George Zucker who was on the Board of Education then. He wanted me to come to Beverly Hills and so I did. That was a long time ago in 1965. He was wonderful and then he became a judge. He was truly a gentleman.

### Why teach Spanish?

That was my major and I'm bilingual. When I went to college, I was going to be a teacher and then I decided I didn't want to be a teacher and I was going to go out into the world and be a legal secretary. But then I decided I didn't like that so I went back into teaching and got my credential. I graduated from Immaculate Heart College which is no

longer there. Immaculate Heart High School is still there but the college is now the Film Institute on Western and Franklin.

### Who hired you?

I went to work for [the late Principal] Mr. [Dave] Haserot at Horace Mann and I taught one year and went into Spanish the first year. My goodness, was Mr. Haserot good with people. He knew how to handle people, get the best out of them and diffuse any problems—his people skills were wonderful. I taught fifth grade there at Horace Mann because there was just an opening in French and I had to wait for an opening in Spanish.

### Tell us about the foreign language programs at the schools.

We used to have it all the way into the 12th grade and then they introduced Latin into

eighth grade. Certain schools even had German. But then with [the cut in property] taxes and all that [lost] money, they started cutting it and cutting it and cutting it. It was just sixth, seventh and eighth; then just seventh and eighth and then what they have now, which is just in high school.

That wasn't good. The best way [to learn] is from the beginning. The kids are more receptive to learn languages then. It's like music, it picks up easier. You can play and do all sorts of things and the children don't realize they're learning. As they get older, they become inhibited and they get embarrassed and their ear is not as tuned anymore.

### Do you remember any teachers?

Oh yes! Evelyn Banner who was at Beverly Vista so many years. Irene Easton, Pauline Yano—so many. After 39 years, I remember lots of people.

Then there was all the foreign language teachers I taught with. There was Carole Peterson, Jeannie Moynier, Virginia Carter—who is still at the high school, Corinne Carlson—who is in charge of the foreign language at the high school now, Maria Miller Holtz, Al JeKenta. It was wonderful. We all worked very well together.

I remember Steve Fisher, who was wonderful. I knew him as a teacher and then as a vice principal and then as principal. I worked with him and then under him. He retired as principal from El Rodeo [in 2004]. He was another good leader.

### Tell me about your experience working at

### all five schools.

When we first started, there was group of 20: 10 in Spanish and 10 in French. We would go to each school and a group would teach first thru third, another would teach fourth and fifth and then another group would teach sixth thru eighth. We rotated all the teachers. We did thirty minutes every day when we first started. We did two schools in the morning and two in the afternoon and covered all four elementary schools.

All I have are good memories from all schools. Each school was different and they each had their personalities. It was fun. I enjoyed doing what I did.

### Do you remember any of the students or parents?

There was Diane Gordon. She was a supermom who I met at Hawthorne. She had Robby, Julee and Wendy. She was PTA President at Hawthorne and at the high school. Then her daughter Julee went on to teach at El Rodeo. There have been so many wonderful parents. Susie Wallach is still at El Rodeo, Georgianne Yonaty at Hawthorne and Irene Stern [at Beverly Vista].

### Who do you keep in touch with?

Pauline Yano. Evelyn Banner lives in Billings, Montana now. Virginia Carter and Irene Easton from Horace Mann. I talk to them at least once a month. I'm in Orange County and very few people live here. Everybody's up there. Very few live here, but

where are they now cont. on page 6



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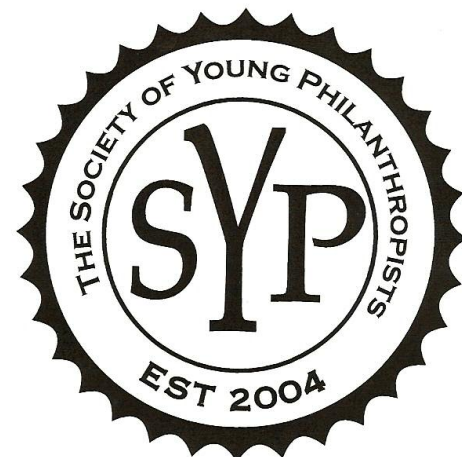
I've gone done 2 dress sizes, I also feel more relaxed & happy.

Angela Cavanati

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where are they now cont. from page 5  
they come down here to visit.

#### How did you end up in Orange County?

My husband, who is a corporate jet pilot, works up here. His name is John Nelson. We moved down here in 1978. Back then the drive wasn't so bad, but by the time I retired, the traffic was so bad.

#### What do you do now?

Right now I live with my mother, my husband and my three pups. I'm involved in the Keeshond and Samoyed Rescue Societies. I had a Samoyed and a Keeshond. When they went over the rainbow, I wanted puppies and couldn't find any so I went on the internet and found these rescue societies and got involved with them. There are a lot of pups that need homes.

I am also involved with Habitat for Humanity, which was started by [former] President Carter. The organization helps build homes for those that can't afford it. It's all based on donation.

#### How did you get involved with the teacher's union?

That was the first and only time that we went on strike in 1989. I was the vice president at the Beverly Hills Education Association that time with Judy McIntyre as president. I've been on negotiation and everything. Unfortunately, not everybody wants to take their turn and they just left it to everybody else so I did it for a long time.

It was important because we have to have

people help and help by organizing. Things could happen and then you would have no control. We had no control anyway, but you feel like you're doing your part.

#### Tell me about your teaching methods.

A lot of oral speaking so that they could pick it up. The high school wanted more grammar structure. There was always a conflict between the high school and the elementary school because of articulation. They expected the high school-ers to be at a certain point.

I won the [BHEF] Apple Award for foreign language at Hawthorne in 2003. I have no idea how I was nominated. I guess it was on your work. That was exciting.

#### Why did you decide to retire?

It was 39 years and it was time. They need new blood. The kids need somebody that will laugh at their jokes. I laughed all the time but they couldn't pull new tricks because I thought I knew them all.

#### What advice would give to a young teacher today?

Enjoy the children and if the children aren't your thing then move on. There are some people that don't like children that are there. Just enjoy yourself, try to get along with everybody and do your thing.

--Interview by Michelle Zenarosa

Coming next week: Former Beverly High French teacher Jacques Poletti.



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# from the hills of beverly



## A Talent Agency Plans Big Development

Good or bad for the city?

By Rudy Cole

Doctors, banks, real estate companies and stock brokers are all good things to have in a community, right? Well, as we ponder the explosion of proposed new development projects it might be well to remember that at one time or another past city councils placed very strict controls on all of these.

Some abridged history: Much of the early construction inside the business triangle was for medical uses. Lawyers, accountants, brokers and others filled office space in the eight-story or more office buildings. At one time, our proportion of lawyers and doctors to the total resident population was so great as to elicit this quip from **Jack Benny**: "With 1,000 doctors and 1,000 lawyers for a population of 32,000, Beverly Hills must be the sickest, crookedest city in America."

To curb the development of medical buildings, the council drastically increased parking requirements. Then, to stem the

increase in financial institutions, at a time when every entrepreneur managed to obtain a charter for either a bank or savings and loan and every available ground floor space was being used by financial organizations, the city came up with a novel deterrent. The building frontage for all financial uses was curbed to make it almost impossible to create new spaces.

The reasons had sound economic justification. Financial institutions were protected by state law from having to pay many taxes, including the sales tax. Medical also had tax exemptions, but more importantly, they generated far more traffic than almost any other use and, with some rare exceptions, the renters of medical spaces and their clients were the least likely visitors to stores and restaurants, a major supplier of sales tax dollars.

Growth around Beverly Hills enticed away many physicians and surgeons. The collapse of the savings and loan industry,

consolidation of banks, the development of Rodeo Drive and the move west of major downtown law firms to Century City all contributed to significant change in our economic profile— mostly in a positive manner.

There were, however, problems. Even as the city welcomed exciting new structures such as the Rodeo Collection, Two Rodeo, the Peninsula Hotel, The Museum of Radio and Television and others, there were many pockets of depressed, run-down and abandoned buildings.

The good news of the last few years is the return of tourism to Rodeo Drive and our hotels, the amazing improvements on South Beverly Drive and that street becoming the real restaurant row of the city, and, of course, the development of the Montage Hotel, replacing eye sores on both North Beverly and North Canon Drives.

What did the city seek to replace financial institutions? Obviously, retailing including boutiques and department stores such as Barney's, which actually did take over a bank building, but the city also made strong bids to lure entertainment industry organizations to our city. Within a few years, many of the top talent agencies found large offices here. These professionals did push hotel occupancy, dining and

shopping.

Now, the bad news. Many of them are or will soon be leaving. CAA and ICM are going to Century City and in the past week, we have heard rumors that our most venerable agency, one of the city's longest running institutions, William Morris, was also considering relocating in Century City. That, it now appears, may not be an accurate buzz. Last week, William Morris unveiled plans to create a massive new headquarters at Wilshire and Beverly Drive, adjacent to the historic Bank of America structure.

What William Morris proposes is a 200,000 square foot development that will combine offices now spread between two or three buildings on South El Camino and Rodeo Drives. The proposal will probably require numerous exceptions from zoning rules.

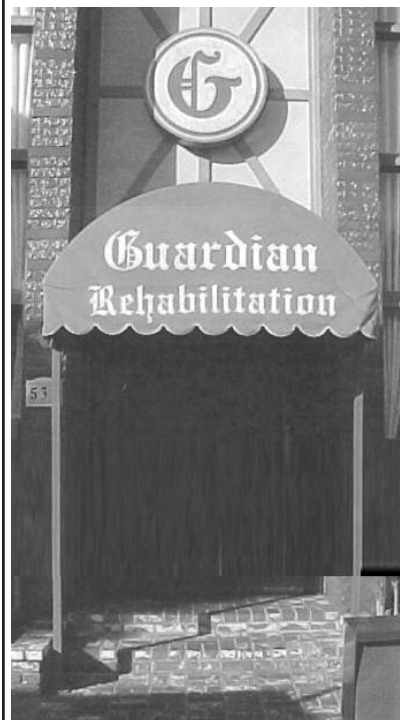
Reportedly, the agency has retained former mayor Mark Egerman and that has raised some issues on the propriety of ex-city officials coming back to seek approval from former colleagues, a problem being addressed in a proposed ethics ordinance.

Knee jerk reactions aside, some realities about the Morris plan. First, with the Montage going forward just across the street, this property was ripe for improvement. Just as with the east side of Beverly, the spaces have long been vacant although they had been once occupied by successful retailers and even once by a very popular cafeteria. Past plans included a fashion

*rudy cont. on page 8*

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*rudy cont. from page 7*

ion center, restaurants and boutiques—none of them materializing.

Morris has been, according to sources in the charity fundraising profession, a very good corporate citizen, mostly doing good works without fanfare or attention. Many of their top officers have taken an active interest in the city, although it would be a stretch to call the agency a warm and cuddly neighbor.

There is a problem. While we want to keep the Morris Agency in Beverly Hills, we are now creating an office building at one of the city's most important intersections and, just suppose, Morris in some future life, decides that the property either doesn't fill their needs or would be more valuable to lease? Clearly, an office building above code would not have been responsible planning.

What would? Mixed-use of retailing and housing is our most critical need. True, the Morris plan does include some ground floor retail, but with a hotel across the street, apartments or condos would have made the most sense, socially. Remember, every time we create any kind of housing on commercial property we take pressure off conversion of our apartment housing stock.

Can we legislate a guarantee of agency use on this property? It seems very unlikely.

What we don't need is mindless opposition to change. The new economic realities have made development/improvement

a challenge. Thoughtful use of the planning process could bring us more projects such as Robinsons-May or we could find ourselves overwhelmed by buildings that neither increase our housing resources or meet our economic needs. Smart growth isn't just a catch-phrase, it means acting now for future residents as past leaders worked to protect us with rules on financial institutions, medical uses and more.

Change is not always wonderful, but head in the sand approaches are very dangerous. We have changed dramatically through the years. We had major food markets at many major intersections—now we have two. We had motion picture theatres at the entrance of the triangle, now only small art houses. The historic list goes on. Incidentally, the gas station at Wilshire and Canon, long a city fixture and owned by Cal Tech, has been leased and could be another mixed use site. Another talent agency had expressed interest, but may not have worked out a deal with the school. Cal Tech was not interested in selling, only leasing.

Very interesting ruling on the Montage by the appellate court which unanimously affirmed the lower court's findings in favor of the city and the hotel. What the court actually reaffirmed is the meaning and application of Environmental Impact Reports (EIRs).

Basically, the reports and studies of traffic and other impacts are not rulings, not legislative acts, but only advisory to the decision making bodies— city councils and planning commission. That may

appear to be obvious, but often EIRs have been used, frequently by citing isolated references, as arguments for or against developments. Hopefully, this will end a much too costly, lengthy process—the most wrenching and expensive in our history.

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Too many weeks we seem to lose some of our best, and last week was no exception. **Sandy Mock** died and with him a wonderful role model of gentility, caring and service to the community. I first met Sandy during his friend **Max Salter's** first campaign for city council. He had managed to turn over his brokerage office, coincidentally, in one of the William Morris buildings, to volunteers working the phones in a get out the vote effort. As his office was being usurped, Sandy remained calm, orderly and totally friendly. If you have ever worked a local campaign, you know what Sandy had to handle.

The smile and good will he exuded seemed to have been permanently affixed, but it was all natural and genuine. I know few people who were as universally loved or appreciated as Sandy. There is one part of his life that may not be well known. Sandy had compiled one of the most complete written histories of the Doheny family, including the Tea Pot Dome rip off, put to print. He had a history of Greystone, which the Doheny family built, that was invaluable to me during my service on the

city's Greystone Foundation. He was always generous with his time and always available when I needed some background on Greystone.

My condolences to his wonderful family and my gratitude for having shared him with our community.

The schools' community open house idea received great response from our readers, but chair **Lili Bosse** and her committee have put the project on hold for a few weeks pending the selection of a new school superintendent. The schools have not yet recovered from the shock of the probable loss of **Jeff Hubbard** to Newport Beach. The *Weekly* has heard from an overwhelming number of teachers and parents who favor the appointment of an interim leader such as former high school principal **Ben Bushman** and not a rush to hire a permanent superintendent. Let's assure the next chief stays long enough to graduate a whole class. Care and thought and not a rush to fill a critical position. Yes, teachers and parents should be a very important part of the selection process.

*Rudy Cole served for eight years as a member and chair of the city's Recreation and Parks Commission. He also was President of the Greystone Foundation and served on three other city committees. Rudy can be reached at: Rudy@bhweekly.com.*

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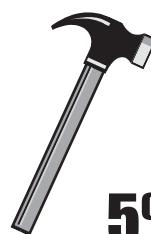
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# briefs

## Beverly High Has No Immigration Walkouts

While thousands marched the streets of Los Angeles Monday to assert immigrants' rights, Beverly High students stayed in.

"This issue hasn't hit our students' radar. I'm not sure why," said principal Dan Stepenosky on Monday. "Our kids are making a great choice here. It's a terrific day today."

LAUSD had an absence rate nearly three times as large as its usual absent rate of 10 percent, at 27 percent.

According to Stepenosky, only one student in the entire school was absent in relation to the protests due to the students' parents concerns about the child's school transportation. The student, who depended on public transportation to get to school, would have been significantly affected by the Monday events.

"In fact, the student's parent called me today and let me know he was studying all day," Stepenosky said.

Last month, the high school was recorded as having the highest attendance rate in the district as compared to the four elementary schools.

## Community Members Speak Out Against Rec Center

An estimated 80-90 community members attend a public meeting Monday regarding the proposed Community Recreation Center.

"We were glad to see that many people show up because it was time for us to get people



The Apple Ball, scheduled for Tuesday, May 16th at the Beverly Hilton Hotel will be a major fundraising event for the district. Pictured (L-R) are the 2006 Apple Award Recipients Elizabeth Call, Horace Mann; Ira Moskow, Beverly Hills High School; Kevin Painter, Beverly Vista, Joanie Garratt, El Rodeo; Dave Taylor, Classified Employee; Jean Rosenblatt, BHEF President; Marion Harvey, Hawthorne School; Nancy Lynch, Administrator; Maggie Soleimani, Apple Ball Chair; Andrea Feinberg, BHEF Honoree Coordinator.

involved early on in this process," said Mahdi Aluzri, Director of Planning. "We wanted to get feedback from folks in the area about how they feel about the proposed concept that we have put out. Obviously there was some opposition and angry people at the meeting. Almost all attendees expressed concerns about the recreation center."

Residents expressed a variety of concerns such as the type of uses suggested, density and height of the proposed project and some felt that the project was completed and decided upon without community input.

"I was hoping to get the focus beyond just

the community recreation center because we were hoping to focus on the entire area but the conversation kept reverting back," Aluzri said. "I was hoping to bring back the conversation on the overall plans. I have to be honest, I was not very successful."

Also in attendance at the meeting were deputy city manager David Lightner and Mayor Steve Webb.

The information gathered at the Monday meet-

ing will be brought back for city council review. There is currently no timeline for the review scheduled, according to Aluzri. Residents, however, will have the opportunity to further discuss concerns in a series of meetings beginning Sunday. The meetings are reservation only. To make a reservation call, (310) 550-4765.

## William Morris May Move Location

The William Morris Agency may move its operations to the Bank of America building on the corner of Beverly and Wilshire Boulevards.

Last week, the New York-based firm George Comfort & Sons Inc. and Morgan Stanley, joint owners of a building at Wilshire and Beverly Boulevards, filed plans to demolish the property's parking garage to create a new 201,000 square-foot space to house the talent agency.

The project has yet to be formally proposed to the Beverly Hills City Council.

## Former City PR Consultant Testifies

Former Fleishman-Hillard Vice President Steven Sugerman— whose prior firm, Sugerman Communications Group, once performed public relations for the City of Beverly Hills— testified in federal court last week that he submitted false public relations billings to the Department of Water and Power.

Sugerman's testimony is part of a fraud and conspiracy trial against Douglas Dowie, his former boss at Fleishman, and co-defendant John Stodder. The company allegedly over-billed the DWP in order to make up for budget deficits.

Sugerman has already pleaded guilty to wire fraud and faces up to 15 years in prison and a \$750,000 fine. His testimony, reportedly part of a cooperation deal with the prosecution, may reduce his sentence.

## Rabbi Jonathan Aaron and Cantor Yonah Kilger To Be Honored at the Petersen Automotive Museum

Associate Rabbi Jonathan Aaron and Cantor Yonah Kilger of Beverly Hills' Temple Emanuel will be honored for ten years of service and dedication to the temple on Sunday, May 21 at the Petersen Automotive Museum.

briefs cont. on page 10

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briefs cont. from page 9

Aaron has served as the Associate Rabbi and Director of Education at Temple Emanuel since 1996. In 2002, he became the Head of School of Emanuel Academy of Beverly Hills.

Kliger, as Director of Temple Emanuel's Arts Center, has presented original plays, musicals, concerts, film screenings, and Shabbat experiences to the Temple Emanuel congregation during his leadership.

The fundraising event will begin at 6 p.m. and will feature cocktails, dinner, dancing and a special presentation to the honorees.

Dinner tickets start at \$180 per person and Sponsor Packages are available. Proceeds from

the event will benefit Temple Emanuel. The Petersen Automotive Museum is located at 6060 Wilshire Boulevard.

For more information call (310) 288-3737 x232.

### City Council Makes Revisions to Brush Ordinance

Council members approved revisions to the city ordinance's brush requirements at Tuesday's city council meeting. The ordinance makes it mandatory to clear away brush in areas deemed high threat zones in the event of a major wildfire.

The areas affected by the council's revisions

include any land within 100 to 200 feet of a building. Designated as the Fuel Modification Zone, the new requirements are meant to reduce the number of possible damages or loss of lives in the event of a fire.

Fire Chief Dale T. Geldert has the authority to make exceptions in the event that strict compliance cannot be met. Anyone not adhering to the revisions will be issued a notice by the fire department and could face possible penalty fees. The revisions will be effective at the end of this month.

### Voter Registration

The League of Women Voters will be helping voters to register at the Beverly Hills Library from 12 p.m. - 4 p.m. this Saturday and Sunday for the June 6 primary election.

You must re-register to vote if you have changed your name, moved, or want to change your party. Registration closes on Monday, May 22.

### Early Touch Screen Voting in Beverly Hills

All Los Angeles County voters can cast their ballots for the June 2006 Gubernatorial Primary Election via touchscreen voting at Beverly Hills City Hall at 455 North Rexford Drive starting Wednesday, May 24 until Friday, June 2.

Balloting will be open for those 10 consecutive days from 8:30 a.m. to 4:30 p.m., including weekends and the Memorial Day holiday.

More information is available at [www.lavote.net](http://www.lavote.net).

### City Approves Sign

The city has approved the re-creation of a

historic Beverly Hills sign that was previously located between Beverly Drive and Canon Drive in Beverly Gardens Parks.

The project is scheduled for completion by late 2006.

A water fountain will also be added in front of the sign.

The Beverly Hills Rotary Club will be fundraising to pay for the sign, the fountain, and additional landscaping for the area.

### Law Day at Roxbury Park

This Saturday, May 6, the Beverly Hills Bar Association will present their annual Law Day Program at Roxbury Park from 10 a.m. to 12 p.m.

Law Day offers members of the public one-on-one pro bono question and answer sessions with BHBA attorneys who will also offer in depth information about specific legal matters.

Law Day is free to the public and no reservations are needed.

Law Day will be held at the Roxbury Park Clubhouse, 471 South Roxbury Drive, between Olympic and Pico.

### BHHS Student Wins Prestigious Journalism Award

Beverly High senior Lisa Ma was one of five high school students who won the 8th Annual Stan Chamber Journalism Awards essay competi-

tion. The contest is geared towards helping Southern California high school seniors interested in journalism and



The Beverly Hills Public Library's Literacy Program held its 12th Annual Luncheon last week at Lawry's Prime Rib Restaurant, an ongoing supporter of the program. Around fifty Volunteers were honored at the event and the Mayor and Vice Mayor and many members of the Beverly Hills business and philanthropic community were in attendance. Honorees receiving special recognition are pictured here: (L-R) Nonna Nudel (contributed 150 hours), Joel Flashman (contributed 5 years), Elizabeth Forsythe Hailey (contributed 10 years), David Rittenberg (contributed 200 hours), Mayor Stephen P. Webb, Augusta Dossick (contributed 5 years) and Vice Mayor Jimmy Delshad. There is currently ongoing tutor recruitment for the Literacy Program. For further information, call (310) 288-2207.

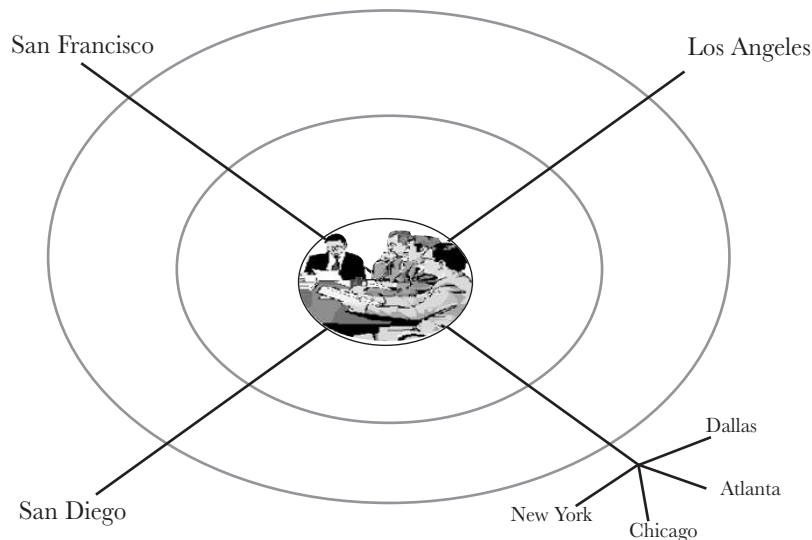


Lisa Ma

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Sunday April 23, Beverly Hills Cub Scouts Pack 100 held their annual Pinewood Derby at Hawthorne Elementary School. Pictured (L-R) Cub Scouts Zachary Jacobs, James Fast, Harrison Baseman.

The award was presented at Labor's 2006 Joint Legislative Conference by California Labor Federation Executive Secretary-Treasurer Art Pulaski.

**Short Fiction Series To Hit BH Library**

Sally Shore, along with the Blonde and Brunette Productions, is bringing the 10th anniversary year of The New Short Fiction Series to the Beverly Hills Public Library this upcoming summer. The library has hosted six of the events' 10 years.

Events will take place on the second Friday of each summer month as following: *Things We Can't Unite* by M. Allen Cunningham on May 12; *Wide Eyed* by Trinie Dalton on June 9; and *Midnight Lover and Other Stories* by Carol Schwalberg on August 11.

Performances begin at 8 p.m. and doors open at 7:30 p.m. There is a \$10 suggested donation. For more information, call (310) 288-2220.

**2006 Beverly High Senior Tea & Fashion Show**

Last Wednesday, the Beverly Hills High



Beverly Hills Mayor Steve Webb, his wife Bonnie and Board Chairman Bram Goldsmith at a wine tasting hosted by Beaulieu Vineyard, the Peninsula Beverly Hills and Eunice and Hal David at the historic Beverly Hills Post Office on April 20. The post office will be the future home of the Wallis Annenberg Center for the Performing Arts. The evening included a multi-media preview of plans for the Performing Arts Center slated to break ground in 2007.

other fields to develop their professional skills.

The five students will each receive \$1,000 that will assist in furthering their competition. The winners, along with KTLA reporter Stan Chambers, will also produce video essays of their work that are scheduled to air on KTLA News in June of this year.

**Assemblymember Koretz Receives Labor Warrior Award**

42nd District Assemblymember Paul Koretz (D- West Hollywood) accepted an award from the California Labor Federation, AFL-CIO and the State Building and Construction Trades Council of California in recognition of his six years of work and legislative efforts as Chair of the Assembly Committee on Labor and Employment.

School cafeteria was transformed into a pastel arena for the 31st annual Senior Tea and Fashion Show.

Under the direction of Assistant Principal Toni Staser, the senior class kicked off the countdown to graduation and prom by strolling the runway in gowns supplied by Cache and Noelle and menswear by Elite Tuxedo.

**Seattle Organic Café & Grocery Opens In L.A.**

Organic to Go (O to Go) an all-natural fast casual organic café, catering retailer and delivery grocery company has expanded into Southern California, opening three retail stores in Los Angeles. O to Go offers consumers wholesome, prepared sandwiches, salads, soups and entrees made with all-natural, fresh

ingredients.

The three new locations includes one at the Museum Square on 5757 Wilshire Boulevard in Los Angeles. For more information, visit [www.organic2go.com](http://www.organic2go.com).

**Kindergarten Registration Opens For BHUSD Schools**

Children who will be eligible to enter kindergarten in the Beverly Hills Unified School District next fall may be pre-enrolled in the kindergarten at four elementary schools within their specific zone starting Wednesday, May 3.

-Compiled by Anna Scott and Michelle Zenarosa

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# coverstory

## GAS CRUNCH

Rising fuel rates for gas station owners in Beverly Hills mean higher prices at the pumps.

By Anna Scott

Jack Colker isn't ready to go out of business, but oil companies are making it a difficult road.

Colker has owned the 76 station on North Crescent Drive for more than 40 years. He's one of only a few independent gas station owners in Beverly Hills, where the nationwide increase in gas prices over the past several months has been particularly marked. The high costs are cause for worry among drivers and dealers alike.

On April 28, the prices at Colker's self-serve pumps were at \$3.43, \$3.79 and \$3.99 per gallon.

"Thank God my customers trust me and have confidence in me. I'm not comfortable with [the higher gas prices]. Oil companies are squeezing the hell out of [gas station owners] and there's nothing we can do," Colker said.

"I try to maintain my margin so I can operate my business in a profitable way and pay my people decent wages," Colker said. "I don't pay minimum wage. But [oil prices] have been going up, up, up and we can't keep passing it through. It's ridiculous."

Colker blames oil companies' "zone pricing"—the practice of charging dealers different prices for the same fuel based on their locations—for the especially high rates in Beverly Hills.

"I don't understand zone pricing. I don't know why they do it," Colker said.

Representatives at ConocoPhillips, the parent company that sells gas to 76 stations, did not return the *Weekly's* phone calls.

But according to the results of a 2001 Permanent Subcommittee investigation, zone pricing is practiced in order to keep gas prices competitive. Each oil company has its own strategy when it comes to determining the number of gas stations in a zone, the shape of a zone and the number of zones in a given area.

Oil companies also have their own methods for determining prices for station owners in each zone based on factors such as the demand for product and traffic counts in each sector.

Data from the Oil Price Information Service, which publishes information on retail gas prices, suggests a link between higher income areas such as Beverly Hills and higher gas prices.

However, the logic of oil using a given area's average household income or property value as part of the formula for gas prices doesn't hold, say station owners.

"It's not a restaurant; when people go to eat in Beverly Hills, they expect to pay a little more," said Shalom Gabay, who has

owned the 76 station next to Robinsons-May on Wilshire since 1980.

"But with gasoline, people are traveling. They're passing 17 stations every day and they have a choice to stop wherever they want. So why do I have to be more expensive? Why do I have to pay more?"

Gabay's self-serve prices last week reached \$3.59 per gallon, versus \$3.29 at a 76 station on Woodman Avenue in Van Nuys.



"[In Beverly Hills] we buy at almost seven cents more than the valley. In the valley, if they sell at the same price I do, they're making seven cents more than I do. People don't realize that, so they come to Beverly Hills and say, 'They're thieves here!'" Gabay said.

Gabay also believes independent gas station owners like himself and Colker are hit much harder by high fuel prices than oil-company owned stations, because the independent owners pay more for less gasoline and sell less.

"People get so angry at my attendant, like we're creating the [higher prices]" Gabay said, "but our margins stay the same. By having the margins the same we are losing money. Then, everybody buys on credit card and that costs us another three percent."

Gabay worries that if prices continue to rise—and he predicts they will, possibly up to \$5 per gallon—drivers will stay away from his station altogether.

Chris Bushee, a chemistry teacher at

Beverly High and president of the Beverly Hills Education Association, drives a total of 44 miles to and from his home in Carson every day and is careful to avoid the higher priced gas stations in Beverly Hills.

"I know where the good stations are. A reliably low-priced station is the Exxon on LaCienega just south of Pico. It's usually a few cents lower than the Exxon that's on the corner of Robertson and Olympic. But the

pool as much as possible. Still, Bushee says there have been months during which they have spent over \$500 on gas between their two cars.

Recently, they decided to put their house on the market and have begun looking for a place closer to Beverly Hills.

"If these gas prices keep up where they are, we're talking about a significant cut in teachers' disposable income," Bushee said.

Teachers aren't the only long-distance commuters in Beverly Hills, however.

Terry Kirley of the Beverly Hills Fire Department is one of several firefighters at the station who commutes weekly from the Temecula area, about 80 miles away.

Kirley makes the trip about three times a week.

According to Kirley, the prices in Beverly Hills right now are "annoying, but not crippling."

"It's a couple of cups of Starbucks that we don't get to have," Kirley joked.

If gas prices continue to rise, however, Kirley does predict it will eventually have a serious impact on commuters like him.

"I think the [firefighters] slowly are moving to more high mileage cars as time goes on, Hondas or Toyotas," Kirely said. "As [gas prices] go up more, the dominos start to fall: there's carpooling, then consideration of cars. The mass transit situation seems to be the most difficult."

For people who work in Beverly Hills, traveling from cities as far as Carson or Temecula via the existing Los Angeles public transportation system would be virtually impossible.

In Kirley's case, his schedule would make it out of the question.

"[Firefighters] travel at odd hours," Kirely said. "We go home in the a.m. but the train service isn't really engineered that way. It's engineered for everybody 'in' in the a.m. and 'out' in the p.m. Long term, we might talk about a different schedule."

For now, all drivers can cut down on gas expenses by carpooling whenever possible, being diligent about car maintenance, using the air conditioner selectively and avoiding high speeds.

Gabay and Colker are not optimistic that gas prices will dip any time soon, and there's not much they can do about it.

According to Colker, the price of his fuel sometimes goes up twice a day and the supplier does not divulge any information on pricing to dealers.

"Oil companies call the shots," Colker said. "It's insane."

other ones close to Beverly Hills, like the one on Wilshire, they're just outrageous. I would never go there," Bushee said.

Bushee is in the process of gathering information to determine the average distance each of the approximately 300 teachers in the BHUSD travels to and from work each week. If the cost of gas continues to rise, he predicts it will have a significant impact on the district's educational community.

"If we were in a different kind of community where most of the teachers live within five miles of where they work, this conversation would be going in a different direction," Bushee said.

"But we have teachers who live pretty far away. We have a lot of teachers who live in the valley, at least ten miles [away from Beverly Hills]. It's something I'm going to have to remind the district of as we move into total compensation agreements and so forth."

Bushee said he and his wife, an instructional assistant at Horace Mann, try to car-

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# sports & scores



## BHHS Soccer Trio Receives All-Southern Section Honors

Norman boys' tennis team routs Santa Monica.  
By Steven Herbert

Midfielder Joey Kramer was named to the Southern California Soccer Coaches' Assn. All-Southern Section Division III second team and defender Alex Lichtenberg, a Beverly Hills High School teammate, was named to the third team.

Kramer and Lichtenberg were named to the All-Ocean League first team.

Norman goalkeeper David Roston and defender Jake Weissberg were named to the All-Ocean League second team in voting by league coaches.

Kramer is a senior, Roston a junior and Lichtenberg and Weissberg sophomores.

### Girls' Soccer

Viviana Ostrzega, a Beverly Hills High

School midfielder, was named to the Southern California Soccer Coaches' Assn. All-Southern Section Division III third team.

Norman defender Nikki Sharaf was named as the Ocean League's Most Outstanding Defensive Player in voting by league coaches.

Ostrzega and Beverly Hills teammates Tess Callner, a defender, and Jocelyn Karlan, a midfielder, were first-team All-Ocean League selections.

Normans Amanda Brandeis, a midfielder, and Emily Litvak and Joey Sundy, both forwards, were second-team all-league selections.

Ostrzega is a senior; Brandeis, Callner, Sharaf and Sundy juniors; Karlan a sophomore and Litvak a freshman.

### Boys' Tennis

#### Beverly Hills 17, Santa Monica 1

The Ethan Bond-Chris Hur and Igor Fedonenko-Peter Yoon doubles teams each lost only two games in winning three sets for the Normans, in an Ocean League match April 17 at Beverly Hills.

Singles players Jeff Lin and Gary Parizher also won all three of their sets for Beverly Hills (9-5, 7-0 in league play).

David Vayzner won both of his singles sets, before being replaced by Samaan Shooshani, a 6-1 winner in his only set.

The Normans' No. 3 doubles team of Coleman Kelly and Daniel Levy doubles team won both of its sets before being replaced by substitutes.

Beverly Hills was ranked second behind Brentwood in the Southern Section Division IV poll released Monday.

### What's Next?

Playoff pairings are scheduled to be announced Monday. The Normans will be scheduled to play host to a first-round match May 11.

### Boys' Volleyball

#### Beverly Hills def. Torrance, 25-18, 25-20, 24-26, 25-21

Ben Smyth had 16 kills and Eric Lee nine digs for the Normans (5-13, 4-6) in an Ocean League match at the Swim-Gym April 20.

#### Palos Verdes def. Beverly Hills, 25-12, 25-13, 19-25, 25-15

The Normans "played better" than they did in a 25-17, 25-22, 25-11 loss to the Sea Kings two days earlier, coach Chris Gagan said.

No statistics were available for the Ocean League match April 19 match at Palos Verdes.

### What's Next?

The Normans are scheduled to conclude the regular season today by playing at Culver City at 3:15 p.m. in an Ocean League match.

### Boys' Lacrosse

#### Palisades 12, Beverly Hills 11

A late Norman comeback fell a goal short in a nonleague game April 3 at Nickoll Field.

Beverly Hills (2-6) trailed 11-8 entering the fourth quarter, then pulled to within one, 12-11 on Sam Forrest's goal with four minutes, 34 seconds to play, but were unable to get the equalizer.

Forrest had six goals, including two in the fourth quarter.

The Normans outscored the Dolphins, 3-1, in the first quarter as Forrest scored twice and his younger brother Nate Forrest once.

The score was tied 6-6 at halftime, as Nate Forrest scored twice in the second quarter and teammate Dean Levin once.

Sam Forrest scored both of Beverly Hills' third-quarter goals.

Norman goaltender John Gornik made 20 saves.

### Softball

#### Lawndale Leuzinger 13-5, Beverly Hills 6-12

The Normans scored seven runs in the fifth inning of the nightcap to break a 4-4 tie and salvage a split in a nonleague doubleheader at Beverly Hills March 24.

Beverly Hills sent 12 batters to the plate in the fifth. Allison Galer drove in two runs with a double and single.

Alex Pop was the other Norman with two hits, singling in Stephanie Yung in the fifth and tripling with two outs in the second.

Rebecca Rosen (3-3) pitched a complete game for Beverly Hills, allowing five runs (three earned), four hits, waking five and striking out three in seven innings.

The Normans scored two in both the first and third and once in the sixth.

The Olympians scored twice in both the first and second and once in the sixth.

Beverly Hills led in hits, 9-4.

In the opener, the Normans squandered a 3-0 first-inning lead, allowing two runs in the second, three in the third, five in the fourth, two in the fifth and one in the seventh.

Emily Housman was three-for-four for Beverly Hills, including a seventh-inning solo home run, and scored three runs.

The Normans scored once in the third and twice in the seventh.

Housman (0-1) pitched a complete game, allowing 13 runs (seven earned), 10 hits, walking eight and striking out four in seven innings.

Beverly Hills was out-hit, 10-7.

*Steven Herbert also covers sports for the Los Angeles Times and The Associated Press. He welcomes feedback and suggestions. He can be reached by e-mail at StvHerbert@aol.com, by telephone at (310) 275-7943 or by fax at (310) 273-4519.*

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The following person(s) is/are doing business as: SELF MADE DEVELOPMENT, 225 N. Conlon Ave. West Covina, CA 91790. LAURA SOTO, 225 N. Conlon Ave. West Covina, CA 91790. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Laura Solo. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 3/17/06. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 4/6/06, 4/13/06, 4/20/06, 4/27/06 LCBHW-1275

FICTITIOUS BUSINESS NAME STATEMENT: 06-0578043  
The following person(s) is/are doing business as: CHARRISNACKS, 2731 Tweedy Blvd. South Gate, CA 90280. RAUL EL GUIRA, 10100 Virginia Ave. South Gate, CA 90280. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Raul Elguira. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 3/17/06. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 4/6/06, 4/13/06, 4/20/06, 4/27/06 LCBHW-1276

FICTITIOUS BUSINESS NAME STATEMENT: 06-0612227  
The following person(s) is/are doing business as: MEDPRO PHARMACY, 7129 Sunset Blvd. Los Angeles, CA 90046. DE VERA INC., 2220 Lynn Road, Thousand Oaks, CA 91320. The business is conducted by: A CORP.







of Los Angeles County on: 04/06/20. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date...

FICTITIOUS BUSINESS NAME STATEMENT: 06-073622 The following person(s) is/are doing business as: RETAIL TICA TIRE. 9157 San Fernando Rd. San Valley, CA 91352. MRINAL ALVAREZ BARRIOS, 11965 Terra Bella St. #16. Lake View Terrace, 91342. The business is conducted by AN INDIVIDUAL...

FICTITIOUS BUSINESS NAME STATEMENT: 06-077126 The following person(s) is/are doing business as: COMMERCIAL CAPITAL-PROFESSIONAL BUSINESS LEADERS. GRANITE BUILDERS INC. WARRING RANDALL, 9461 Charleville Blvd. #351. Beverly Hills, CA 90212. ROBERT J. RAMON, 8951 Chestnut St. #202. Tarzana, CA 91325. The business is conducted by AN INDIVIDUAL...

ment is filed with the County Clerk of Los Angeles County on: 04/07/20. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date...





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 130-Legal Notices  
 135-Beauty Aids  
 140-Health Aids  
 145-Lost Items  
 150-Found Items  
 155-School and Classes  
 160-Adult Entertainment  
 161-Escort  
 165-Massage  
 170-Caregiver

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 202-Acoustics  
 204-Additions  
 206-Apppliance Repair  
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 210-Bath Tub Repair/Reglazing  
 212-Bookkeeping Services  
 214-Brush Clearing  
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216-Car Alarms  
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 218-Carpentry  
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 224-Computer Repair  
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 228-Contractors  
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 256-Locksmith  
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 267-Piano Tuning  
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 270-Sandblasting  
 272-Security Services  
 274-Stained Glass  
 276-Tile  
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 280-Tutoring  
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 322-Resort Property  
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 945-Personal Watercraft  
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Hip Beverly Hills Salon Seeking Stylists. Established Beverly Drive stylist with private, modern Salon on S. Beverly Drive is seeking top-level hair Stylists to rent space and work together in a relaxed yet Refined salon atmosphere. Looking for stylists who are motivated, dependable, professional, Passionate about what they do, and love to create new trends. You Will need to have and/or develop some clientele of your own. Please call to set up an appointment: (310) 556-1069.

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We can help you repair your credit. Our goal is to help you. So call (818)-886-3427 Lic# 01445819

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Notes: Do not run in Florida, Kenutcky or South Dakota ARE YOU MAKING \$1710 per week? All cash vending routes with prime locations available now! Under \$9000 investment required. Call Toll Free (24-7). 800-990-9356.

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