

# Beverly Hills Weekly

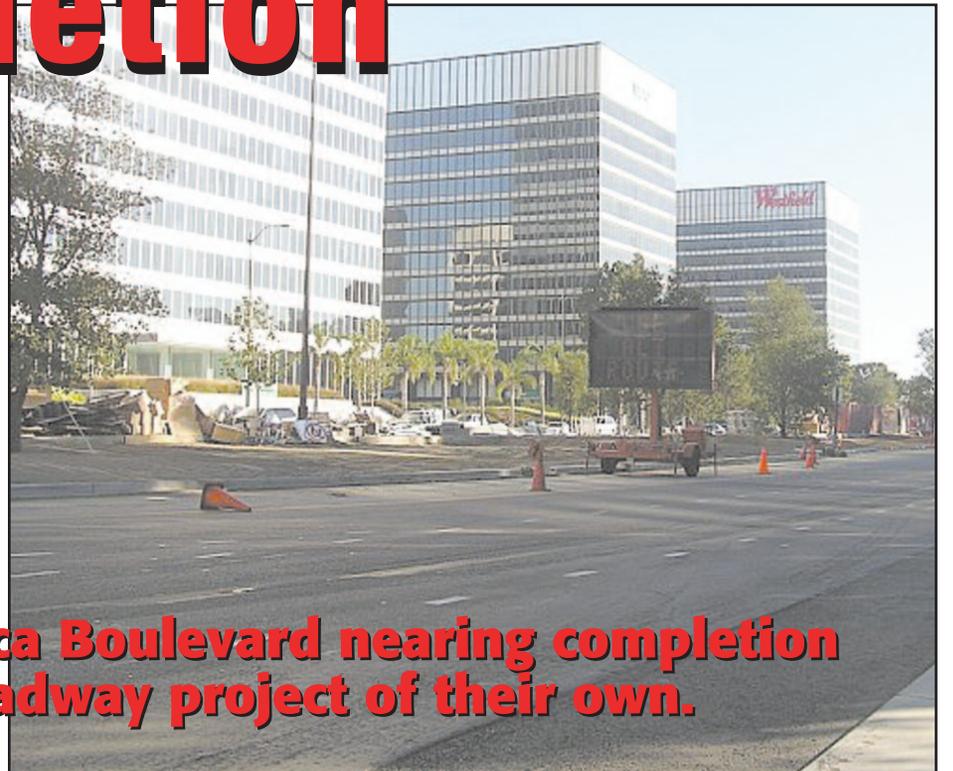
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Issue 354 • July 13 - July 19, 2006



## Roadway Facelift Nearing Completion



**With construction on Santa Monica Boulevard nearing completion Beverly Hills considers a roadway project of their own.**



# letters & email

## “A High-Rise Complex Irritating Neighbors”

In last week’s article in the *Weekly* (“A High-Rise Complex Irritating Neighbors”), as well as the article in the *Courier* (“Chamber: City Not Keeping Up With The Times”), the Chamber of Commerce has begun its campaign for over-development of our city – except that their statements are loaded with misstatements by the Chamber and its members.

The Chamber touted that 73 percent of city revenues come from the business community, while at the same time trumpeting so-called “mixed use.” The problem is that “mixed-use” is virtually all residential, thereby depriving our city of sales, business licenses and other taxes. Take the proposed Casden Project at the corner of Wilshire and Peck. In an area critical to shopping and department stores, less than 15 percent of the overall area of the project would be used for retail (a

“boutique” at that), so that 85 percent would produce no business development or business taxes.

In addition, the Chamber apparently feels that the city “has not moved with the times” by increasing height and density “in the same vein as Century City...or the Grove.” Brilliant! Every elected official has promised to reduce the impacts of traffic. I suppose the double and triple traffic from the double and triple height and density will somehow just disappear. I suppose the specter of living near the massively congested streets around The Grove doesn’t faze the single-issue Chamber members.

Another Chamber veteran is quoted as advocating “fast tracking” development applications. Let’s see: What part of the process should we eliminate or short-change? The state-required environmental studies? Traffic studies? Public hearings? Maybe our city should just approve the unnecessary 6 and 7-story “mixed use” applications without an appropriate analytical process so that the cash flow from the developers’ multi-million dollar condos will flow faster (even though the traffic won’t).

Why would the new “mixed use” residents support night life while the thousands of current residents won’t? Will these “mixed use” units supply more affordable housing when all are planned as multi-million dollar condos of 2,500-5,000 square feet? Did CAA move to Century City because it couldn’t find expansion space in Beverly Hills or – more likely –

because it couldn’t come to terms with its building owners, many of whom no longer work at CAA or may be hostile to it?

Should we carefully examine a new General Plan for our city? Of course. In a limited number of cases, might it exceed the current 3-story height limit? Perhaps – such as with replacing 40 and 50-year-old buildings that currently exceed that height limit. Should we be railroaded into the “mixed use” panacea of the moment for a supposedly “ailing” city? Of course not. Although we must thoughtfully plan for the future, our city is not in crisis (the Republican cry of “war on terrorism” as an excuse for Iraq, for warrantless wiretapping, and for historic budget deficits comes to mind). We can’t be “scared” into rushing to double and triple height limits, density – and traffic.

The Chamber and residents can try to work together (as we have, upon relatively rare occasion, successfully in the past). Or they can each try to scream their own point of view, and only one will win. And I know which one that will be come every two years at election time as traffic grinds to a halt, skylines become even more obscure, and the uniqueness of Beverly Hills blends into Century City and The Grove.

**Ken Goldman**  
Beverly Hills

Once again the commercial interests are

*letters cont. on page 13*

## WHAT’S ON YOUR MIND?

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## SNAPSHOT



“CHANGING OF THE GUARD”  
NORTH REXFORD DRIVE

Former Beverly High Principal Dan Stepenosky introduced the new high school Principal, Joseph Guidetti, at Tuesday’s city council meeting.



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# city & schools

## Guidetti Named New Beverly High Principal

Colleagues say the recently announced Beverly High principal is known for taking a proactive stance with students, parents.

By Kari Hamanaka

Monday the Board of Education introduced Joseph Guidetti, a former principal in Calabasas and Los Angeles, as the new Beverly High Principal.

Guidetti is currently Principal of Hamilton High School in Los Angeles where he has worked since June 2005.

He comes to Beverly High with several years of experience as a high school principal as well as time spent working at the elementary and middle school levels.

Guidetti, who goes by "J." to those who know him, is the second administrator to enter the BHUSD from Las Virgenes Unified School District. Interim Superintendent John Fitzpatrick also worked for the LVUSD as superintendent for nearly 10 years and was Guidetti's boss for the majority of Guidetti's time in Calabasas.

"I think Beverly High School is very lucky to have Mr. Guidetti," said former co-

President of the Calabasas High School Parent-Faculty Club Joann Melancon. "And those of us at Calabasas High School, who worked with him closely, are very jealous – he is a great person and a great advocate for kids."

Guidetti stayed in Calabasas for five years. In April 2005, Las Virgenes District Deputy Superintendent Donald Zimring announced that Guidetti would be transferred to the title of Principal on Special Assignment, which several Calabasas students and parents protested against according to reports from *The Acorn*, the local newspaper serving Calabasas and the surrounding area.

Guidetti said he never accepted the change in title and instead accepted a principal position at Hamilton after deciding it was time to move on.

Zimring was on vacation and unavailable

for comment.

At the same time, Zimring announced the principal on special assignment title, the LVUSD appointed David Jackson to be principal.

These changes followed a five-year tenure as principal in which Guidetti worked to change the bell schedule and strengthen relationships with students. His tenure was the second longest tenure in Calabasas High history following the tenure of Bob Sutton.

"I think he had a really good relationship with students," Melancon said. "He's an outgoing guy and concerned with [students'] welfare. Many students would confide in him when they wouldn't confide in other people. He's a very child-centered, student-centered, caring person."

Guidetti received praise from some in Calabasas for building strong relationships between him and the student-parent population at the high school. He is also credited for increasing the amount of parent involvement with the high school while at Calabasas.

"[Guidetti] was always supportive," said former Calabasas High social studies teacher

and basketball and golf coach, Russell White. "The greatest thing about J. was that he was all about the kids. He was one of those principals that was very active in student life. He would attend a lot of events – not just the football games, but the drama stuff and the band stuff. He was a big part of the student body. When he left, I was sorry to see him go."

Guidetti was also known for implementing the block scheduling at the high school which allowed for a student support period at the school.

"Many schools were doing [the block scheduling] as well, and these were schools similar to ours as far as demographics and [students'] college choices," White said. "We decided to implement it, and that was one of the things

many teachers were not happy about." Teachers say tensions between the Las Virgenes Educators Association and the LVUSD also surfaced during Guidetti's term as Calabasas High principal.

"We decided to implement [the block scheduling], and I know a lot of teachers didn't get him and that was ultimately his down-

city and schools cont. on page 4



Joseph Guidetti

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### NOTICE OF COMMISSION VACANCY: DESIGN REVIEW COMMISSION

The Beverly Hills City Council is seeking qualified residents to fill one vacancy on the Design Review Commission. The initial term of office is for two years. At the discretion of the City Council, the Commissioner may be reappointed to a second term of four years. Each appointee 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 Development. Please DO NOT contact the City Councilmembers or the members of the Design Review Commission regarding the Design Review Commission vacancy.

Application forms for the Design Review 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, August 18, 2006 at 5:00 p.m.**

BYRON POPE  
City Clerk

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city & schools cont. from page 3  
fall at Calabasas," White said.

According to transcripts from a case settled in arbitration, the teacher's union charged the school district with transferring Shagin in violation of the Educational Employment Relations Act. The complaint was dismissed in February 2004.

Before Guidetti became principal, he was the Calabasas High assistant principal from 1998 to 2000 under Susan Allen, who stayed with the district for a year before deciding to move on to L.A. Unified.

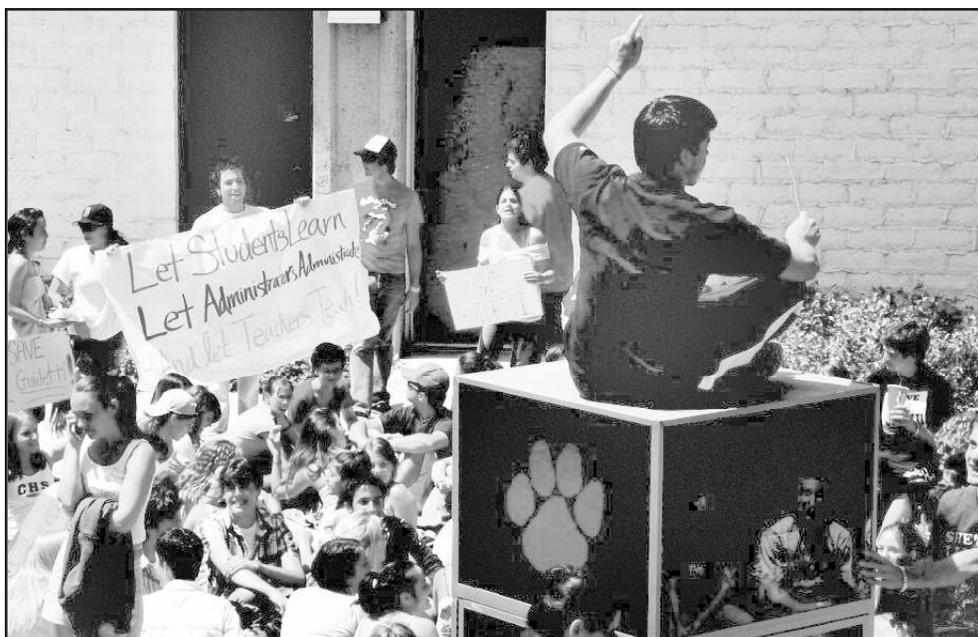
Guidetti's name is mentioned in the case document from two incidents noted as allegedly "hostile" encounters between Guidetti and Shagin. The two had an argument in 1998, which one teacher and some students observed. In another incident, Shagin wrote a letter to the Las Virgenes Board of Education that alleged Guidetti did personal business (such as lifting weights) during school time.

According to the case document, Shagin allegedly had a personal agenda to attack Guidetti.

"The [teachers] union worked day and night to get rid of him," White said.

Co-President of the teacher's union, Sandra Pope would not comment on the relationship between Guidetti and the union during Guidetti's time as principal except to say that "[Guidetti] was well-liked by his students. He worked very hard to develop personal relationships, and it was important to him that students feel attached to their school."

Shagin's transfer, along with another



Students and parents protested the Las Virgenes school district's decision to transfer Guidetti from his position as principal at Calabasas High in April 2005.

Calabasas High teacher, Diane McEvoy occurred during Guidetti's first year as principal, which was an unpopular decision among some parents and students who liked the two teachers.

"In my opinion, he would keep certain people happy and other people would be miserable," said Chair of the Calabasas High math department and union representative, Robin Midiri.

Calabasas High has experienced a high turnover of principals following the retirement of Principal Bob Sutton in 1998. Three Calabasas High principals followed Sutton in the two-year period before Guidetti was promoted in 2000.

Some attributed this high turnover to personal decisions made by the individual principals who left while others mentioned the increasing tension arising from the union.

"Once again, there's an attempt to make it seem like the parents are overbearing, the students are spoiled brats or the teachers are spoiled brats," Midiri said. "That's not the case, just the perception. I believe most principals left for personal reasons."

Las Virgenes superintendent Sandra Smyser did not return the Weekly's calls. Former Beverly High Principal Dan Stepenosky now works under Smyser as assistant superintendent of personnel.

"Fortunately, now we have an administra-

tive leadership to work with us, and it's been amazing," Midiri said.

After the principal on special assignment announcement, David Jackson transferred from Agoura High School to Calabasas High, where he is still principal.

"I really think the district allowed [Guidetti] to leave in the most graceful way possible," Midiri said.

Guidetti decided to leave Calabasas for Hamilton in June 2005. Like other schools in L.A. Unified, Hamilton's 3,400-student population, which is ethnically diverse, is subdivided into smaller learning communities in an effort to maximize learning and increase student-teacher relationships.

"[Guidetti] really pushed the smaller learning communities to another level," said Hamilton Assistant Principal of Secondary Counseling Services Liz Hicks. "Teachers were assigned to small schools before he came, but he kind of pushed it forward so that each teacher is within each school."

Hicks worked with Guidetti at Hamilton first as a teacher and then a director within one of the smaller schools at Hamilton.

"I think he had a good relationship with teachers," Hicks said. "He really got teachers to look at what students need to succeed."

Although, Guidetti was only at Hamilton for a year, Hicks credited him with helping to change the bell schedule at Hamilton which she said is a difficult task to take on. The new schedule will be implemented in the fall.

Guidetti's job as principal at Beverly High became effective July 1.

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# briefs

## Another Step Taken Towards High School's New Turf

A contract for the installation of the turf field at Beverly High was awarded to Asphalt Fabric and Engineering Inc.

Bids for the job were open to the district Monday with two submissions offered. The district ultimately went with Asphalt Fabric, which put in a bid of \$653,000, a sum 8.8 percent over the estimated \$600,000.

The Long Beach-based contractor was also in charge of the Spaulding Field Turf Renovation Project at UCLA doing the drainage matt installation for the university.

As reported in the *Weekly* [issue #352], the city council recently approved the decision to lend the school district an additional \$300,000 after the district's funds came up short in covering costs for the turf field. Prior to that decision, the city already agreed to contribute \$600,000 towards the project.

The Board anticipates installation of the turf to be completed by October 15.

## Additional Contracts Awarded For School District Projects

A number of contracts for the Beverly Vista Building B and Science and Technology Center Projects were discussed at Monday's Board of Education meeting. Both projects are being funded through the Measure-K bond passed in 2002.

The Board approved a contract with Heinaman Contract Glazing for the Beverly Vista Building B project. The company was the only bidder since the district began accepting applications on April 20. Heinaman's bid amounted to \$481,850, which contrasted with the original estimate of \$150,000.

Another contract was also awarded for the Science and Technology Center Project at the Board meeting. The contract with Western Paving for the asphalt and striping of the center amounted to \$265,370. The bid fell under the district's estimated cost of \$300,000.

An increase of \$250,000 to the original contract price of \$2,974,016 between the Board and Rudolph & Sletten was also approved after full-time Safety Enforcer positions were added for safety services at both sites.

## City Tallies Final Cost For Academy of Achievement

A final total for the Academy of Achievement proved lower than original estimates for the event, which were near \$500,000. The city spent a total of \$325,499 for the four-day event that utilized public safety services from about 11 groups including the Beverly Hills Police Department.

As reported in the *Weekly* [issue #349] the event, held June 1-4, received some criticism for the expense to the city which provided security that evening through measures such as bomb screening, vehicle screening and stand-by officers in case of emergency.

The event, hosted by Washington D.C.



Four Beverly High seniors were honored by the city council for winning the Burton E. Green scholarship – an award meant to encourage students to pursue careers in public policy or public administration. (L-R) Former Beverly High Principal Dan Stepenosky, Haylee Schwartz, Connie Lam, Roxy Pirnia and Mayor Steve Webb. (Not pictured is Alexandra Title.)

non-profit organization, the Academy of Achievement, drew several former world leaders such as Colin Powell and Bill Clinton along with celebrities such as Steven Spielberg to the city.

The Academy held the event at the Regent Beverly Wilshire and because it was on private property, the Academy was not required to obtain a permit through the city. Thus, the city was not reimbursed for the additional expenditures made to maintain security during the event.

## Legislative Review

A resolution adopted by the city council moves to increase competition within the telecommunication industry which may help stifle rising prices and perhaps improve service for not only Beverly Hills residents, but all cable users.

The resolution, adopted at the June 12 city council meeting, supports the bill AB 2987, which would offer consumers greater choices in their cable service providers as well as potentially better service

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## City Adopts Cable Principles For

*briefs cont. on page 7*

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# Beverly Hills Firemen's Association Underwriter Party

July 10, 2006  
Photos: Judie Fenton



Gary & Councilmember Linda Briskman



Councilmember Frank & Judie Fenton



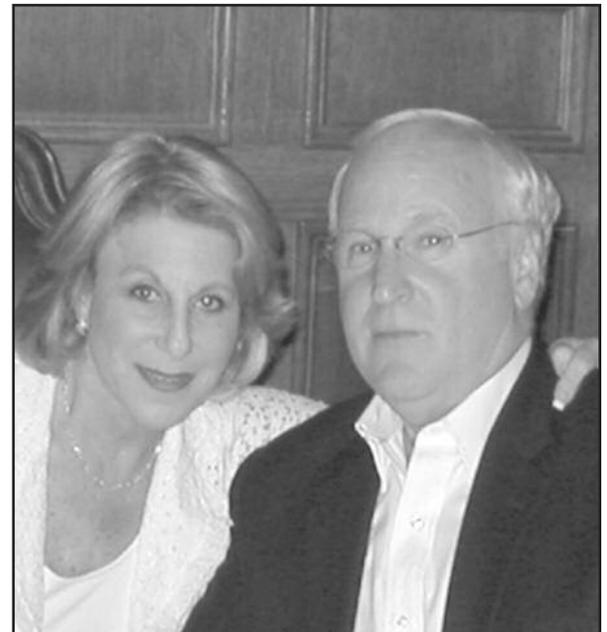
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Lonnie & Vice Mayor Jimmy Delshad



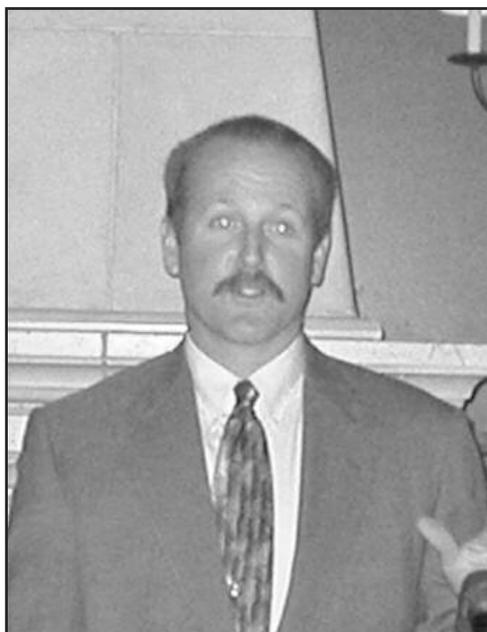
Alan & Michelle Kaye and Mark & Marcia Smith



Marilyn & Dr. Mark Weiss



Chamber President and Beverly Hilton President Denny Fitzpatrick and assistant Millie Dewitz



Fire Captain Craig Reinhardt



Fire Chief Dale Geldert



Beth Hennig and Battalion Chief Ray Navarro

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cable rates as a result of deregulation from the 1996 Telecommunications Act

Adoption of this resolution comes after Adelphia recently made the decision to raise rates of the expanded basic service by \$2 for Beverly Hills residents, which will go into effect beginning with customers' August billing statements. The cable company also raised cable rates for cities surrounding areas such as West Hollywood where residents noticed the increased on their billing statements this month.

### Board Approves Contract With Leadership Associates

The Board of Education approved a \$27,950 contract with Leadership Associates at its Monday night meeting. The Board hired the Mission Viejo-based company to aid in the search for a permanent superintendent.

The position is currently open with Dr. John Fitzpatrick serving as the interim superintendent.

As per the contract agreement, the Board will pay Leadership Associates in two payments of \$13,975. The first payment is to be made after the application deadline ends. The second payment must be made after the superintendent search is over.

In the event that a superintendent is not found according to the timeline set by the district, Leadership Associates will continue to help with the search with no additional charges to the district.

Water-Saving Appliances Equal

### Monetary Rebates For Residents

In an effort to conserve water, the city of Beverly Hills is working with the Metropolitan Water District of Southern California to offer monetary incentives to residents who use water-efficient products at home.

Last year \$5,610 rebates were given to 51 residents who had appliances eligible for the rebate program. During that same year, 408,000 less gallons of water were used in the city.

Appliances eligible for the rebate include water-efficient toilets (for a \$60 or \$265 rebate depending on the amount of water used per flush), washers (\$110 rebate) and a weather-based irrigation controller (\$80 rebate for up to 12 stations and \$6.50 per station after the twelfth station). The weather-based controller is an addition to the rebate program. The controller creates a schedule for water use based on the weather and the landscape.

The application for the rebate is available through the city's web site at [www.beverly-hills.org](http://www.beverly-hills.org). Call the Public Works customer service desk for more information at (310)285-2467.

### Beverly Hills Ranks Fifth In Top 10 Places To Move

Beverly Hills ranked fifth in a list of top ten places people are moving to in Los Angeles County. Results for the list were generated by NorthStar Moving Corporation, based on people's requests for a mover from NorthStar between the months of May through August of this year.

NorthStar reviewed requests for each city and made the list according to those results. The city of Los Angeles placed first in the ranking, followed by Santa Monica, Woodland Hills, Sherman Oaks, Beverly Hills, Chatsworth, Marina Del Rey, Valencia and Long Beach. Northridge rounded out the list placing tenth in the ranking.

The Los Angeles-based company has been in business since 1994 and offers moving services for both residential and commercial properties. Results of the ranking were based only on NorthStar customer requests and did not include requests from other moving companies.

### Beverly Hills Chili Cook-off Expected To Be "Hot"

Mayor Steve Webb is expected to be one of the judges in the city's 12th annual chili cook-off to be held August 6.

The competition is open to amateur chefs with a prize of \$275 going to the first place winner. The second place winner will be awarded \$150 and third place receives \$75. Last year's first place winner was Bindu Kundanmal who won a trip to Hawaii in the chili contest before last year.

In addition to the chili competition, entertainment for kids and the opportunity to buy fresh produce will be available that day. The deadline for submitting the contest application form is July 23 before 1 p.m. Priority will go to Beverly Hills residents registering through July 16.

briefs cont. on page 10

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# from the hills of beverly



## A Changing Of The Guard In The North

Beverly High faces major intrusion.

By Rudy Cole

Do we really have more organizations than people? Or does it just seem that way? We have Rotarians and Optimists – enough to make **Sinclair Lewis** happy. There is a League of Women Voters, Chamber of Commerce, Rodeo Drive Association, Bar Association, Beverly Hills Education Foundation – not to be confused with the Beverly Hills Education Association. The first raises money for schools, and the latter represents the teachers.

There is an Art League, a Doctor's Symphony, a Beverly Hills Symphony, dozens of youth sports leagues, a bridge club, a chess club, organizations that support our religious institutions and a charity for every worthy cause, and was there ever one that wasn't?

Did we mention boy scouts, girl scouts, big sister and big brother, renters and landlords, wine tasters and even a group that keeps our historical records?

But today's sermon is about our highly volatile Homeowner Associations – what are they, what do they accomplish and what should they be achieving? And even the inevitable historical note – what do you expect from a writer who brought **Will Rogers** a welcome to Beverly Hills gift basket?

What prompted all this was some recent news made by the North HOA: Their long-time president **Victor Bardack** resigned and at the very first meeting presided over by the newly installed leader, former mayor **Robert K. Tanenbaum**, the audience showed their displeasure when Tanenbaum made some reportedly unkind comments about Vice Mayor **Jimmy Delshad**, the only councilmember in attendance.

To gain some perspective on homeowner groups, I talked recently with a member of an association representing property owners just outside our city. First, "We do not fight city hall," I was told. "We work

closely with the councilman of our district and one of his deputies attends all our meetings. There's no way we could be effective if we didn't have that relationship and cooperation."

What are their goals? Surprisingly, there was no mention of commercial developments in Los Angeles. What are their interests?

"Police protection, making sure that any reconstruction or additions to homes are within acceptable standards, roads are kept in repair and, very important, finding ways to make our streets safer and traffic more controllable."

Are there any issues on which you and the councilmember disagree? (Although Los Angeles does have a mayor, each council district's representative is the de facto mayor for his or her communities.) The representative could not remember or cite one issue on which they differed with their elected representative.

Not quite the case in Beverly Hills. Of course, there are differences among our associations. It is no accident that the oldest and most successful and the only one that can probably claim it represents a majority of property owners – The Southwest HOA – is also one of the more moderate and more inclusive.

The differences between the North and

South groups is very interesting. The North represents the most protected area of our city.

The zoning prohibits any commercial development, sets rules for home sizes that are or were very restrictive and their streets are the widest and most attractive in the city. On the other hand, the South is smack up against commercial zones and almost every change proposed for Wilshire, Olympic, Beverly or south Rodeo impacts their quality of life. Yet, who is the most vocal on changes? The North.

What seems to have not received sufficient attention are mansionization – as an association, the North HOA was strangely silent when one of their neighbors fought against a spec home he felt was totally out of scale and in design with neighborhood standards.

More recently, the North HOA has taken positions on developments long distances from their domain.

The North HOA has discussed the need and viability of the proposed Sports Center (in the heart of the Industrial Area), fought the Montage Hotel and Gardens (entirely within the business triangle) and a whole litany of supposed shortcomings of the city's elected officials.

Considering their wide ranging geographic interests, it is perplexing that the association has not weighed in on a project that could have very serious consequences and impacts on our high school – the 10000 Santa Monica Boulevard proposal. Why not give strong support to Mayor **Steve**

*rudy cont. next page*

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*rudly from previous page*

**Webb's** concerns about this development? More about this below.

Back to Tanenbaum. He is, by training, experience and temperament, a prosecutor. No one should be surprised when that's how he approaches civic matters, publicly and privately. He was probably surprised at the audience's displeasure with his personal attacks on Delshad. He was being Bob.

But if an association needs or wants council and staff cooperation, is Tanenbaum the right choice? Yes, if your mission is to fight city hall, RKT is your man. But he left city government battling the police, even later representing those suing the city and went into a long political hibernation. Back to the purposes of homeowner groups: Safer communities, cooperation with law enforcement and protective services, adequacy of basic city services including street repairs and traffic control and just assuring that your neighborhood has a pipe line to city government.

One community leader, observing the change of presidents by the North HOA, said "who would have thought that the time would come when we viewed Victor Bardack as a moderate?"

Why did Bardack leave, and what will it mean to the association? Bardack's explanation, in a brief interview Monday, seemed very reasonable. "I can't be critical of city leaders who want to run forever and not set an example myself," he said. "Organizations need new leaders, as does the city, and I thought it was time to step

down." He also said he wanted to spend more time on his work, producing films, but will remain on the board and continue to be active.

Bardack did make one salient point about his leadership style: "I don't think it's productive to make personal attacks on people," he said. "That's not my style." Although, Tanenbaum and Bardack probably agree on most issues, their methods are quite different.

On the other hand, even Tanenbaum can change when he has leadership responsibilities. There was a very distinct difference in his roles as councilmember compared to his time as mayor. As one of five, he was too often in the face of his colleague, once sparking a public rebuke from the late Ben Stansbury, then mayor. However as mayor, Tanenbaum was more collegial, restrained and even making efforts to unite his colleagues. It is possible he will do the same now that he has the president's gavel of the North HOA.

One can only hope

However, there are rumblings among the natives that what the area needs is a more representative homeowners association. The present group, although growing, is a long way from representing a majority of the property owners in their community, unlike the older Southwest.

The North HOA is really very new. It was started by a group concerned about traffic and parking, and not development. One of their first issues was the impact of the semi-annual Affaire in the Garden at our park adjacent to Santa Monica

Boulevard. After many public hearings by the Rec and Parks Commission, and many meetings with city staff, most of the concerns were resolved.

Not exactly the emotion packed issues that led to the formation of other associations. The forerunner to the Southwest HOA was called United HOAs and they led the battle against, among other developments, Saks Fifth Avenue. Most of the leaders and activists of this early anti-commercial growth group were members of the Christian Science Church and the Mormons – who lived in the south and south central parts of our city. One of the early battles of the Southwest, then organized by former mayor **Allan Alexander** and **Ken Goldman**, was against a more massive Neiman Marcus then finally approved.

It's hard to define the Municipal League, although it too has evolved into a group battling whatever comes on the city's agenda.

Their leaders tried, unsuccessfully, to launch an initiative against Barney's New York, they sided with the more extreme animal rights advocates in trying to force the city retailers to place anti-fur labels on those products – a ballot measure soundly defeated by the voters and a myriad other battles.

Hereto the history is worth examining. The Municipal League was actually formed by some of our most influential community leaders and first put together by **Sooky Goldman** under the name Citizens for Beverly Hills. Highly respect-

ed motion picture leader **George Seaton** was its first president and he was succeeded by **George Slaff**, who later became mayor of Beverly Hills. The Muni League had another mayor as president, **Joe Tilem**, when the association expressed concerns over plans for a mammoth Bank of America headquarters building on Little Santa Monica smack up against the north, but even then no North HOA was formed.

Many other HOAs are ad hoc – organized to oppose some development in their impacted community. They are dormant until some issues stir them. Even Trousdale had an HOA before the North – in fact, it once had two.

Finally, a word about the 10000 Little Santa Monica project, and the gigantic hole in the ground that once was Jimmy's Restaurant.

Trust me, whatever is proposed it will not be the environmentally sound, beautifully landscaped project with major open space that is being proposed for 9900 Wilshire. Think Westwood and Century City boxes, luxurious and spacious on the inside, but built to the max externally.

This is a most unique parcel. It is smack up against the high school and just feet outside our city limits. If you have ever traversed the streets in the area when the high school begins or ends classes, you know this is not the right place for a major structure. Mayor Webb is on the job, but where are the North HOA leaders – many of their member's kids do go to Beverly. First reports were that it might become a hotel.

*rudly cont. on page 10*

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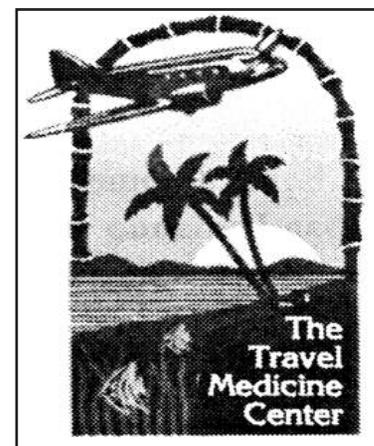
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briefs cont. from page 7

Applicants must fill out an application which can be accessed through the city's web site at [www.beverlyhills.org](http://www.beverlyhills.org). A \$35 entry fee must also be paid when the application is turned in. The event will be held at the 9300 block of Civic Center Drive. Call (310)550-4796 for further details.

**Film Series To Continue Monday With Airport**

*Airport*, which received a best picture Academy Award nomination, will be shown Monday at the Academy of Motion Picture Arts and Sciences, as its "Great To Be Nominated, Part Three" series continues, an academy representative said.

Cast members Jacqueline Bisset, Damian London and Quinn K. Redeker and the publicist for the 1970 film, Robert Werden, are scheduled to participate in a panel discussion following the screening.

*Airport*, which stars Burt Lancaster as an airport manger struggling to keep it open despite a severe snowstorm, complaints from angry nearby homeowners and personal problems, received 10 Academy Award nominations.

Helen Hayes received the best supporting actress Oscar for her portrayal of an elderly stowaway, winning in a field that also included castmate Maureen Stapleton.

George Seaton, whose wife Phyllis became Beverly Hills' first female City Council member and mayor in the 1970s, was nominated for best screenplay based on material from another medium.

Seaton's grandchildren were profiled in the *Weekly* cover story "Council Kids: 50 Years Later Part III" [issue #335]

*Airport's* other nominations were for best art direction, cinematography, costume design, film editing, original score and sound.

Curtain time is 7:30 p.m. with the pre-show elements beginning at 7 p.m.

Tickets for the screening are \$5, \$3 for academy members and students with valid identification and can be purchased at the academy during regular business hours or when doors open at 6:30 p.m.

More information on the screening series is available by calling (310) 247-3600.

**Los Angeles Zoo To Host "Music In The Zoo" Event**

The Los Angeles Zoo Association is featuring a night of music July 25, which includes Hawaiian and jazz music. The event allows guests to hear music and see some of the animals past the zoo's normal business hours.

Ticket sales on the day of the event will cease at 4 p.m. and the doors will reopen for ticket holders at 5:30 p.m. The event lasts from 6 p.m. to 9 p.m. Guests can fill out a ticket order form online at [www.LAZoo.org](http://www.LAZoo.org) or call (323)644-6042 to make reservations or for more information.

*-Briefs compiled by Kari Hamanaka and Steven Herbert*

rudy cont. from page 9

Imagine, the Peninsula and the Montage construction that could have joined hands in protecting, as they should, their turf. It's another case of traffic for Beverly Hills and taxes for Los Angeles.

Los Angeles Councilmember **Jack Weiss**, who represents the areas surrounding our communities, will have much to say about what happens to this property. Another historical note: It was his father, Walter, who helped organize the opposition to a mammoth housing plan along Spalding Boulevard which was later drastically reduced in size and is now the 211 condos.

Weiss's office told me Monday that no plans have yet been presented to them or the Los Angeles City Planning Department. They did believe that earlier reports of a hotel have been abandoned. Remember, although the land is adjacent to our city and shares a street with the high school, height and density rules in Los Angeles are very different from our own. Too bad, we should have found the means of annexing or purchasing this land for our schools years ago. Now, for our school and the southwest, we need to get involved and informed.

Final note: Although we didn't often agree, I always felt Victor Bardack believed he was acting in the best interests of the city, and not carrying on some private agenda. He worked hard, fought hard, but did so with some class. His film, *The Great New Wonderful* is five related stories

on the impacts of people's lives following 9/11 who live in New York, has received early excellent reviews. Stars include **Edie Falco, Olympia Dukakis, Tony Shalhoub** and **Jim Gaffigan**. His film was featured at New York's Tribeca Film Festival and opens in Beverly Hills at Music Hall on July 21, 2006.

Final, final note. In case you missed it, many school districts are explaining why they have lost administrators, some with departures that make our own leavings look like personnel retention plans. What has obviously happened is that there is now more money in many districts, enabling them, after years of financial shortages, to enter the competitive market for top leaders. Also, many districts are seeking administrators who serve other districts but live nearby. It turns out we are not alone, but credit our Board and its president **Myra Lurie** for quickly addressing the issue. One problem: We are hiring key staff members before we have a new superintendent. Hopefully, the next super will not want to start over with his own people and those coming on board will be to his liking. In fact, that might be a precondition of employment - meetings with the staff he or she will inherit.

*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](mailto:Rudy@bhweekly.com).*

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# sports & scores



## BHHS Alumnus Wins Professional Tennis Tournament

Norman football team reaches tournament semifinals.

By Steven Herbert

Riza Zalameda, a 2004 Beverly High graduate, won her second professional singles tournament last week, defeating top-seeded Alexa Glatch of Newport Beach, 6-4, 6-1, in the final of the \$10,000 U.S. Tennis Association Women's Pro Circuit tournament in Edmond, Okla. July 2.

Glatch, 16, is 242nd on the Sony Ericsson WTA Tour rankings and has won one professional tournament in singles. Zalameda is ranked 574th.

Zalameda defeated Australian Lara Giltinan, 5-7, 6-2, 6-2, in the first round, then didn't lose a set in the remainder of the tournament, defeating fellow Americans Hilary Barte, 6-3, 6-4, in the second round, and McCall Jones, 6-1, 6-1, in the quarterfinals and Australian Nicole Kriz, 6-4, 7-6 (2) in the semifinals.

Zalameda, a UCLA junior, is scheduled to play in several U.S. Tennis Association Women's Pro Circuit tournaments as an ama-

teur this summer.

Zalameda's first professional singles tournament victory came in a \$10,000 tournament in Manila in November, in which she also won the doubles title.

### Junior Tennis

#### U.S. Tennis Association National Open

Gary Parizher, a Beverly High sophomore, and partner Billy Pecor of The Woodlands, Texas, reached the quarterfinals of the boys' 14 and under doubles.

Parizher and Pecor received a bye in the round of 32 and defeated Andrew Carlisle of Portola Valley and Nicolas Talbott of Palo Alto, 8-1 in the round of 16, before losing to the top-seeded team of Campbell Johnson of Rancho Santa Fe and Clay Thompson of Venice, 8-2. The Johnson-Thompson team reached the final, where it lost to the second-seeded team of Denis Nguyen of Anaheim and Thomas Pham

of San Diego, 8-6.

The tournament was played at the El Dorado Park Tennis Center in Long Beach July 1-5.

### 22nd Jack Kramer Club Junior Satellite Tournament

Sam Farzane of Beverly Hills won the boys' 14 and under singles championship, defeating Dennis Uspensky of Atlantic Beach, N.Y. 6-4, 3-6, 6-2 in the final.

Farzane, who wasn't among the two players receiving seeds, defeated Nelson Scharffenberger of Rolling Hills, 6-0, 6-0, in the round of 16, Andie Jainsumai of Torrance, 6-2, 6-3, in the quarterfinals, and top-seeded Brian Humbarger of Hermosa Beach, 6-3, 6-4, in the semifinals.

The tournament was held July 5 through Saturday at the Jack Kramer Tennis Club in Rolling Hills Estates.

### Jackie Tatum Classic

Zachary Bushkin of Beverly Hills reached the final of the boys' 10 and under division, losing to Nasakorn Tamavimok, 6-2, 6-2, in the final.

Bushkin, who wasn't among the two players receiving seeds, defeated second-seeded Andrew Munoz of San Bernardino, 6-3, 6-1 in the quarterfinals, and Christopher Pan of Oak Park, 6-4, 6-0, in the semifinals.

The tournament was held July 1-4 at the Rancho Cienega Tennis Club in Los Angeles.

### Football

#### Covina Tournament

Beverly High won six of its first seven games, then lost to Sherman Oaks Notre Dame,

20-18, in the semifinals Saturday at Covina High School.

The Normans opened pool play Friday by defeating Azusa and Upland, then lost to Victorville Silverado, then completed the day by defeating Lynwood and Fountain Valley Los Amigos in seven-on-seven touch football games played in T-shirts and shorts.

In Saturday's single-elimination portion of the tournament, Beverly Hills defeated Laguna Beach by forfeit and Silverado in the quarterfinals.

"We got better as the day went on Friday and we carried that over to Saturday," Norman coach Carter Paysinger said. "We played very well."

Beverly Hills quarterback Meyer Linter "played well," as did receiver Erik Munzer and running back-receiver Ramon Judkins, Paysinger said.

Defensive backs Daniel Kim, Darrian Richardson and David Roston "played very well" for the Normans, Paysinger said.

### What's Next?

The Normans are scheduled to compete in the Claremont Tournament Friday and Saturday and the Palos Verdes Peninsula Tournament Monday beginning at 7 p.m.

### Girls Basketball

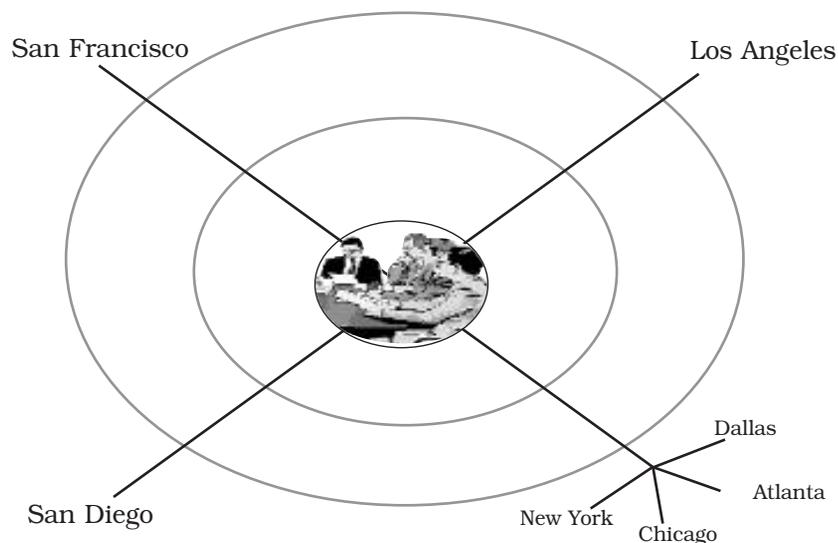
After 38- and 26-point losses in their first two games in the Culver City High School 2006 Summer Girls Basketball League, Beverly Hills High School defeated Los Angeles Marymount by two points in overtime July 5 and Los Angeles University, 48-45,

*sports cont. on page 13*

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# coverstory

## ROADWAY FACELIFT NEARING COMPLETION

With construction on Santa Monica Boulevard nearing completion Beverly Hills considers a roadway project of their own.

By Adrianna Weingold

The Santa Monica Boulevard Transit Parkway Project stretches the 2.5 miles of Santa Monica Boulevard from the 405 freeway to Moreno Drive, the Beverly Hills city limit. The project is aimed at improving the quality of Santa Monica Boulevard and alleviating congestion, but the construction has caused additional unwanted traffic for Beverly Hills.

An open house briefing will be held on July 20 to discuss the Santa Monica Project. The community is welcome, and encouraged to voice any questions or concerns they have regarding the project.

"The boulevard is going to be widened to some extent with three lanes in each direction. There are bicycle lanes, bus priority features, close to 800 new trees and a landscaped median," said Tonya Durrell, Santa Monica Boulevard Transit Parkway Project Spokesperson. "We expect significant improved mobility in the area."

The project began March 2003 and was set to be completed by August 2005. Durrell is confident that the roadway portion of the project will reach completion by October 2006. Landscaping crews will work until July 2007.

"The city of Beverly Hills was kept informed throughout the planning stages going back over 5 years. We had the ability to give input with respect to the overall design and planning and give our preferences among several alternatives," said Mayor Steve Webb. "We are kept informed as matters progress and if our staff has questions then the city [Los Angeles] responds to it. We are not anticipating anything greater than what we have already experienced and once it reaches completion which will be relatively soon, things will flow smoothly."

The total cost of the project is \$68,451,000 and is being funded by the MTA, federal government, State of California, City of Los Angeles and Los Angeles County.

"Our goal was always to keep people on the Boulevard and that wasn't always easy but we didn't recommend suggested alternative routes," said Durrell. "We have a very sensitive community and we didn't want to impact cut-through traffic in the neighboring communities."

While the construction limit is at the border of Beverly Hills, the resulting traffic for both residents and commuters making their way in and out of the city is significant. The road closures along Santa Monica Boulevard have caused drivers to take other routes often avoiding Santa Monica all together. However, the magni-

tude of traffic resulting from this project is yet to be seen.

"There is so much construction going on that people aren't using it [Santa Monica Boulevard]. It remains to be seen once the construction is over if that brings more traffic in," said Vice Mayor Jimmy Delshad. "If they do widen those streets it

In the 1960s, what is now the 405 freeway, was supposed to be built along Santa Monica Boulevard through Beverly Hills. The city of Beverly Hills made a deal with the State of California to build a "Cut and Cover" freeway through the city. Instead of running above ground, the freeway would have been built below ground in

highway, route 66. Beverly Hills now owns the stretch of Santa Monica Boulevard that runs through the city.

Prior to his time in the state legislature, Assemblymember Paul Koretz helped relinquish this portion of the Boulevard from the state. State Senator Sheila Kuehl helped push the bill through the legislature so the relinquishment could come to fruition.

When the State of California relinquished Santa Monica Boulevard to Beverly Hills the city received about 4.5 million from the state.

"When title to Santa Monica Boulevard passed to Beverly Hills, as part of that process they were required to pay to the city of Beverly Hills an amount equal to the deferred maintenance that's required on that boulevard," said Webb. "There was a process of negotiation coming up with that dollar amount and the parties meaning Beverly Hills and the State of California through Cal Trans agreed on 4 million plus dollars. The money is for us to use as we see fit but we are holding it pending a decision as to what we want to do with Santa Monica Boulevard."

It was one of the first pieces of Santa Monica Boulevard to be relinquished from the state. After that other portions followed including the part from Century City all the way to the 405 that is currently under construction.

"We are taking a look at and analyzing the possibility of widening Santa Monica Boulevard. We believe we could obtain one additional lane. This is merely in the discussion and initial planning stages," said Webb. "One of the goals of our trip to Washington D.C. was also to start a dialogue with the transportation committee in Washington D.C. about the possibility of some Federal funding that would assist us in widening Santa Monica Boulevard."

The stretch of Santa Monica Boulevard that is in Beverly Hills is now under the jurisdiction of the city so it is up to the city of Beverly Hills to decide what if anything they are going to do with the Boulevard.

"We are talking about widening the street only going one way, going from East to West. This way we will take the people that are coming from the East side - from West Hollywood and Hollywood going to Santa Monica and the beaches - faster out of our streets by adding an extra lane only westward not east," said Delshad. "That would help get the traffic away from our city streets that are right now using our city's streets to bypass Santa Monica."



LITTLE SANTA MONICA BOULEVARD



Santa Monica Boulevard currently under construction.

will bring more traffic going through Beverly Hills."

Despite the extreme monetary penalty placed on contractors if they did not make their deadline, the project has continued for over two years longer than anticipated. The total loss faced by contractors is \$3,500 per calendar day that work is not completed past the agreed deadline.

Beverly Hills.

The plan was approved by the city but faced opposition when it went to the legislature for approval. Former State Senator Anthony Beilenson opposed and ultimately killed the bill that would have approved the project.

Santa Monica Boulevard throughout most of the west side was formerly a state

letters cont. from page 2

calling for an increase in height limits and more density citing that we (the city of Beverly Hills) are not competing with such cities as London, Paris and Tokyo. They are implying that if we compete with these cities, the expenses of running Beverly Hills will be taken care of by the commercial interest in the form of increased sales tax, hotel bed tax and other cash flow from increased business.

They do not mention the costs of such increased business which will be required, such as increases in police, fire and other city personnel as well as infrastructure, such as sewer, parking and increase of congestion, which falls upon the shoulders of our 33,000 residents. Surrounding all of this is the mantra that expenses of running the city will be born by the increased business activity instead of the citizens of Beverly Hills.

However, this citizen wants less commercial activity and desires to pay his share of our operating expenses. I do not want to compete with the very large cities of London, Paris and Tokyo. And I certainly do not want to increase the value of commercial property by increasing the height limits.

I urge the citizens of Beverly Hills to speak out on these issues to our elected representatives to deny builders the right to build higher and higher.

**Justin L. Goldner**  
Beverly Hills

sports cont. from page 11

Monday at Culver City High School.

Against Marymount, the Normans rebounded "a little bit better" and played "a little bit better" defense than in their earlier two games, coach John Braddell said.

"We are improving, which is a positive sign," Braddell said.

Guard Lilly Choi and center Hannah Abrams, both juniors, drew praise for their play for Beverly Hills from Braddell.

Against University, the Normans "put in a lot of new offensive stuff and we struggled running it early, but we ended up executing late," Braddell said. "We trapped most of the game. The trap was decent, but we got them to shoot shots we wanted them to take and we rebounded the ball well, so the trap actually did help us out."

Sophomore guard Sophie Payson and Choi drew praise for their play from Braddell.

**What's Next?**

The Normans are is scheduled to conclude play in the Culver City High School 2006 Summer Girls Basketball League by facing El Segundo Monday at 4:30 p.m. and an opponent to be determined Wednesday at a time to be determined, both at Culver City High School.

*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.*

# policeblotter & arrestsummary

**City of Beverly Hills**  
**Week of: July 11, 2006**

The Beverly Hills Weekly receives the information that appears below from the Beverly Hills Police Department. This information is released each week to the public. We assume no responsibility for any errors or omission in the police blotter.

**Burglary:**

Occurred between 1610 on 07/07/06 and 0800 on 07/10/06 in the 400 block of Beverwil. Unknown suspect(s) entered the unsecured location and removed property. Suspect(s) fled the location undetected. Loss: \$2,150

Occurred between 1000 on 07/07/06 and 1300 on 07/10/06 in the 200 block of South Elm Drive. Unknown suspect(s) used force to gain entry to the location. Suspect(s) removed property and fled the location undetected. Loss: \$8,250

**Grand Theft:**

Occurred between 1400 and 1415 on 07/08/06 in the 200 block of Moreno Drive. Suspect: Male Juvenile. Suspect

removed property from the victim's bag which was left unattended at the location. Loss: \$500

Occurred between an unknown time on 07/01/06 and 1000 on 07/08/06 in the 100 block of South Maple Drive. Unknown suspect(s) stole money from the victim's location. Loss: 6,700

Occurred between 1430 and 1435 on 07/06/06 in the 200 block of Moreno Drive. Suspect #1: Male, Juvenile. Suspect #2: Male Juvenile. Suspect #3: Male Black. Suspects approached the victim from behind and grabbed her cellular telephone from her hand. Suspect #1 fled the location in a vehicle where suspect #3 was waiting. Suspect #2 fled the location on foot. Loss: \$200

**Battery:**

Occurred between 1543 and 1545 on 07/05/06 in the intersection of Swall Drive and Charleville Blvd. Suspect violently grabbed the victim's arms preventing her from leaving the area. Suspect was arrested.

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that many patients have longing for; information many don't get from their doctors or drug companies. To get your free copy of this 8 page report that has helped thousands of patients, call **1-800-524-3198** and listen to the 24 hr toll-free recorded message. Or go to **www.FreeHeadacheNews.com**. The report is free to the public.

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County Clerk of Los Angeles County on: 6/14/06. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. 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: 6/22/06, 6/29/06 7/6/06, 7/13/06 BHW-1962

FICTITIOUS BUSINESS NAME STATEMENT: 06-1311081  
The following person(s) is/are doing business as: ZEBRA LIQUIDATION, 8343 Haskell Ave. N. Hills, CA 91343. MARIO E. DIAZ, 8343 Haskell Ave. N. Hills, CA 91343. 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: Mario E. Diaz. 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: 6/14/06. 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. 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: 6/22/06, 6/29/06 7/6/06, 7/13/06 BHW-1963

FICTITIOUS BUSINESS NAME STATEMENT: 06-1089693  
The following person(s) is/are doing business as: NASCENT CLOTHING, 303 14th St. Santa Monica, CA 90402. GABRIEL DAMON LEWIS, 303 14th St. Santa Monica, CA 90402. 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: Gabriel Damon Lewis. 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: 6/14/06. 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. 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: 6/22/06, 6/29/06 7/6/06, 7/13/06 BHW-1964

FICTITIOUS BUSINESS NAME STATEMENT: 06-1311139  
The following person(s) is/are doing business as: SMOOTH VOYAGE, 10214 Samoa Ave. #25, Tujunga, CA 91042. KAREN NAZARYAN, 10214 Samoa Ave. #25, Tujunga, CA 91042. 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: Karen Nazaryan. 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: 6/13/06. 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. 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: 6/22/06, 6/29/06 7/6/06, 7/13/06 BHW-1965

FICTITIOUS BUSINESS NAME STATEMENT: 06-1300468  
The following person(s) is/are doing business as: US DECORUM, 415 S. Oxford Ave. Ste. #126, Los Angeles, CA 90020. FAYAZU HAQUE, 415 S. Oxford Ave. Ste. #126, Los Angeles, CA 90020. 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: Fayazu Haque. 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: 6/13/06. 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. 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: 6/22/06, 6/29/06 7/6/06, 7/13/06 BHW-1966

FICTITIOUS BUSINESS NAME STATEMENT: 06-1300494  
The following person(s) is/are doing business as: SHORT TERM LENDING, 22720 Oxnard St. Woodland Hills, CA 91367. JEANIE GHARIB, 22720 Oxnard St. Woodland Hills, CA 91367. 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: Jeanie Gharib. 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: 6/13/06. 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. 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: 6/22/06, 6/29/06 7/6/06, 7/13/06 BHW-1967

FICTITIOUS BUSINESS NAME STATEMENT: 06-1300531  
The following person(s) is/are doing business as: AKOP H COMPUTER SERVICES, 12814 Victory Blvd. N. Hollywood, CA 91606. AKOP PISKULYAN, 541 N. Kenmore Ave. Los Angeles, CA 90004. 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: Akop Piskulyan. 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: 6/13/06. 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. 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: 6/22/06, 6/29/06 7/6/06, 7/13/06 BHW-1968

FICTITIOUS BUSINESS NAME STATEMENT: 06-1300526  
The following person(s) is/are doing business as: MACIAS EXPRESS, 25399 The Old Road, Apt 4104, Stevenson Ranch, CA 91381. GABINO MACIAS, 25399 The Old Road, Apt 4104, Stevenson Ranch, CA 91381. 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: Gabino Macias. 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: 6/13/06. 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. 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: 6/22/06, 6/29/06 7/6/06, 7/13/06 BHW-1969

FICTITIOUS BUSINESS NAME STATEMENT: 06-1300527  
The following person(s) is/are doing business as: DIRECT EXPRESS, 5179 Fountain Ave. Apt. 18, Los Angeles, CA 90029. ARA LEVANYAN, 5179 Fountain Ave. Apt. 18, Los Angeles, CA 90029. 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: Ara Levonyan. 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: 6/13/06. 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. 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: 6/22/06, 6/29/06 7/6/06, 7/13/06 BHW-1970

FICTITIOUS BUSINESS NAME STATEMENT: 06-1300528  
The following person(s) is/are doing business as: RODEO AUTO TRANSPORT, 18730 Vine St. Hesperia, CA 92345. ADOLFO NIEBLAS, 18730 Vine St. Hesperia, CA 92345. 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: Adolfo Nieblas. 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: 6/13/06. 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. 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: 6/22/06, 6/29/06 7/6/06, 7/13/06 BHW-1971

FICTITIOUS BUSINESS NAME STATEMENT: 06-1300529  
The following person(s) is/are doing business as: K & S EXPRESS, 6248 Cleon Ave. N. Hollywood, CA 91606. KRISTINE MKRCHYAN, 6248 Cleon Ave. N. Hollywood, CA 91606. 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: Kristine Mkrchyan. 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: 6/13/06. 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. 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: 6/22/06, 6/29/06 7/6/06, 7/13/06 BHW-1972

FICTITIOUS BUSINESS NAME STATEMENT: 06-1300453  
The following person(s) is/are doing business as: ALFARO TOWING SERVICES, 2655 East 223rd St. Carson, CA 90810. MIGUEL ALFARO, 2655 East 223rd St. Carson, CA 90810. 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: Miguel A. Alfaro. 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: 6/13/06. 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. 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: 6/22/06, 6/29/06 7/6/06, 7/13/06 BHW-1973

FICTITIOUS BUSINESS NAME STATEMENT: 06-1300565  
The following person(s) is/are doing business as: FUENTES DISTRIBUTION SERVICE, 10729 Stag St. Sun Valley, CA 91352. YADIRA RUIZ, 10729 Stag St. Sun Valley, CA 91352. 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: Yadira Ruiz. 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: 6/13/06. 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. 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: 6/22/06, 6/29/06 7/6/06, 7/13/06 BHW-1974

FICTITIOUS BUSINESS NAME STATEMENT: 06-1300579  
The following person(s) is/are doing business as: HMD CONSULTING GROUP, VILLA-DELGADO CONSULTING GROUP, 20740 Stephanie Dr. Winnetka, CA 91306. HILDA M. DELGADO, 20740 Stephanie Dr. Winnetka, CA 91306. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed here in: Feb 06. Signed: Hilda M. Delgado. 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: 6/13/06. 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. 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: 6/22/06, 6/29/06 7/6/06, 7/13/06 BHW-1975

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. 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: 6/22/06, 6/29/06 7/6/06, 7/13/06 BHW-1976

FICTITIOUS BUSINESS NAME STATEMENT: 06-1311048  
The following person(s) is/are doing business as: FLEGENHEIMER WORLDWIDE LOGISTICS, 263 W. Olive Ave. #352, Burbank, CA 91502. RODNEY A. FLEGENHEIMER, 16346 Filbert St. Fountain Valley, CA 92708. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed here in: 6/14/06. Signed: Rodney A. Flegenheimer. 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: 6/14/06. 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. 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: 6/22/06, 6/29/06 7/6/06, 7/13/06 BHW-1977

FICTITIOUS BUSINESS NAME STATEMENT: 06-1311155  
The following person(s) is/are doing business as: DURANGO TIRES AUTO SERVICES, 13906 Van Nuys Blvd. #8, Arleta, CA 91331. FREDY VALDERRAMA, 15537 Northoff St. #29, North Hills, CA 91343. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed here in: 06/14/06. Signed: Fredy Valderrama. 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: 6/14/06. 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. 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: 6/22/06, 6/29/06 7/6/06, 7/13/06 BHW-1978

FICTITIOUS BUSINESS NAME STATEMENT: 06-1300532  
The following person(s) is/are doing business as: STELLAR STAFFING DEVELOPMENT, INC., 168 W. Elm Ct. #C, Burbank, CA 91502. STERLILAR STAFFING DEVELOPMENT, INC., 168 W. Elm Ct. #C, Burbank, CA 91502. The business is conducted by: A CORPORATION. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Stellar Staffing Development, Inc. President, Alma L. Padron. 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: 6/13/06. 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. 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: 6/22/06, 6/29/06 7/6/06, 7/13/06 BHW-1979

FICTITIOUS BUSINESS NAME STATEMENT: 06-1300539  
The following person(s) is/are doing business as: XSCHEMS, 3540 Wilshire Blvd. Ste. 1028, Los Angeles, CA 90010. B.R.E. INDUSTRIES, INC., 3540 Wilshire Blvd. Ste. 1028, Los Angeles, CA 90010. The business is conducted by: A CORPORATION. The registrant commenced to transact business under the fictitious business name or names listed here in: 4/15/06. Signed: B.R.E. Industries, Inc. President, Ramin Mehra. 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: 6/13/06. 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. 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: 6/22/06, 6/29/06 7/6/06, 7/13/06 BHW-1980

FICTITIOUS BUSINESS NAME STATEMENT: 06-1300495  
The following person(s) is/are doing business as: BERMUUDA PRODUCTIONS, BERMUUDA STUDIOS, 644 Price Dr. Burbank, CA 91504. VACHE TER-YEGHISYAN, 644 Price Dr. Burbank, CA 91504. SAM VAGARSHAKIAN, 644 Price Dr. Burbank, CA 91504. The business is conducted by: CO-PARTNERS. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Vache Ter-Yeghisyan, Sam Vagarshakian. 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: 6/13/06. 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. 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: 6/22/06, 6/29/06 7/6/06, 7/13/06 BHW-1979

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