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Issue 358 • August 10 - August 16, 2006

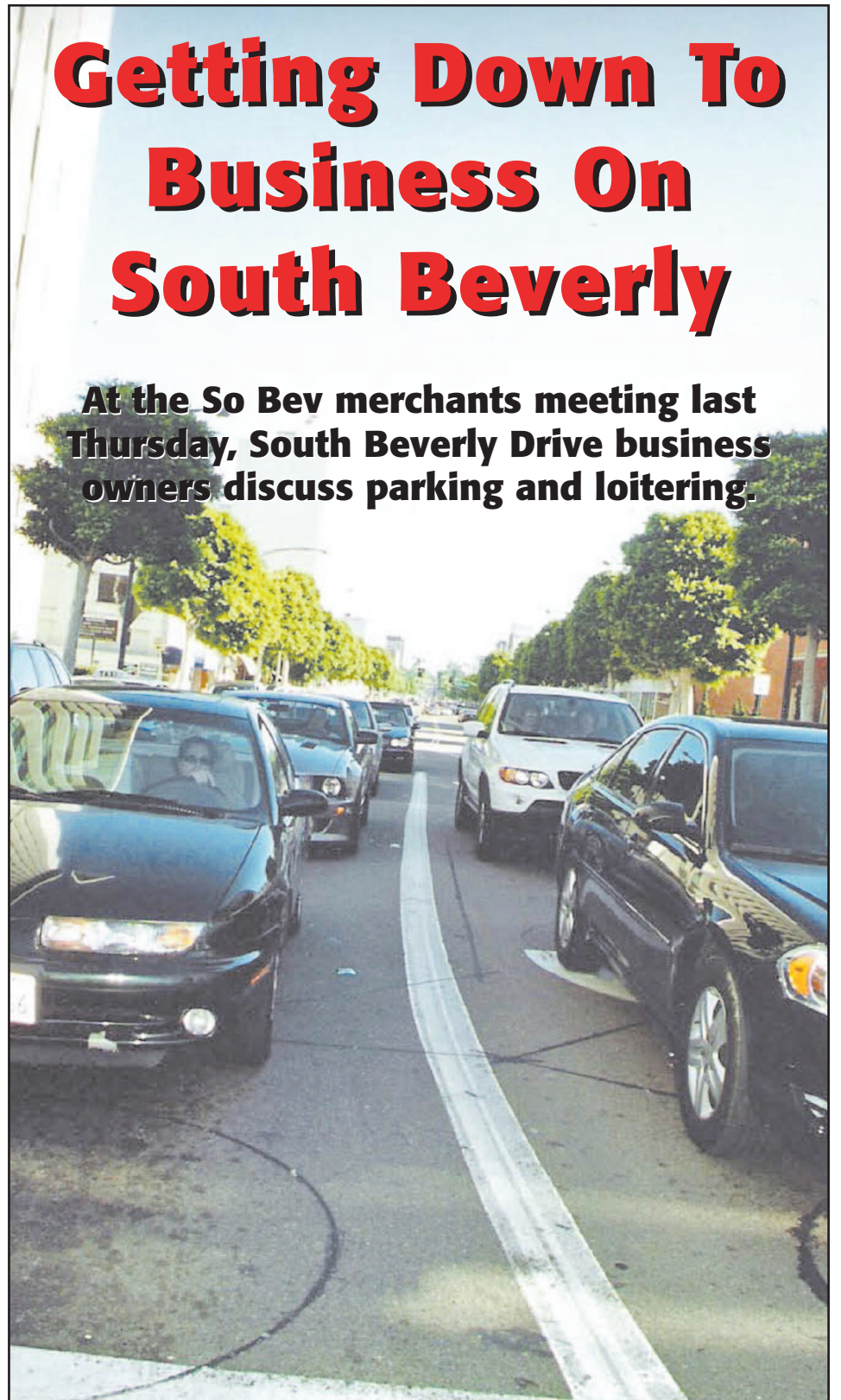
What's The Fuss On North Beverly?

Businesses adjacent to the Montage Hotel construction site on North Beverly say the city has not adequately responded to their concerns.



Getting Down To Business On South Beverly

At the So Bev merchants meeting last Thursday, South Beverly Drive business owners discuss parking and loitering.





letters & email

“Supreme Court Denies Montage Petition”

As a resident of Laguna Beach, I wanted to express my sympathy with the residents of Beverly Hills over the California Supreme Court’s decision not to hear the appeal against the Montage Hotel and its developer, The Athens Group.

We in Laguna Beach were watching your case closely, and were hoping that the Supreme Court would accept it to address one of the most damaging and dishonest corporate entities our Sierra Club Task Force and neighborhood association have ever encountered.

Behind its facade of elegance and glamour, The Athens Group and Montage have a history of lies, deceptions and environ-

mental abuse of the worst kind in Laguna Beach.

I am so sorry that the Supreme Court has made this decision. The Athens Group and Montage will flaunt their victory and continue to make more lives miserable. They will surely use this in Laguna Beach to forward their destruction of our city and quality of life.

For all of you who worried about the traffic and other impacts of the massive Montage project, you only think you know how bad it will get. Just wait until they actually do it.

The Athens Group and Montage are the single worst thing (other than the fires) to ever happen to Laguna Beach. So, hang on - it’s not going to be pretty.

*Penny Elia
Laguna Beach
via bhweekly.com*

Last week, Mayor Stephen Webb stated with respect to the Montage Hotel that the California Supreme Court’s latest ruling “unequivocally confirms what the City of Beverly Hills has known all along – that it acted properly on all counts on the proceedings of this matter.”

The California Supreme Court did not confirm whether Mayor Webb and the City of Beverly Hills acted properly or improperly on any count relating to the

Montage. The Court simply decided not to review the case. Therefore, the Supreme Court did not rule on anything with respect to the Montage. The Supreme Court receives about 2,000 appeals per year and accepts only between 100-120 cases. Even if the Supreme Court believed that the appellate court got it wrong on the environmental issues involving the Montage, the Supreme Court is unable to review most cases because of time constraints. The Mayor owes this city more than “spin.”

Secondly, Mayor Webb and the Montage developers continue to say that

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WHAT’S ON YOUR MIND?

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140 South Beverly Drive #201
Beverly Hills, CA 90212

You can fax us at:
310.887.0789

email us at:
editor@bhweekly.com



SNAPSHOT



“KISS THE COOK”
CIVIC CENTER DRIVE

Cindy Brynan, wife of Chili Cook-off co-winner Jeff Brynan, celebrates with her husband. Brynan shared first place with Marc Axelrod.

Beverly Hills Weekly

Issue 358 • August 10 - August 16, 2006
Beverly Hills Weekly Inc.

Founded: October 7, 1999
Published Thursdays

Delivered in Beverly Hills, Beverlywood, Los Angeles

ISSN#1528-851X

www.bhweekly.com

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Unsolicited materials will not be returned.
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subscriptions
are available.**
Sent via US Mail
\$75 payable in
advance

Adjudicated as a
newspaper of general
circulation for the County
of Los Angeles. Case #
BS065841 of the Los
Angeles Superior Court,
on November 30, 2000.



people & profiles

Joseph Guidetti Beverly High Principal

After returning from a cross-country vacation in a motor home with his family, newly appointed Beverly High Principal Joseph "J." Guidetti spoke with the *Weekly* about his future at the high school and his background in education.

What sorts of things have you been doing to get settled in at Beverly High?

I was actually only here for a week, and then I went on vacation. So, now I'm back. It's all a learning process even though I've

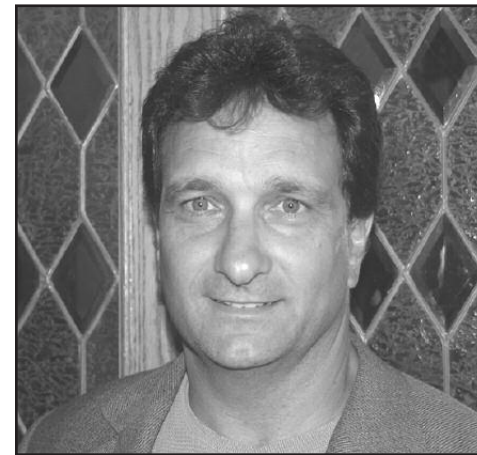
been a principal now – this will be my seventh year. You just have to learn the culture. It's really important to do that. I was fortunate to have [former Beverly High Principal] Dan Stepenosky around for a couple of days with the transition. He introduced me to some of the key people, not only in the school, but in the community. That's pretty much what I did the week prior to my going on vacation – learning who the people are. It's the whole process of really acclimating yourself to the culture.

What sorts of differences have you noticed between Beverly High and Calabasas High or Hamilton High, the two

schools you formerly worked at before Beverly?

I met with the student body president, the board representative and the vice president. I thought that was very important. I also met with some key teachers, the WASC coordinator and some of the other department teachers. The difference that I noticed right off the bat, is the pride everyone takes in Beverly Hills. There's really a true sense of a rich tradition here.

Hamilton had a tradition, but Hamilton has gone through so many changes in the past 10, 15, 20 years. Calabasas has its own tradition, but Calabasas really has gone through so many administrative changes over the past 15 years, and they're a relatively new school. [Beverly High] has a real tradition of academic excellence, and you can feel it. People are really proud to be a part of this institution. When I met everyone, from your editor to the



folks on the city council, everybody has a connection to Beverly High and it's a really good, positive upbeat feeling. That's something that I really noticed and it struck me as being different than Hamilton and Calabasas.

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the Montage opposition wasted City resources with the litigation. This statement is also not true. Anticipating litigation regarding the Montage Hotel project, the City obtained an indemnification so that the Montage paid all of the City's legal costs. Again, the Mayor owes us more than the spin.

Now that the Montage litigation is final, one issue is certain, which Mayor Webb cannot dispute or spin. The District Attorney's Bureau of Fraud and Corruption Prosecutions cited former Mayor Egerman, Mayor Webb and Councilmembers Delshad and Briskman for violating the Brown Act, because they censored residents from speaking against the Montage project at a public hearing. The District Attorney described the Council's actions as "intolerable" and "flagrant." To see the District Attorney's letter, go to pp. 3 and 4 at www.robersilversteinlaw.com/brown_act.pdf.

It is also certain that voters will decide in March 2007 the following issues:

Whether it was proper for the City Council to hide material facts relating to projected traffic from the Cirrus medical project right next door to the Montage;

Whether it was proper for the City Council not to tell voters about the \$2.5 million in annual debt service that the City must now pay on the borrowed \$32 million that the City is giving to the Montage Hotel;

Whether it was proper for the City Council not to tell voters that in return for the City's \$32 million, the public would get mostly tandem (front-to-back) parking spaces that no one wants; and

Whether it was proper for the City Council to, claim that the Montage would generate \$5 million annually in new City revenues, when this number is not guaranteed and is simply a rosy projection without any deduction for debt service.

Most judges strongly believe that courts should not interfere with the decisions of elected officials. Therefore, in March 2007, the voters will be the final judge on

whether Steve Webb and Jimmy Delshad, who approved the Montage Hotel, the Crescent project and the loss of two-hour free parking, deserve to be reelected.

Larry Larson Beverly Hills

Inefficiency At The DMV

Two weeks ago on a Friday afternoon I parked my car on South LaPeer Drive in Beverly Hills while I saw a physical therapist. There was a handicap sticker hanging from the front mirror. When I returned, I realized the car had been towed. I called the Beverly Hills police department and was told that I hadn't paid my registration fee. Could they have given me a ticket? Could they have found out I lived in the same house for 55 years and wasn't going anywhere? Evidently not.

Here is the story as it unfolded:

I was told I had to go to the DMV which I did Monday morning. Taxi fare: \$22. The DMV would not take my credit card since they have no way of servicing it. They would take a check, but I didn't have one with me. (It takes a couple of days to clear checks, but only a minute or two to clear a credit card. Does that make any sense?)

Off to a branch of my bank to get cash. Taxi fare: \$12.

Back to DMV. Taxi fare: \$12.

Paid registration fee. I was told I had to go to the Beverly Hills police department so they could issue some papers. Could they be faxed? No.

Back to Beverly Hills. Taxi fare: \$22. Can I have my car? Not yet. Go to place where it was impounded.

It was a \$22 cab fare to retrieve my car – very close to the DMV office! Charge for holding my car over the weekend? \$330. Time spent? 4 ? hours.

Is that the way to handle a simple infraction?

Constance Harris Beverly Hills



NOTICE OF PUBLIC MEETING

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 MEETING

The City Council of Beverly Hills, at its regular meeting to be held on Monday, August 21, 2006, at 7:30 p.m., in the Council Chambers of the City Hall, 455 N. Rexford Drive, Beverly Hills, CA 90210; will hold a public meeting to consider:

AN APPEAL OF THE PLANNING COMMISSION'S DECISION TO GRANT A MINOR ACCOMMODATION PERMIT TO ALLOW THE EXTENSION OF AN EXISTING LEGALLY NONCONFORMING SIDE YARD SETBACK FOR AN ADDITION TO A SECOND STORY GREATER THAN 14 FEET IN HEIGHT FOR A SINGLE FAMILY PROPERTY LOCATED AT 719 NORTH LINDEN DRIVE.

The Planning Commission at their meeting of June 22, 2006 granted a minor accommodation request for an addition to the existing second story of a 24 foot tall, two-story residence. The proposed addition would match the existing legally nonconforming side yard setback of five feet, seven inches (5'7") and would be a maximum height of 24 feet (24'). Code Section 10-3-2406(c) allows a building addition to match an existing legally nonconforming side yard setback with the granting of a minor accommodation permit. An appeal of the Planning Commission's decision has been received by the City Clerk of the City of Beverly Hills

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. Staff has determined that the proposed project qualifies for a Categorical Exemption under the authority provided by the CEQA Guidelines and no significant environmental impacts are anticipated.

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

Please remember, 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.

If there are any questions regarding this notice, please contact the Planning and Community Development Department at 310.285.1123. Copies of the plans and application are available for review or purchase in the Planning Department, Room G-40, 455 N. Rexford Drive, Beverly Hills, California.

BYRON POPE, CMC
City Clerk
Publish and Mail:

people & profiles cont. from page 3

Although, you have only been here for a short time, what goals have you set for yourself at the high school?

My goal is to really take six months just to come to know what's going on here. I have the opportunity to do that. At Hamilton, I didn't have that opportunity or that luxury, and at Calabasas I didn't have that opportunity or that luxury. In both places, I had to make some pretty significant changes, because the institution was not running as efficiently as it should have been. Here [in Beverly Hills], and again, this is speaking from a week's worth of experience I don't get that sense at all.

There are some programs that I brought over to Las Virgenes [Unified School District] that, one in particular, the Every 15 minutes program, which is the national drunk driving awareness program, I think Dr. Stepenosky was trying to work on that, but that's something that I'd like to see moved forward if we can get community support.

[The Every 15 Minutes Program is] a really extensive community support program done for 2 days, preferably around the prom. You basically stage a car crash that stemmed from a drunk driver. Then the next day you actually hold kind of a memorial service and throughout the two days, you do things related to alcohol awareness and making positive choices. I think Dr. Stepenosky was heading down this road, and if that's the case and something has been started, I would like to continue it. I did bring the program to Las

Virgenes, and it was very successful.

What do you anticipate as being your greatest challenge at Beverly High?

Beverly High is very similar to Calabasas High. It's a high-achieving district, high-achieving school, high-achieving community and that's always a challenge. It's always more difficult to maintain academic excellence than to build something out of nothing.

I don't mean to demean L.A. Unified, but some of the schools in L.A. Unified are struggling. The kids are struggling just to find a meal, and here, as in the case of Calabasas, your kids are really the expectation is that they're going to do some pretty fascinating things to contribute to society. They're going to be pretty successful and that in and of itself is a challenge, and I welcome the community support. A lot of people feel that perhaps maybe the community is demanding. I see it as a complete strength where you look forward to working with several different people that have high expectations. A lot of principals find that to be a challenge. To me, I find that to be exciting. I think that is what has really shaped Beverly Hills. The teachers are very dedicated, and the parents are very dedicated.

Do the expectations of an administrator change considerably to adapt to different school districts?

Your expectations as an administrator are always the same. Whether it's a low performing school or a high performing school, you instill confidence in everybody and you demand rigor in your program.

The approach, however, is different. At Hamilton for example, the week I left, there were three or four shootings during summer school and after. So, those obstacles are real, and you can't ignore them. So, your expectations are the same but you have to navigate and negotiate academic success in a different way. You've got to make sure the kids' basic needs are met, and those needs [at Hamilton] might be different from the basic needs of kids in Beverly Hills.

You have challenges, but you're working from a much more disadvantaged starting point at [a school like] Hamilton High School. Plus the system itself, with Beverly Hills Unified the system is a lot smaller and a lot more cohesive and even coherent. In L.A. Unified, you have 76 high schools alone. It's very difficult to navigate the system and to get things accomplished. Here [in Beverly Hills], you have a lot of people focused in on one thing: the high school. So, your resources are much more easily accessible.

How are you involved with the search for the high school's new assistant principal?

I will be on a panel which will take recommendations along with [John Fitzpatrick] the [interim] superintendent and [Sal Gumina] assistant superintendent of human resources.

Obviously, I would like to have somebody by the end of the week. I don't know if that's going to be possible. There are some interviews scheduled for this week. Hopefully by the next board meeting [Aug. 21], somebody will be going before the board. It's always critical to have your administrative team in

place prior to the beginning of the year, but [assistant principals] Amy [Golden] and Toni [Staser] are unbelievable. They're probably two of the better ones I've ever seen, and they're really capable. [Also] Mr. [Dave] Hoffman left things in good shape. We're looking for someone who can step in and just move right along with what's going on.

Do you know who will replace you as the new Hamilton Principal?

I do know that Hamilton had the luxury of having five assistant principals. They also had directors of all schools, and I do know that at least three and possibly four, sitting administrators are applying for the position. I know that several of the current administrators are applying. I would assume that they're going to make that decision in the next couple of weeks.

You are the first principal from outside the school district in almost 30 years. Do you see that as a challenge?

I think that the principal is always an outsider no matter where he or she comes from. Even if he or she comes from the teaching ranks of that school, it's probably more difficult for somebody who is an "insider" to come in and see things objectively unless you can step out of the role as former teacher of the school or former assistant principal of the school. It takes a certain skill to really separate yourself. When I say separate, I don't mean that in a negative way. I think what I

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briefs

Waxman Writes Inquiry Into Delayed Mail Service

Congressman Henry Waxman (D-Los Angeles) wrote a letter to the United States Postal Service General Inspector requesting an inquiry into delayed mail at the Los Angeles processing plant. Waxman made his inquiry after receiving an anonymous report outlining operation conditions at the processing plant.

The report, entitled Pacific Area Daily Mail Condition Summary, was dated May 4 at 8:38 a.m. The report noted some first class mail at the Los Angeles plant being as many as six days late. Some periodicals were as many as 10 days old according to the same report.

In the letter Waxman wrote to USPS Inspector General David Williams, he asked that immediate action be taken to curb the problem now after citing many people within his district continue to complain about delayed mail.

Beverly Hills Postmaster Koula Fuller did not return the *Weekly's* phone calls seeking comment.

This is the second time Waxman wrote to the Inspector General about delays in the mail delivery system. The first time he wrote was in December of last year.

Webb To Deliver State Of The City Address Next Month

Mayor Steve Webb will deliver a formal address about the state of Beverly Hills's economy and several other topics Sept. 7 during his State of the City Address. The event is hosted by the Beverly Hills Chamber of Commerce each year and will be held at Greystone Mansion.

Entitled "An Evening With The Mayor" the event includes wine and appetizers followed by Webb's speech, which will provide an overview of the condition of the city.

The reception starts at 5 p.m. with Webb's speech following an hour later. Tickets cost \$30 for Chamber members and \$40 for other attendees. For more information or to make reservations, go to www.beverlyhillschamber.com or call (310)248-1000 x114.

Assemblymember Paul Koretz and Mayor Villaraigosa Meet To Support AB 352

Forty-second district Assemblymember Paul Koretz (D-West Hollywood) met with Los Angeles Mayor Antonio Villaraigosa, LAPD Chief William Bratton and other city officials on Wednesday to encourage the passage of AB 352, a bill written by Koretz.

If passed, the bill would require all semi-automatic guns sold in California after January 1, 2009 to be microstamped. A microstamp is a microscopic engraving of a serial number on a weapon and its ammunition.

The serial number would allow law

enforcement to immediately identify what specific gun fired a bullet.

Authorities could then use the serial number to locate the owner of the gun by using California's handgun database.

Beverly Hills is one of thirteen cities represented by Koretz.

City Asks Local Businesses To Help Conserve Energy

Following a power outage affecting hundreds of Beverly Hills residents two weeks ago, the city is asking local businesses for help in conserving energy. The city is providing businesses with signs that say "Please Come In: Our door is closed to save energy."

Shutting off water fountains and reducing the amount of lighting by 1/3 in the Civic Center parking lot are some of the ways the city has reduced its energy consumption. Businesses can help conserve energy with energy-efficient air-conditioning and lighting. In offices, employees should keep computers on stand-by mode and use more the more efficient ink-jet printer.

As reported in the *Weekly* [issue #357], the power outage resulted from a failed electrical connector due to the surge in air-conditioner use according to Southern California Edison Region Manager Mark Olson.

Business owners can send an e-mail to marketing@bevelryhills.org for the free air-conditioning sign to place on doorways. Next week, the city will offer energy saving tips for residents.

Four Parking Lots Used For Synagogue Wedding

A wedding held Tuesday at the Nessah Synagogue required the use of parking lots at 9200 and 9300 Wilshire Boulevard and the teacher's lot at Beverly Vista in addition to the synagogue's own parking lot to accommodate the large guest list. The wedding was for Rabbi David Shofet's daughter.

Residents living in the area were sent notices informing them of the event which took place from 3 p.m. to 10 p.m. because of the wedding's possible effects on residents nearby.

According to the notice, two traffic control officers remained on Rexford Drive during the wedding to ensure the flow of traffic. Valet service was offered at all four parking lots to also curb the amount of traffic in the area. In addition, security guards stood at the synagogue's main entrance.

Typically, it is the responsibility of the organization planning the event to send out public notices. In addition, the synagogue had to obtain a special permit through the city's film and events permit office according to Gisele Grable in the city's Community Relations Department.

Two Beverly High Alumni Appointed Top Positions

Oren Aviv, Class of 1979, works for Walt Disney Studios and was promoted in July to the position of president of production. Aviv will manage the company's film



(L-R) Councilmember Jimmy Delshad, Diane Glaser and Police Chief David Snowden. Glaser donated \$16,000 to the BHPD for the purchase of a new K9 dog.



Marcel Garrubba from the Department of Public Works & Transportation fills a tractor with biodiesel fuel, an alternative fuel source combining petroleum with renewable products. Public Works began using the fuel in June.

production and live-action projects.

He has been with the Disney Company for 15 years and was formerly the president of marketing and chief creative officer at Disney in charge of movies such as *The Chronicles of Narnia: The Lion, The Witch and The Wardrobe* and *Lilo & Stitch*.

Like Aviv, Karen Constine, Class of 1978, was also recently promoted. Constine was appointed by L.A. Mayor Antonio Villaraigosa as the interim General Manager for the Los Angeles Department of Cultural Affairs.

Museum Of Television And Radio Exhibit Pays Tribute to ABC President

The "Leonard H. Goldenson: The Gentleman Giant" exhibit opens at The Museum of Television and Radio Aug. 23.

The exhibit looks at Goldenson's career as a broadcaster and philanthropist through memorabilia and photographs from his personal archive. His achievements in mass communication impacted and changed the industry. As the first president of ABC, Goldenson saved the failing network and raised it to number one in the rat-

ings. The modern television series, blockbuster mini series and the made for television movies are a direct result of Goldenson's innovation.

Goldenson was an equally successful philanthropist. He established United Cerebral Palsy, the 5th largest health agency in the U.S. and co-founded the United Cerebral Palsy Research and Educational Foundation with his wife. His work in politics led to the establishment of model voter programs in public schools.

The exhibit runs through Oct. 22. The museum is at 465 N. Beverly Drive. Admission is free but donations are suggested.

Museum hours are Wednesday through Sunday from 12-5 p.m. For additional information please call (310) 786-1000 or visit the museum's website at www.mtr.org.

Film Series To Continue Monday With 'Chinatown'

Chinatown, which received a best picture Academy Award nomination in 1974,

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aroundtown

Matched For Life

The Jewish Big Brothers Big Sisters program strives to build lasting bonds – as one Beverly High graduate can attest to.

By Kari Hamanaka

From visiting the batting cages to covering the basics of shaving, Joey Behrstock and his little brother Matthew Greenberg are just one example of the kind of relationship that stems from the Jewish Big Brothers Big Sisters of Los Angeles program.

The non-profit organization, an affiliate of the national Big Brothers Big Sisters of America organization, offers services such as mentoring and sports or arts programs to children in the Jewish community of Los Angeles.

“The program of most impact we have is the Jewish Big Brothers Big Sisters program,” said JBBBSLA President and CEO Margy Feldman, “and matches like Joey’s match often last for lifetimes.”

The Big Brothers Big Sisters program of the JBBBSLA matches a child between the ages of 6 and 18 with a volunteer over the age of 21 who becomes that child’s big brother or sister.

“After my husband passed away, some friends of ours had recommended that we look into [JBBBSLA] and that it would be a great thing for Matt to have,” said Susan Greenberg whose son (now a 15-year-old) is Behrstock’s little brother.

According to Greenberg, it was the year before her son’s bar mitzvah when they decided to sign up for the program.

Behrstock, a 1993 Beverly High graduate, chose to become a big brother to Greenberg four years ago. After attending a golf tournament from the JBBBSLA, Behrstock asked his friend what he could do for the organization, and his friend responded the best thing he could do, would be to become a big brother.

Although, Behrstock had volunteered in the past at Cedars Sinai Medical Center in the Pooch Program, he had never done something quite like what he has been doing for the JBBBSLA.

“I’ve learned how special it can be to be a mentor and to be someone’s support and a role model in someone’s life,” Behrstock said, “and it’s just been such a rewarding experience because Matt and I have such a strong and loving relationship. You don’t think that’s possible until you enter a program like this.”

According to those who know Behrstock, volunteering is in Behrstock’s nature.

“Joey is just an incredible human being,” said Behrstock’s childhood friend Tony Berns.

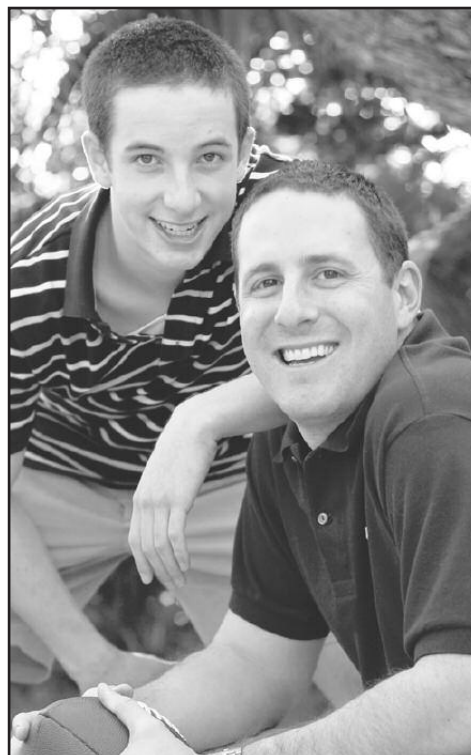


Photo: Hal Bergman
Pictured (L-R) are JBBBSLA brothers Matthew Greenberg and Joey Behrstock.

“He’s so giving and he loves people and helping people. He’s just a really considerate and compassionate man.”

Berns and Behrstock both grew up in Beverly Hills and attended El Rodeo together. The two also played golf in high school. Berns said Behrstock introduced him to the Guardians of the Los Angeles Jewish Home for the Aging organization, which Berns has volunteered at for the past four years.

“Whenever I ask him for what his plans are on a certain day, he’ll tell me something like he can’t go because he’s with Matt, his little brother,” Berns said. “Every time he says he’s with his ‘little bro,’ I just love it.”

Typically, Behrstock and Greenberg get together about three times each month and spend a few hours together at a time. The pair’s first meeting started out simple with a movie.

“It’s a little uneasy starting a new relationship,” Behrstock said of the first meeting.

For Behrstock and Greenberg, simple activities such as seeing a movie or watching a football game are part of a relationship that goes beyond just a bond in the program.

“The relationship is usually a life-long relationship,” Behrstock said, “and I know that many big brothers end up being the best man at their little brother’s wedding. That’s how strong the bond is and typically a lot of big brothers will enjoy the experience so much that when their relationship with the agency ends, they would take maybe a new little brother or new little sister and start over again with someone younger who needs their help.”

The matching of the adult with the little sister or brother is done after a very thorough background check and assessment of all those involved in the match-up. Clinicians are involved to evaluate personality types and geographical locations are taken into consideration. In Behrstock’s case, he is a resident of Los Angeles while the Greenbergs reside in Pacific Palisades.

Ultimately, choices are mutual between the adult and the little brother or sister.

“[Behrstock] reminded me of my son,” said Greenberg of why she and her son chose

Behrstock. “He was kind and outgoing and warm. They hit it off with football. They liked Las Vegas a lot. He’s kind of like a big Matthew, and he’s just a wonderful person.”

While the organization encourages more volunteers to join the program, it is required that the adults and children involved be Jewish since the organization serves that specific segment of the population.

Although no financial requirements must be met, many of the little brothers or sisters come from single-parent households. Little brothers and sisters include any child that would benefit from mentoring according to Feldman.

“I get the great privilege of talking to children daily,” Feldman said of the three years she has been with JBBBSLA. “I remember talking to a little boy sitting on the grass and saying, ‘Why don’t you play with the other children, and he said, ‘I never get to touch the grass.’ We forget about some of the simple things we wouldn’t even think is a big benefit that we’re offering.”

As for Behrstock, he said he can see himself taking on another little brother or sister in the future, which according to Feldman, is something not uncommon within the organization.

“We have people on our board who were little brothers, grew up to be big brothers and board members and their children grew up to be big brothers,” Feldman said. “So, we have these legacy matches. These are life changing experiences.”

The organization not only offers the Big Brothers Big Sisters opportunity, but since its start in 1915, has added the Sport Buddies and Arts Buddies programs to its roster of services for children. The two Buddies programs offer weekend-long group mentoring involving sports or art at the organization’s camp, Max Straus, in Glendale. The organization also offers opportunities for high school students to tutor elementary children.

“We [Big Brothers Big Sisters organizations] all started in very similar ways which was in the juvenile courts,” Feldman said.

In the case of the JBBBSLA’s beginning, a Jewish attorney named Paul Lowenthal began working with young boys caught up in the court system.

“[Lowenthal] felt like if some of these kids had someone to put an arm around them and steer them in the right direction or, they didn’t use this word back then, but mentor them, then they would probably have a better opportunity to reach their full potential,” Feldman said.

The organization sponsors various events throughout the year to raise awareness and motivate more people to become volunteers. Coming Sept. 7 is the JBBBSLA’s third annual poker tournament, which will take place at the Hollywood Park Casino.

Last year, according to Feldman, the JBBBSLA had 535 adult volunteers involved in the organization’s various programs. Three little brothers and sisters along with seven big brothers and sisters from Beverly Hills are involved in the program, Behrstock being one of them.

“You don’t know how great it is until you actually do it,” Behrstock said. “It’s the most rewarding experience I’ve ever had. It’s basically getting another person in your life to love.”

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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.

Robert Towne, the film's Oscar-winning screenwriter, cast members Richard Bakalyan, Bruce Glover, James Hong and Burt Young, assistant director Hawk Koch and casting director Mike Fenton are scheduled to participate in a panel discussion following the screening.

Chinatown stars Jack Nicholson as a private investigator hired to uncover the personal dalliances of the chief engineer of the Los Angeles Water Department, but finds himself in the midst of murder, municipal corruption and incest.

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.

BHHS Golfer Finishes Second In Tournament

Alexander Choi, a Beverly High junior, finished second in the boys' 14-15 division of the Rio Hondo Junior Championship, Aug. 1 at the Rio Hondo Country Club in Downey.

Choi fired a one-over-par-72, finishing three shots behind Boris Stantchev of Long Beach.

Choi tied for sixth in the boys' 14-15 division of the Los Angeles County/Mountain Meadows Junior Championship, shooting a five-over-par 77 Sunday at the Mountain Meadows Golf Course in Pomona.

Arnold Hur of Fullerton won with a two-over-par 74.

Choi won the Whittier Junior Championship June 19 and also finished second in the Gail Stockton Memorial June 4 and the Southern California Golf Association Junior Championship July 26.

Seiji Liu of Beverly Hills tied for fourth in the boys' 12-13 division of the 48th annual Lee Hammil Memorial tournament, with a two-round total of 148, six over par.

Liu fired a two-under-par 69 on the Vista Lake Course of the Los Coyotes Country Club in Buena Park Monday, putting him in third, one shot behind co-leaders Yi Keun Chang of Walnut and Daniel Lee of Valencia.

Liu shot an eight-over-par 79 in Tuesday's second round.

Chang fired one-over-par 72 in the second round to win the tournament with a two-under-par 140, two shots ahead of Lee.

Liu has won three tournaments this year – the Ridgeline Summer Classic June 26, Alta Vista Junior Championship July 3 and 51st annual Santa Anita Junior Championship July 27.

Three Beverly Hills Players Reach Tennis Tournament Semifinals

Gary Parizher, a Beverly High sophomore, won two matches to reach the singles semifinals of the boys' 16 and under singles in the Southern California Summer Junior Open and Satellite Tournament.

Parizher defeated Kevin Hiroyuki Masaki of Irvine, 6-4, 6-7, 6-3, in the round of 16 and Prem Ramkumar of Whittier, 6-3, 6-0, in the quarterfinals before losing to second-seeded Chase Pekar of Pacific Palisades, 6-2, 7-5, in the semifinals.

Parizher was seeded fourth.

Zachary Bushkin of Beverly Hills won two matches to reach the singles semifinals of the boys' 10 and under singles.

Bushkin defeated Rafael Belmar of Rancho Palos Verdes, 6-2, 6-3, in the round of 16 and Chase Lipscomb of Irvine, 6-0, 6-1, in the quarterfinals before losing to top-seeded Eric Carjan of Los Angeles, the eventual tournament champion, 6-3, 6-1, in the semifinals.

Jackson Leipzig defeated second-seeded Bradley Cummings of Ranch Mirage, 6-4, 6-4, in the quarterfinals, before losing to Christopher Galang of Culver City, 5-7, 6-4, 6-0, in the semifinals.

Neither Bushkin nor Leipzig were seeded.

The tournament was held July 31 through Friday.

BHHS Alumnus Records Victory, Saves In Minor League Games

Jeff Bruksch, a 1998 Beverly High graduate, recorded his first victory of the season July 25, allowing one run over 2 1/3

innings in the Sarasota Reds' 6-3 victory over the St. Lucie Mets in a Florida State League game at Port St. Lucie, Fla.

Bruksch (1-0) relieved starter Justin Mallett with one out in the fifth inning, runners on first and second and Sarasota leading 3-2. Bruksch retired the next two batters to end the inning.

St. Lucie, a New York Mets Class-A affiliate, tied the score in the bottom of the sixth as Bruksch allowed a two-out solo home run to Jamar Hill.

The Reds went ahead 4-3 in the top of the seventh as Trevor Lawhorn doubled in Tonys Gutierrez with two outs.

Bruksch was relieved by Jan Granado after giving up a two-out single to Corey Coles in the bottom of the seventh. Granado pitched 2 1/3 shutout innings for the save.

Bruksch had one strike out, didn't walk a batter and allowed two hits in his 2 1/3 innings.

Bruksch pitched two shutout innings, striking out three, for his first save of the season in Sarasota's 5-3 victory over the Brevard County Manatees, Monday in Sarasota, Fla.

Brevard County is a Class-A affiliate of the Milwaukee Brewers.

Bruksch has a 4.41 earned run average in 19 appearances, all in relief, through Monday for Sarasota, a Class-A affiliate of the Cincinnati Reds.

Briefs compiled by Kari Hamanaka, Adrianna Weingold and Steven Herbert

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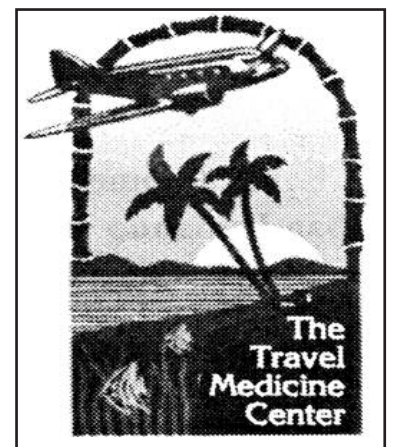
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Does The City Need An Ethics Code?

Reforms don't always bring what we want.

By Rudy Cole

In the wonderful movie *Election* about a race for a high school student body president, a teacher asks a class to explain the difference between ethics and morality, which puzzles his charges. The same might be true as the council wrestles with a proposed "code of ethics."

Councilmember **Barry Brucker** has become the strongest advocate of adopting a strong code and is reportedly unhappy with the product prepared for council consideration. Brucker is to be applauded for pushing the issue, but the problems he hopes to address are not able to be solved by laws alone. Morality, the ethical approach to government, will not be created by an ethics code by itself.

What seems to bother Brucker and the others the most, is the practice of former lawyer councilmembers leaving city service and soon, often immediately, returning as advocates for clients who have matters before the city, its commissions and the

city council.

On the flip side of this argument is the experience these former lawmakers bring to the table. They have the experience and understanding of the realities involved to advise clients on what is and is not possible or likely. Too often, applicants go through months of effort spending enormous sums on attempting to float a development project that should have been dead before arrival. This also becomes an enormous waste of city staff time.

The problem becomes more acute when differing, sometimes opposing business interests arrive at the same time. The more recent the departure of the councilmember the more likely his or her influence on former colleagues could create an unfair playing field.

As for former mayors having too much impact on city staff, that is a doubtful argument. Our staff might even bend the other direction to avoid any possible

appearance of favoritism. A former councilmember might even be a disadvantage.

There is another argument that needs to be on the table, if realities are to be part of the process. Former lawyer councilmembers give hours of time to the city, often at the expense of their practices and billable hours. They have a right to make a living, but there is something unseemly about a former mayor, who never practiced land issues in our city, suddenly appearing as an advocate for some of the most important projects the city is to consider. This begs the limits Brucker is advocating.

How about influence itself? A developer comes to the council for a hearing and faces opposition. Who are the opponents? They are voters, some of whom may have been endorsers of councilmembers. Nothing absolutely nothing, can be done to remove this reality from the deliberation process, but it does affect how elected officials vote. There are no ordinances that could change political clout. The council is not a court of law, supposedly immune from political pressure it is an elected body subject to the test of reelections.

As for morality, it has to depend on the individuals involved. One with doubtful scruples, if a code of ethics became law, could pass on a client to a friend or associate, never be paid for services and yet find

the means of letting former colleagues or even staff know that he or she favors something they are soon to consider.

This brings us to the big elephant in the political canopy: money. Candidates for any office need what the late former assembly speaker **Jess Unruh** called "the mother's milk of politics": campaign funds. Campaign donations don't necessarily win you any certainty of support for a cause or client, but it doesn't hurt. The most certain benefit is access, a great advantage for any special interest and there are good ones of these too.

Until we really bite the political reform bullet and take money out of campaigns, there will be problems, if only the perception of corruption. On some levels, it has gone fairly for late. Tough choice, but public funding of elections will do more to make government more honest than any code of ethics. Remember, some of the most horrific pay-offs occur in bodies such as Congress which have the strongest code of ethics.

Now our city government is probably as pure as it can be, and has been for many years, but that was not always true in our political history. Until **Sooky Goldman**, **George Slaff**, **George Seaton** and others entered the city battles with a reform ticket for council that changed our history, special privileges were the rules, not the exception. Imagine a councilmember voting on a variance for a hotel and then selling the same hotel carpeting for their new addition? It happened. How about then

rudy cont. next page

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needing the right lawyer, the appropriate builder and architect to have even a small chance of land change approval? Those were not the good old days.

Another more socially relevant argument has to do with questioning the integrity of those who serve us now, and they have been good guys trying to do what's best for our city. Do we really want to stigmatize government service by telling the world we too need a code of ethics? Are the problems of former mayors so serious as to require a shot gun approach? I wished I were sure.

Actually, there is a law on conduct that has cleansed much of the body politic – the Brown Act. All kinds of rules on what is legal are in code, and enforced throughout the state.

Reforms sound good, have the best of intentions, but then come back to bite us. Take term limits as one golden example. It seemed very good to the California voters who adopted a state constitutional amendment limiting terms for office holders from governor to state legislature. The results are not nearly what the electorate wanted. Experienced, dedicated public servants are removed. More career types jump from one office to another, even if it means moving down the political ladder. Who remains in power, now more influential than ever? The special interests and

the permanent bureaucracy. The temporary arrival of an elected official gives the other elements in the government the certain knowledge that this too, the politician, will pass.

Since I too do some legislative advocating, although very seldom in my hometown, I would certainly benefit if any and all councilmembers were barred for life from ever representing people before the council. Maybe I should reconsider my arguments.

Morality, the ethical approach to government, will not be created by an ethics code by itself.

Note to readers: Have been out of town for a week and not able to respond to phone calls or e-mail. Will catch up on my return.

Phil Angelides is playing the actors card, and as my colleague **Steven Herbert** points out, that backfired when the late Gov. **Pat Brown** tried it against **Ronald Reagan**. What Brown actually opined was "remember, it was an actor who killed Lincoln."

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

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bring to the table is that outsider's point of view to shed new light on things.

I noticed at Hamilton it was the same thing. I began my career in L.A. Unified, left and then came back. But I truly was an outsider. I came in with a completely different system, and the way that I saw things was completely different from the rest of the staff. I think they appreciated that I had a different point of view. So, I don't see it as a challenge at all. I see it as a strength.

Implementation of the block scheduling at Calabasas and Hamilton garnered criticism and support from teachers. Can you discuss the block scheduling and what the advantages are?

The schedule at Calabasas is very similar to the schedule at Beverly Hills. The schedule at Hamilton was completely different.

At Calabasas, it was a traditional six-period day. Very stagnant. There was just no opportunity for teacher intervention with kids and there was no opportunity for teacher collaboration. It was a very set group of faculty that didn't want change. The teachers didn't necessarily want another class because they would be carrying another roll and it could be in conflict with their contract.

At Hamilton they had tried this innovative schedule about 4 or 5 years ago. The problem was that it didn't meet state requirements. Unfortunately, nobody challenged their schedule. Their schedule went away from a traditional day to a block schedule, an alter-

nating block of [periods] 1, 3, 5 and 2, 4, 6, but they added period 7 everyday, which was used kind of as a student support period.

The problem with the alternating schedule [at Hamilton] is most students started at 7:50 a.m. and then most students left right at 2 p.m. For 49 minutes you had 2/3 of the population at Hamilton, probably the neediest and most academically challenged, those kids were just going home. I was not going to sign off on that schedule even if the district office would have.

What happened at Hamilton, the teachers went to the contract and said that gives us an extra prep and that's a violation of a contract, and they didn't want to do a memo of understanding. So, they voted on a very kind of a complicated schedule where you have a rotating 90-minute block and it's on a three-day schedule. Every fourth day, it repeats itself, but it's confusing.

We had to make that change in a very short period of time – literally in a few months [at Hamilton]. At Calabasas, we had years to prepare and visit schools. Whenever you try to implement a block schedule or any kind of change like that, you get resistance.

The way schools are set up is pre-industrial revolution, or at that point of time where it was similar to the assembly line: you get a chunk of time and then you move on to the next subject. Research shows that that isn't the best, most effective way to teach kids. The support period teaches kids exactly that. It gives them extra support other than that 50-

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minute slaughter or 90-minute slaughter.

How did your career in education begin?

I began as an elementary school teacher. I went into education with the thought of being a high school history teacher and a baseball coach. For some reason, when I was taking my courses after my B.A [degree], I kind of fell in love with elementary and elementary kids. I had always worked as a camp counselor and had done a lot of work with little kids. So, I just put my secondary career on hold and started teaching sixth grade [at Valley View Elementary in 1986], and I really think that that helped me.

I've always been known as the kid-friendly administrator, so I began an interest in counseling. I did a lot of work as a teacher on the child abuse team [Suspected Child Abuse and Neglect]. I was interested in running groups for kids. So, it was natural for me to get my counseling credential, and I did that while I was an elementary school teacher. I was a middle school counselor for three years at Venice, and then I fell into a position at Dodson Middle School. They have what's called a head counselor, which is really an administrative position and you do some counseling. So, it's kind of the best of both worlds.

At that point in time, we [Guidetti's family] were living in Mar Vista, and I was traveling to San Pedro. We ended up looking for a home and found a home past Agoura Hills in Oak Park, and the drive from San Pedro to Oak Park was 65 miles one way. I just couldn't do

that. So, I applied for an assistant principal position at Calabasas High School in 1998, and I got it. The job was overseeing attendance, athletics, discipline and facilities. It was rounding out my experience. I had now had elementary school experience; middle school experience; counseling experience; I had assistant principal in charge of curriculum and counseling [experience] and now I was going into athletics, attendance and facilities.

At the time, Calabasas was going through tremendous upheaval – I'm going to be gentle and use that word. They had been through three principals in four years [after the retirement of Principal Bob Sutton in 1998]. After my second year, I threw my hat in the ring for the principal position and I got it. So, I stayed there for five years as principal, and was the second longest tenured principal there.

That gives you an idea of the kind of challenges that are out there in Las Virgenes. I wish Dr. Stepenosky well in his endeavors. He's going to be a very good, stabilizing force and that's something they need.

Based on your experience, what are the differences between working in an elementary environment and working in a high school?

The difference between elementary and secondary education is substantial. If you look at elementary teachers, and you look at their classrooms and their organization, it really is a good training ground for secondary.

The one thing that is striking [between elementary and high school is], when you're in elementary school you never see the finished

product. Being in a high school, you really get to see over the course of four years a student come from a place, in terms of their growth, to a place where it's fulfilling to see them complete the cycle. In terms of just pedagogy, I think it's the same. Elementary school teachers are trying to prepare kids to become life-long learners. It's different in that the essential skills that have to be taught in elementary school are really going to pave the way for the kids in high school. This is just like the essentials that they learn from high school, are going to pave the way for their endeavors in college or whatever profession they go into.

Elementary is demanding in a different way. In high school, the teachers are at such a disadvantage because they have about 150 students so that, in and of itself, is tremendously challenging. It appears that high school teachers are in a much more high stakes game where if they don't get it right, it's going to have catastrophic events for kids later on. But if you think about it, that's not entirely true because if elementary schools don't do it right, kids don't have the building blocks to be successful.

The kids are smaller, but kids are kids. People tend to forget how needy high school kids are, but they're kids. All that hoopla and the support for elementary programs, the meetings parents attend, the back to school nights, should be just as important in high school. It's important for those kids to get that support in high school, and I think we tend to let kids go a little bit too independent in high school.

In the course of your career you have held teaching and administrative positions – how do the two differ?

I think the goals are the same. It's just the means by which those goals can be accomplished are different. The teachers are front-line. We can say and do and theorize, but the teachers are on the battlefield and they truly get the job done. We administrators are buffers that allow teachers to do their jobs. That's it in a nutshell. Every decision we make as an administrator has to allow for student success. I truly try to make every single decision based on whether it's going to be good for kids. Teachers do that as well, but teachers are the soldiers on the battlefield. It's just the logistics and the way the philosophy, vision, goals and objectives get accomplished. We [administrators] can't necessarily do the work; we have to allow the opportunity for the teachers to do the work.

Looking back at your career in education, what has been your greatest challenge?

I think it's been the public perception of what education is and support. I think the state of California has to do a much better job. There's no reason why we shouldn't have the top schools in the nation. Beverly Hills happens to be one of them. Why are so many schools unlike Beverly High School? I think it's unconscionable that people don't want to get into the profession of teaching because the pay is not where it should be and the respect is not there.

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When you tell people you're a teacher or you tell people you're an administrator, they'll say 'You're job is so difficult.' But also in the back of their minds they're saying 'Why would you ever do that?' I think we need to make the teaching profession much more attractive. It's amazing the teachers that we get. Against all odds, they do a job. They should be compensated much more. The class sizes should be reduced. Beverly Hills does a fantastic job of that, but I'm talking statewide.

Other than financial help from the state, what other factors could go into helping improve the state school system?

The challenges are mostly social in the support for the [education] system. The other challenge is that the world is more complex. Thirty years ago, a student graduating, would know 50% to 75% of what they would need for the rest of their lives. Now they know 5%.

The institution needs to be constantly monitored and challenged to make sure that we're doing what we need to do for the kids. We can't operate as we always have in education. So, those two things have been challenges. The kids are easy; the kids are great. It's really the organization itself that stacks the odds against the kids.

Society is a lot more complex than when I was going to high school. I need to know now a lot more things than what I knew back then. Politicians talk about everything but education, but I don't know that they necessarily talk about programs related to academic suc-

cess. Education has to be a priority, and it has to be more than just lip service. The state of California, the whole standards movement, it's a first step. We need to make sure that we are successfully teaching kids and keeping abreast with other countries making sure that we are able to compete like we should be able to compete.

Given what you said about the standards movement in the state, what are your thoughts on the high school exit exam?

I think, in theory, the exit exam is a wonderful tool. I think it's essential we have compatibility where kids can be tested in some fashion to know essential skills. Having that sort of accountability is absolutely essential. The problem is, and L.A. is a perfect example, because right before the last administration of the high school exit exam, there were still 5,000 students who hadn't been able to pass. What does that mean? Does that mean the test is flawed? The system is flawed? The students are just not having to achieve what they need to achieve? Nobody knows because what we tend to do is, we come up with something and then not think it through good enough.

The idea of that type of exam is fine. When you go to get your driver's license, you better be able to pass your test. If you're going to become an airline pilot, there are certain things you need to do in order to become a pilot. Same thing with the high schools. If you're incapable of being able to do certain things, then you should not be graduating from high school. A diploma should mean something. Having said that, the high school

exit exam – the way that it currently exists – isn't necessarily the best option, because there are too many forces operating against that particular test. There are other factors and other measures that can be used as well, but I am absolutely behind a high school exit exam of some sort as well as the standardized testing that occurs in the spring. I think [those tests] should mean something and should somehow be tied into graduation requirements and college entrance. But you have to have the system working in conjunction with other systems in order for that to work. The high school exit exam is a good idea. It's just a flawed instrument in a flawed system.

Before you began your career as an educator, is it true you pursued a career in film production?

I was a Communications studies major at the University of Massachusetts, and I came out to California with high hopes of getting into film production. I think every kid that grows up back east watches movies and the Tournament of Roses Parade wanting to move to Los Angeles thinking they're going to become somebody some day. I actually tried for a couple years. I dabbled in some low budget production work for an AFI film. I actually took a course in broadcasting and got a job on the radio. I tried several different things in the course of a couple years. The problem was that nothing was steady. I had always wanted to go back to the University of Massachusetts, I had wanted to get involved in teaching and child psychology, but I was also fascinated by the whole communications

realm. So I kind of changed my major during undergrad and changed it to communications – ultimately knowing that I'd probably get back into the education realm, which I did a lot sooner than I thought.

Tell us a little about your family.

I just took cross country vacation with my family in a motor home. We went from Southern California to Florida. Then we went from Florida to Minnesota and from Minnesota back to California. The one place I didn't get to go to is New England, where my mother and my brother are. Next year we'll get there.

I have a 13-year-old son, my only son. My oldest daughter will be 11 in October. My other daughter turned 8 in June and my twins, two girls, [turned 6 yesterday].

What are you looking forward to the most in Beverly Hills?

I am just really pleased to be at Beverly Hills Unified. I like the feel of the whole community and the spirit. It's kind of the best of both worlds. Calabasas had its limitations – [Beverly Hills is] very similar to Calabasas. In some ways [Beverly Hills is] similar to Hamilton with the tradition, but obviously Hamilton had its limitations. This is more of an urban school as opposed to Calabasas, but it's not an urban school like Hamilton. It's rich in tradition, and it's rich in academic excellence. I think it's going to be a great place to be.

Interview by Kari Hamanaka

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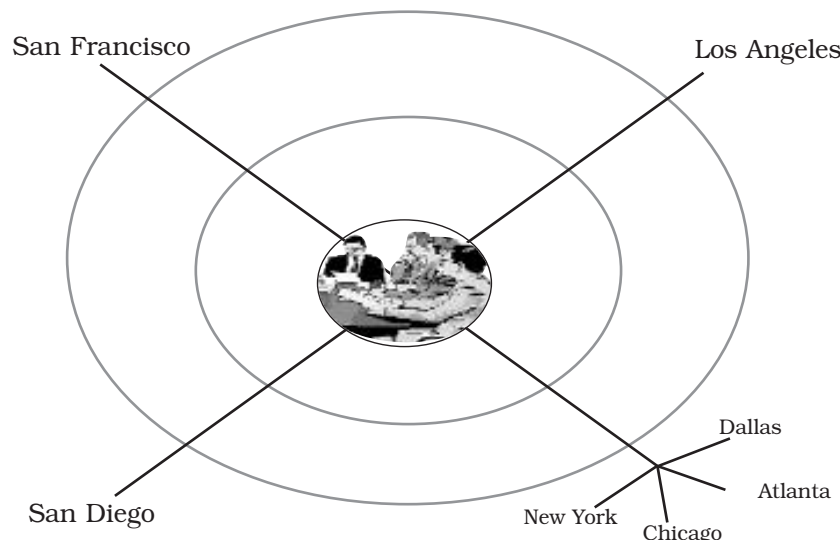
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WHAT'S THE FUSS ON NORTH BEVERLY?

Businesses adjacent to the Montage Hotel construction site on North Beverly say the city has not adequately responded to their concerns.

By Adrianna Weingold

Some retailers on North Beverly Drive are claiming that the lack of parking and sidewalk obstacles from the construction have made it harder to access their stores. The situation for some businesses is so bad they are facing near bankruptcy or have been forced to move.

Hormoz Eghbal, owner of La Valencia Jewelry located at 256 N. Beverly Drive, said that his business is almost bankrupt. He blames the lack of parking and sidewalk closure for diminishing sales.

"There is no parking," Eghbal said, "and they [the city] are not supposed to close the sidewalk."

Chief Operations Officer for The Athens Group and principal in charge of the Montage Hotel project, Jay Newman is at the construction site everyday and says that the businesses are still accessible.

"I don't believe that any of these conditions would be fatal [to a business]. They may have a minor impact but I can't believe that any of this would be fatal



A sidewalk sign sitting outside the Belwood Bakery Cafe on North Beverly Drive cautions pedestrians.

because there is still plenty of foot traffic, there is parking on the street and there is valet parking half a block away," Newman said. "I believe the problems that they are

having may have other factors."

The crosswalk was moved to improve pedestrian accessibility to stores adjacent to the construction. Additional parking was

created so that customers and business alike were not inconvenienced by construction.

"There is plenty of pedestrian traffic on both sides of Beverly there is still street parking, the cross walk is right next to them or across from them and there is valet parking on Dayton," Newman said. "I don't know if there has been a negative impact on their business if it's a function of the construction activity because other businesses are doing just fine or if there are other factors involved in their business."

Eghbal said he contacted the city several times and went to the city council meeting Aug. 1 to present the council with pictures taken in front of his store that illustrate his concerns. But he said the dust, noise and signs telling consumers to use the other sidewalk have caused a downturn in his business, and the city has not responded to his plea for help.

north beverly cont. on page 13

GETTING DOWN TO BUSINESS ON SOUTH BEVERLY

At the So Bev merchants meeting last Thursday, South Beverly Drive business owners discuss parking and loitering.

By Adrianna Weingold

Merchants who attended the meeting at the Chamber of Commerce expressed concern over the parking situation on South Beverly Drive saying that while the recent elimination of two-hour parking has markedly increased, the number of available spots still is not adequate parking to accommodate their customers.

One solution to the parking problem discussed at the meeting is the elimination of monthly parking in the lot on South Beverly. This would create 45 additional spaces for consumers. Alternative arrangements would be made for those currently parking in the monthly spots.

"If the decision is made to terminate monthly parking in the South Beverly lot it would be with an understanding that there was monthly parking available in some of the private office buildings within walking distance," Mayor Steve Webb said. "We believe that there is but we would certainly verify that fact."

A possible long term solution to the lack of parking is the creation of additional spots in

lots adjacent to South Beverly. One such lot is the land that currently houses Pavilions.

"There is an interest to acquire the property by a private company; I think they're in escrow that's as far as it's gone. The city is not looking to buy it," Webb said. "If a developer decides to re-develop that area then the city should consider as one of its conditions of approval that additional parking be provided to the merchants on South Beverly Drive."

While parking continues to be an ongoing problem on South Beverly Drive, loitering garnered an even greater response from business owners concerned over the increasingly aggressive young people hanging out on South Beverly.

Webb said this year there have been 249 juvenile calls in Beverly Hills. Seventy-three of those calls were from South Beverly Drive, and 116 of the calls came from the neighboring area.

"I am arranging for our city manager and police personnel together with [Board President] Myra Lurie from the school board

and her appropriate personnel," Webb said, "to sit down with all of the business owners on S. Beverly drive within the next few weeks to talk about the problem to see if we can come up with some solutions to the loitering problem."

Mulberry Street Pizzeria owner Joey Chiapetta has been on the block for almost ten years. Loitering youth deter customers from entering his and neighboring businesses on the street.

"The week before last they were throwing tables in front of subway and harassed two ladies," Chiapetta said. "It's an on-going thing. They hang out in our hallway with their skateboards and their bikes and you ask them to leave, and they won't leave."

After an incident two weeks ago when a window was broken at Mrs. Field's, a closed business which is soon to become a "Pinkberry" location, surrounding retailers are taking the necessary steps to ensure that a similar incident does not occur again.

"Before something bad happens I think we should be more proactive. I don't want to

disrupt my business and worry about kids hanging out in front of my store everyday," Chiapetta said. "I'm just concerned for the street and I'm concerned for the other retailers. That's one of the reasons we went to the meeting because we wanted to show a united front, and we wanted to show that we care about the neighborhood."

During the school year, the district has the authority to discipline students for their behavior in and outside of school. Students who have left school and have not yet returned home, are subject to disciplinary measures from the district.

In the summer months, however, when students are not enrolled in school, the district does not have the authority to take disciplinary action. Police have begun patrolling the streets to make sure that loitering youth do not cause problems for businesses. After the meeting last Thursday, attendees witnessed the loitering and subsequent police action outside of the Chamber of Commerce.

south beverly cont. on page 13

north beverly cont. from page 12

"Every morning we open the store there is dust and dirt in front of the store. They came here and promised that every morning they would wash the sidewalk and they never did that one time," Eghbal said. "They promised to make valet parking next to the project, and they did this at Dayton - not by the construction site like they said. They promised it would be on Beverly Drive in front of our store to support our business not to go to [the] next block to support others because they already have customers."

The city said it is responding to the concerns of North Beverly business owners and taking the necessary steps to deal with the problem.

Deputy City Manager David Lightner met with the owner of La Valencia and the developer of the project to try and solve their issues.

"When the surface parking lot closed to start the construction obviously that would be an issue for all of the merchants in that area, and the city has put in place an on street valet parking program in order to provide accommodations for anybody who had been using that lot," Lightner said. "We've been trying to make sure that there

is good signage and maximizing the usability of the street spaces in that area as well."

Lightner said valet parking was always scheduled to go on Dayton to serve merchants on Beverly and Canon. The lighter traffic volume and wider lanes on Dayton made it the safest location for valet service.

"One of the things we're looking at now," Lightner said, "is making sure that we have sufficient signage to direct people who are on Beverly or on Canon to the location on Dayton so they can see when they are on Beverly where the valet parking is."

But other businesses on North Beverly are also saying that their downfall is a result of the city's unwillingness to accommodate their needs during the construction.

Two months ago, Carol Lawrence Gallery moved from 244 N. Beverly to 9470 Dayton Way after owner Larry Steinman witnessed a decline in business.

"We actually had to move our business off of Beverly Drive after 25 years because business was so terrible," owner Larry Steinman said, "the partitions in the street caused people not to want to park there, there is no parking."

The limited parking, lack of sidewalk space and subsequent inability to access

retailers are being blamed for the decline in business. With limited ways to access businesses sitting directly adjacent to the construction site, customers have stopped going.

"When they [customers] get to the corner of Dayton and Beverly they look down the street and see that nothing is going on, it looks like a wasteland so they walk the other way. There is no one walking there [on North Beverly], no sidewalk so you can't get down to Wilshire Boulevard."

Steinman said that the city has done absolutely nothing for businesses on North Beverly affected by the construction.

"I had to get a letter from the tenants to find out how bad business was in the area. Everyone's business was down 35-65 percent," Steinman said. "I needed the letter for a court case. I had to show why I closed the business on Beverly Drive, the letter shows that it wasn't me who wanted to leave Beverly Drive; there was an actual reason for it."

When the Red Line was being built in Hollywood a significant mitigation program was implemented to ensure that businesses did not feel the strain of construction. Lynda Bybee, Deputy Executive Officer for Community Relations at Metro

said that different mitigation options were offered depending on the business.

"[We] look first at what the primary impacts to the business are, access, visibility, general ambience of the location. Involved in that [process] are what specifically that business might be engaged in," Bybee said. "If it's a restaurant then the general ambience would be the focus, if it's something for instance where the product is leaving the building then we have to make sure that they can successfully get in and out of their place of business."

The City of Los Angeles went to great lengths to guarantee that businesses were not negatively impacted in anyway by the construction. Community relations people are on hand during all phases of construction and are well informed as to where work is taking place.

"We look at what needs to be provided at any given time, parking, signage, in order to continue patronage. We do everything we can to keep consumers on the street," Bybee said. "The community relations people are readily available during the day so businesses don't have to shut down in order to go and talk to community relations. If there is a problem with construction then it will be fixed rapidly."

south beverly cont. from page 12

"It's unfortunate that we need to use a police officer to be dedicated to keeping the sidewalks clear from the young people," Webb said, "but if that's what we need to do then we'll do it, we'll go back to the foot patrol."

Board of Education President Myra Lurie addressed the loitering issue at the chamber meeting. Lurie is looking into disciplinary measures that can be implemented once school begins on Aug. 24.

Lurie hopes to convene a task force or committee consisting of people from the

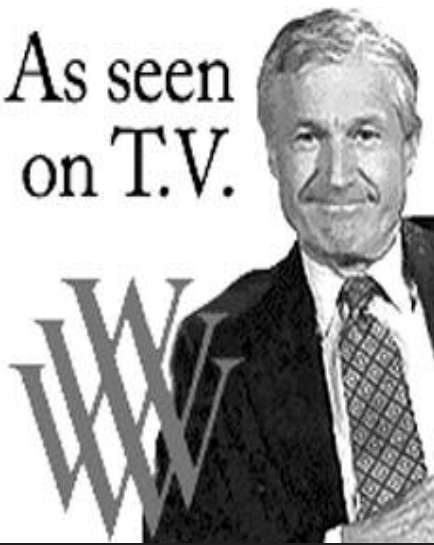
chamber, merchants, police department, city government, school district and community to examine behavioral issues both in and out of school and determine an appropriate course of action.

"I do not know how many of those kids are actually district students and we have no way

of policing their actions during the summer," Lurie said. "I'm very concerned about it [loitering] and I know it's a problem that extends into the school year. I'm in the process of looking up the laws to see how far our jurisdiction extends."

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STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME: 06-1578651

Original file # 06-0391834
The following person(s) has/have abandoned the use of the fictitious business name: DANUBE, 1303 Westwood Blvd, Los Angeles, CA 90024. The fictitious business name referred to above was filed on: 2/22/06 in the County of Los Angeles. The business was conducted by: AN INDIVIDUAL. The full name and residence of the registrant(s) abandoning the name: YERVANT SARKISIAN, 1303 Westwood Blvd, Los Angeles, CA 90024. Signed: Yervant Sarkisian. The registrant declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/18/06. Published: 7/27/06, 8/03/06, 8/10/06, 8/17/06 BHW-2437

FICTITIOUS BUSINESS NAME STATEMENT: 06-1454602
The following person(s) is/are doing business as: RAFI'S BEST FOODS, 1303 Westwood Blvd, Los Angeles, CA 90024. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 3/03/06. Signed: Rafi Sarkisyan. 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: 6/30/06. 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: 7/27/06, 8/03/06, 8/10/06, 8/17/06 BHW-2438

FICTITIOUS BUSINESS NAME STATEMENT: 06-1566891
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FICTITIOUS BUSINESS NAME STATEMENT: 06-1578624
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FICTITIOUS BUSINESS NAME STATEMENT: 06-1578615
The following person(s) is/are doing business as: RED PRODUCTION NAILS + SPA, 9301 Tampa Ave, #89, Northridge, CA 91324. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 7/18/06. Signed: Elizabeth Van Tran. 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: 7/18/06. 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: 7/27/06, 8/03/06, 8/10/06, 8/17/06 BHW-2441

FICTITIOUS BUSINESS NAME STATEMENT: 06-1578649
The following person(s) is/are doing business as: WATER AND ICE U LOVE; WATER &

ICE U LOVE, 1603 W. Glendale Blvd, Glendale, CA 91201. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 4/1/06. Signed: Migan Kachanian. 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: 7/18/06. 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: 7/27/06, 8/03/06, 8/10/06, 8/17/06 BHW-2442

FICTITIOUS BUSINESS NAME STATEMENT: 06-1566880
The following person(s) is/are doing business as: PRODUCTION GENERATOR SERVICE; PROGEN; GENPRO, 522 S. Belmont St, #D, Glendale, CA 91201. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 7/17/06. Signed: Sevag Bekmezian, Daniel Koryalian. 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: 7/17/06. 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: 7/27/06, 8/03/06, 8/10/06, 8/17/06 BHW-2443

FICTITIOUS BUSINESS NAME STATEMENT: 06-1566884
The following person(s) is/are doing business as: MOTHER NATURES NATURAL REMEDY, 6722 White Oak, Van Nuys, CA 91406. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed here in. Signed: Sreyneang Lor. 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: 7/17/06. 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 on, in the office of the county clerk.

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STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME: 06-1578652
Original file # 04-1616506
The following person(s) has/have abandoned the use of the fictitious business name: RAFI'S BEST FOODS, 9435 Via Monique, Burbank, CA 91504. The fictitious business name referred to above was filed on: 8/24/04 in the County of Los Angeles. The business was conducted by: AN INDIVIDUAL. The full name and residence of the registrant(s) abandoning the name: ERVANT SARKISIAN, 9435 Via Monique, Burbank, CA 91504. Signed: Ervant Sarkisian. The registrant declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/18/06.

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202-Acoustics
204-Additions
206-Apppliance Repair
208-Asphalt Paving
210-Bath Tub Repair/Reglazing
212-Bookkeeping Services
214-Brush Clearing
215-Building

216-Car Alarms
217-Culinary Service
218-Carpentry
220-Cleaning
222-Carpet Installation
224-Computer Repair
225-Computer Tech Support
226-Concrete
227-Construction
228-Contractors
230-Counseling
232-Decking
234-Drywall
236-Electrical
237-Entertainment
238-Exterminators
240-Fencing
242-Garage Doors
244-Handyman
246-Hauling
248-Internet Services
250-Iron Work
252-Janitorial
254-Landscaping
255-Legal Services
256-Locksmith
258-Moving/Storage

LEGEND

260-Music Instruction
262-Painting
264-Pet Sitting
265-Photography
266-Plumbing
267-Piano Tuning
268-Roofing
270-Sandblasting
272-Security Services
274-Stained Glass
276-Tile
278-Tree Service
280-Tutoring
282-TV/VCR/DVD Repair
284-Video Systems
286-Windows
288-Word Processing
289-Lessons
290-Trainer

300-399 Rentals
300-House Furnished
302-House Unfurnished
304-Apartments Furnished

306-For Rent
308-Condominiums
309-Recreational For Rent
310-Rooms
312-Rentals to Share
314-Hotels/Motels
316-Garages Storage
318-Office Space
320-Commercial
322-Resort Property
325-For Lease

400-499 Real Estate
400-Homes For Sale
401-Real Estate
402-Condominiums
404-Commercial/Industrial
406-Mobile Homes
408-Income Property
410-Lots For Sale
412-Farms/Ranches
414-Resort Property
416-Lakeshore Property
418-Oceanfront Property

420-Out-of-State Property
422-Real Estate Exchange
424-Real Estate Wanted

500-599 Employment
500-Employment Opportunities
501-Help Wanted
505-Work at Home
510-Employment Agencies
515-Business Services
516-Business Opportunities
520-Jobs Wanted
521-Personal Shopper
522-Drivers

600-799 Merchandise
600-Garage Sales
610-For Sale
615-Business For Sale
700-Antiques
705-Appliances
710-Medical Supplies
715-Coins & Stamps
720-Computers
725-Furniture
726-Miscellaneous
730-Musical Instruments

735-Office Furniture
740-Television/Radio

800-899 Financial
800-Real Estate Loans
801-Financial Services
802-Money to Loan
804-Money Wanted
806-Mortgage & Trust
808-Escrows

900-999 Transportation
900-Autos For Sale
905-Trucks & Vans
910-Motorhomes/Campers
915-Motorcycles
920-Trailers
925-Classics
930-Auto Leasing
935-Aircraft
940-Boats
945-Personal Watercraft
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