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Issue 417 • September 27 - October 3, 2007

BHUSD Permit Program Debated



**Board of Education candidates split on the goals
and execution of the program**



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A FAREWELL TO EHUD LOS ANGELES

Miss Teen Beverly Hills Candice Hakimfar (right) attended a farewell cocktail reception for Israel Consul General Ehud Danoch. Los Angeles Mayor Antonio Villaraigosa (pictured at left) also attended the event on September 25 at the Iranian American Jewish Federation.

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Nazarian Donates \$200,000, Konheim \$350,000 to BHUSD

Swim Gym Basketball Court and Athletic Building to be renamed

By Elisa Osegueda



Sam Nazarian

The Beverly Hills Board of Education approved Tuesday the naming opportunity of two Beverly High athletics facilities.

Beverly High's Swim Gym Basketball Court

will be named the Sam Nazarian Court after Beverly High 1993 graduate Sam Nazarian's \$200,000 donation to the athletics department.

An additional donation came from the Konheim family who donated \$350,000. The Board of Education approved for the Beverly High athletics building to be named the Konheim Family Building. \$275,000 of the money donated by the family will go towards an athletic endowment and \$75,000 will go to athletics department.

Nazarian, a former Beverly High basket-

ball player, coached by Jason Newman is the Founder and Chief Executive Officer of SBE Entertainment Group. Last year Nazarian was named one of the "Top 100 most Powerful People in Southern California" by West, the Los Angeles Times' Magazine.

Lyn Konheim is a 1966 Beverly High graduate who will be inducted into the BHAAA Hall of Fame at the First Annual Hall of Fame Dinner this Sunday at the Beverly Hilton. Konheim is a real-estate commercial developer in Beverly Hills, Malibu and Brentwood.

The BHUSD will receive an immediate donation of \$100,000 with the remaining balance of \$100,000 payable in twelve months.

Since founding SBE in 2002, Nazarian has diversified his portfolio by investing in restaurants, night clubs, real state developments, and a production company. He has produced various films, Down in the Valley, Waiting, and Mr. Brook with Kevin

Costner and Demi Moore, among others. He owns some of the most notable clubs in Hollywood such as Area, Privilege, Lobby and Hyde. Through a partnership with Gordon Gaming he recently acquired the Sahara Hotel and Casino in Las Vegas.

BHUSD Superintendent Kari McVeigh said the District has a long-standing tradition of working with the Beverly Hills Education Foundation (BHEF) to secure funds to enhance District programs and to focus on innovational efforts to support our students.

Through the BHEF, the Beverly Hills Athletic Alumni Association (BHAAA) has sought fundraising for naming opportunities to benefit athletics, such as the donations received from Nazarian and the Konheim family.

Board of Education President John Millan said "we received a very generous

donation of \$200,000 from Sam Nazarian, and \$350,000 from the Konheim family. They are really large gifts and we are really excited about it."

According to Millan, both donations will go the Athletics Department and half of the money received will be used for immediate use while the remainder will go to a trust fund.

The Konheim family has "always been there for our schools and we appreciate their continued support of the athletic department," said BHAAA President Steven Fenton, who spearheaded and helped negotiate the donations.

"It's great that two of our alums have stepped up in such a positive way. We hope their gifts will encourage other alums to follow their lead," said Fenton.



NOTICE OF PUBLIC HEARING

NOTICE OF PUBLIC HEARING

DATE: OCTOBER 11, 2007

TIME: 7:00 pm, or as soon thereafter as the matter may be heard

LOCATION: Commission Meeting Room A
Beverly Hills City Hall
455 North Rexford Drive
Beverly Hills, California 90210

The Planning Commission of the City of Beverly Hills, at its REGULAR meeting on Thursday, October 11, 2007, will hold a public hearing beginning at 7:00 pm, or as soon thereafter as the matter may be heard, to consider:

PROJECT DESCRIPTION: Request for a Conditional Use Permit for an automobile showroom for Lamborghini sales at **121 South Robertson Boulevard** located in the C-3 zone.

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

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

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

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

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

Masa Alkire, AICP
Associate Planner

Digestion Problems?

"Free Report Reveals The Shocking Truth About the "secret" Treatment Your Doctor Probably Doesn't Know...And Likely Hopes You Never Learn..."

BEVERLY HILLS – A new, free report has recently been released that reveals the "untold story" behind digestion problems. Digestion Problems misdiagnosis and mistreatment is rampant and leads to countless years of unnecessary suffering. This free report reveals a natural procedure that is giving digestion problem sufferers their "lives back." - with

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briefs



Beverly High Graduate Bayrd Elected to Board of Supervisors in Madison, Wisconsin

Beverly High 1991 graduate Carousel Andrea Bayrd was elected to the Board of Supervisors for Dane County in Madison, Wisconsin. Bayrd, who also graduated El Rodeo, said her career has taken various turns.

Bayrd says a career in politics was something she never thought about.

"I am not really a political type of person, in the sense that I am incredible honest and a straight shooter. I am a bad liar."

According to Bayrd, Madison, which is home of the University of Wisconsin, is an area where if someone wants to run for office they can.

"It's grassroots politics, if you want to run for politics all you have to do is start knocking on your next doors neighbors door and then the next door, the next door, the next door and eventually you have talked to 10,000 people and obtained 8,000 votes and then you win," said Bayrd.

When she first moved to Madison, she learned about a seat opening on the Dane County Board of Supervisors. She joked with her friends on how she would love to run for that seat.

"I joked about it for about a week until my friends said I should really take it serious and run. So, I just got out of my house and started running. I got the Mayor to endorse me and it turned out [well]," said Bayrd.

The advantages found while running for office in Madison, Bayrd said, are different from what County Supervisors in Los Angeles have to experience.

"Los Angeles isn't grass roots, the city is so big and you represent such a large majority that you need 50,000 votes to win, versus here you need about 10,000 votes," said Bayrd. "10,000 votes equates to 5,000 houses. You do 200 houses a night you can easily get 5,000 houses in the course of a couple of months. It is completely do-able."

Bayrd's Board oversees the Sheriff, the Courthouse and judges, the jail and District Attorney's office. She also works on alternative incarceration programs and public safety measurements. Dane County also oversees environmental issues.

"Wisconsin has many lakes and Madison has about four or five lakes. So, I oversee the lakes, green space and park preservation," said Bayrd.

Bayrd represents the downtown area of Madison, with a district of approximately 10,000 people.

"I have one of the richest neighborhoods and one of the poorest neighborhoods in my district. Overall my constituents are supporters of civil rights issues," said Bayrd. "I do a lot of work in the [underprivileged areas]. We are trying to expand section H-affordable housing vouchers, expand mass transit options and obtain better health and alternative incarceration programs. I represent about six different neighborhoods."

Now married, Bayrd has a one-and-a-half year old daughter named Cassandra.

She continues to stay in touch with classmate Suzanne Hornwood-Appel, "we were in each other's weddings. We weren't so close in high school but we became really close in college. I think that's the only person from Beverly High I still keep in contact with," said Bayrd.

Bayrd says she remembers many teachers including retired coach Susan Stevens.

"I really liked her. She motivated me a lot. She helped me realize that you did not have to be athletic to be an athlete. I think that's a big point. That meant a lot to me, because I am slow and uncoordinated but I could at least run," said Bayrd.

Although she now lives in the Midwest, Bayrd visits Beverly Hills once or twice a year.

"My father, sister, cousins, and Suzanne all live there," said

Bayrd.

Looking back at her career Bayrd advises any politically-minded Beverly High students to "just go for it. Do what ever you want. You can be what ever you want."

Beverly Hills Entrepreneur Barry Mirkin Dies at 92



Barry Mirkin (third from the left) with the Rat Pack

Entertainment Industry Veteran, Founding Member of the Beverly Hills Friars Club and World War II Soldier Barry Mirkin died at 92.

Barry Mirkin wore many hats through out his 40 year career, including that of a master of ceremonies, entertainer, manager and theatrical producer. He worked alongside legendary Hollywood stars like George Burns, Bob Hope, Danny Thomas, Groucho Marx, Lucille Ball and Elizabeth Taylor.

Mirkin left his burgeoning entertainment career to serve in the US Army during World War II. When discharged, he resumed his entertainment career in Hollywood, where he was one of the founders of the Beverly Hills Friars Club, the west coast branch of the now famous show business fraternal club. He was the chairman, organizer and producer of The Friar's

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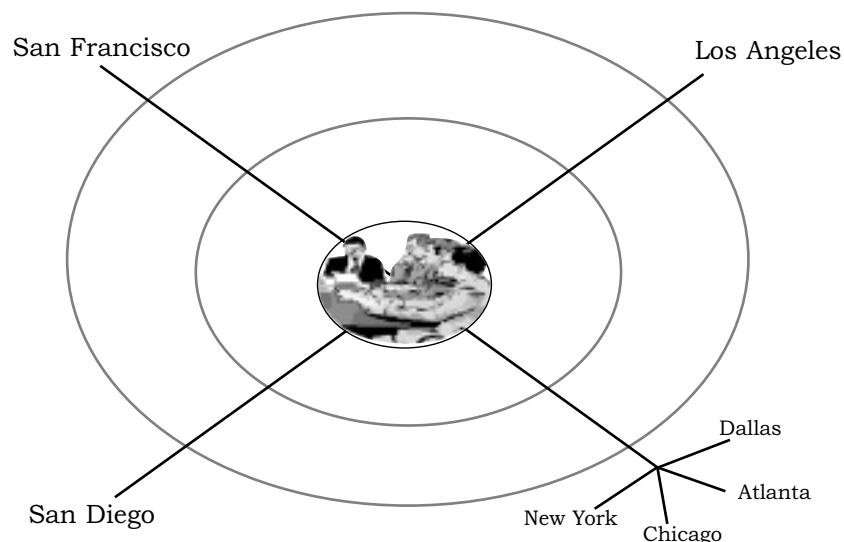
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Mirkin is survived by his son Blake, daughter-in-law Karina and grandsons Max and Dean.

Hawthorne Spirit Day Welcomes Community

Community members are welcomed to join the Hawthorne PTA as they host Hawthorne Spirit Day. It is a day dedicated to showcase school spirit and kick-off the 2007-2008 year. A D.J. and carnival games will be on-site. Food from In-N-Out, Urth Café, California Pizza Kitchen will be provided. The Beverly Hills Fire Department will be handing out hot dogs.

Teachers will be auctioning their time and several prizes from various organizations such as The Beverly Hilton, Bebe, Rodan + Fields Skincare, and Fraiche Fine Gifts among others will be auctioned.

Event will take place Sunday, September 30 from 10:30 a.m. to 2:30 p.m.



El Rodeo PTA Co-President Cindy Dubin Awarded Volunteer of the Year

Cindy Dubin representing district 33 for the Parent Teacher Association was named Volunteer of the Year for the district. She was also nominated for the Los Angeles County 2007 Parent Volunteer of the Year Award.

Dubin has been serving the school district for approximately ten years. She is a part-time attorney and mother of four.

Cindy Dubin

neary and mother of four.

"When it Rocks, Are You Ready to Roll" City Sponsored Commitment Drive

The City of Beverly Hills has launched a "When it Rocks,

Are You Ready to Roll" commitment drive for community members and City employees in recognition of National Preparedness Month.

The drive encourages residents to establish a plan that includes: 15-minute evacuation plan, meeting places for your family, out-of-state contact, training for turning off utilities, family discussions about your plan, local knowledge about your children's schools' emergency plans, and a neighborhood discussions about emergency plans.

To sign up for the "When It Rocks Are You Ready To Roll" commitment drive and find information on how to develop a comprehensive plan, go to www.beverlyhills.org or contact the Office of Emergency Management (310) 285-1025.

Beverly Hills Mayor Delshad Urged Governor Schwarzenegger to Divest from Iran

Governor Arnold Schwarzenegger agreed to sign AB 221 a bill divesting California's public retirement funds from billions of dollars invested in key businesses that invest in Iran. Beverly Hills Mayor Jimmy Delshad alongside Assemblymembers Joel Anderson (R-El Cajon) and Mike Feuer (D-Los Angeles) support the bill and urged Schwarzenegger to sign the bill at a press conference on Monday, September 21.

Coffee Chat with Board of Education Candidate Myra Lurie

Board of Education candidate Myra Lurie will host an evening of Coffee and Conversations with the community at the home of Alan and Michelle Kaye on Tuesday, October 2, from 7:30 p.m. – 9:30 p.m. The event will feature a short address by Lurie, a question and answer forum as well as the opportunity to speak one-to-one with her. Co-hosts include Mark and Stacey Raskin, Yar and Nooshin Meshkaty, Jeff and Belinda Pop, Andy White and Elisa Newman, Alan and Sandy Croll, Herb and Felice Reston and Ken and Debbie Gordon. Coffee and dessert will be served. For more information call (310) 688-KIDS.

Jazz Series Concludes at Greystone Mansion

The City of Beverly Hills Community Services Department jazz series will end Thursday, September 27 with legendary bassist Charlie Haden and critically-acclaimed pianist/organist Larry Goldings at Greystone Estate, 905 Loma Vista Drive at the Inner Courtyard. The event will begin at 7:00 p.m. Admission is \$25.00 and only advanced tickets will be sold. Appetizers and wine will be catered by Patina Catering.

To purchase tickets contact the Roxbury Clubhouse at (310) 550-4753.

Palisades Charter High Seeks Board Members

The Board of Directors has three seats are available for community members and two for parent representatives. One parents and community member must live outside of the Palisades district.

Palisades Charter High has an enrollment of over 2700 students. Board meetings are held the thirds Tuesday of the month from 6:00 p.m. to 10:00 p.m. Letters of intent listing qualifications should be submitted to Pacific Palisades Charter High Nomination Committee, 15777 Bowdoin St., Pacific Palisades, CA 90272 by Monday, October 1. Candidates will be presented to stakeholders at Back to School Night on Thursday, October 4.

Beverly Hills Chamber Announced 2007 Business Excellence Award Winners

CEO and president of Beverly Hills Chamber of Commerce, announced the 2007 Business Excellence Award winners. The business award for Innovative Practices was awarded to Beverly Wilshire, A Four Seasons Hotel. The Entrepreneur award was given to Sprinkles Cupcakes. The Customer Service award went to Il Fornaio, and Brooks Brothers received the Community Contribution award. The Beverly Hills Chamber of Commerce will honor winners of the 2007 Business Excellence Awards at A Beverly Hills Affaire: Celebration of Business Excellence on Thursday, October 11 at The Beverly Hilton.

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It Shall be Heard

Democracy Wins at City Hall

By Rudy Cole

What began as a dispute over a return to two hour free parking quickly escalated into a far more serious issue: How can a member of the city council place an item on the agenda for a formal hearing?

Although for many years, the process of preparing the agenda was rather informal, in the past four years the council adopted rules of procedure that made it far more difficult for any individual member to have an issue placed on the agenda.

The present rules could be quite inhibiting if strictly followed and last Tuesday's council meeting was a good example of the problem.

During the last election, then candidate now Councilmember **Nancy Krasne** pledged that if elected she would "make sure that at the first council meeting" she attended she would ask that the city return to two hour free parking in most city owned parking lots. Before Krasne's election, and with only Councilmember **Frank Fenton** dissenting, the council majority reduced from two to one hour free parking in most city parking structures and lots.

Trying to fulfill her campaign promise, Krasne did attempt to place the issue on the agenda, but instead the mayor and council majority decided to refer the issue to a council sub-committee for study.

At last Tuesday's informal study session, Mayor **Jimmy Delshad**, Vice Mayor **Barry Brucker** and Councilmember **Linda Briskman** seemed to oppose a reversal of the change. However, Krasne persisted in asking that a public hearing be held and a formal vote taken – something that can not happen at an informal, study session.

Mayor Delshad, with advice from the staff, said that unless there were three votes, it could not be set for a hearing. At this point City Attorney **Larry Wiener** reminded the council that Krasne had asked for a decision, and so it did go to an advisory vote. Brucker, although not committed to a return to two hour free, did provide the third vote that would at least allow it to be considered at a formal meeting.

But what about the rule? How can a councilmember successfully bring up an issue for a

vote and a public hearing?

I spoke to some former mayors and former city manager **Mark Scott** about past council practices and there was general agreement that any councilmember could have an issue put on the agenda – this before the council passed the new rules on council procedures.

Former Mayor **Ed Brown**, who served as mayor in 1980 and 1985 said that "absolutely, any councilmember could have any issue brought up for a vote."

The same was true when **Richard Stone** was mayor (1972 and 1975.) According to Stone there was a "collegiality" on the council, and no councilmember would be refused such a request.

Former Mayor **Vicki Reynolds**, (1991, 1994 and 2000) and only one of two mayors who ever served three terms (the other was **Thomas Levyn**) said that during her time as mayor she would meet with the city manager every Monday to go over the agenda, but that if any councilmember requested a matter be included, it would be added. She too used the word "collegial" to describe the courtesy to colleagues in allowing their issues to be heard.

Former Mayor **Donna Ellman** agreed that in "most cases councilmembers could succeed in bringing their issues to a full hearing, but "agendas were always the prerogative of the mayor."

Former Mayor **Ben Norton** said he would never refuse a councilmember's request, but that the agendas were prepared by the city manager

and then presented to the mayor.

Former Mayor Dr. **Charles Aronberg**, (1974 and 1979) said that he sometimes had to push his colleagues to assure that a proposed action or ordinance be considered, but that he was seldom refused. Getting the community involved also helped, Aronberg said.

Mark Scott, who was city manager from 1992 to 2003, said that he could not recall a time when any councilmember would be refused, but that if there was a challenge, it did require three votes to bring a matter forward. The city manager with the incumbent mayor did prepare and approve the agendas.

The rules are different for study (informal) meetings and formal sessions.


One of the reasons for changes in the process is the Brown (Open Government) Act that requires public notice before votes are taken, unless there is a very important and critical problem requiring immediate action. This would require four of five votes to declare an "urgency" condition.

During study sessions any member can raise any issue either for future action or for information from staff. The mayor may place a matter on the agenda, but it seems far more democratic to give any member the votes needed to go forward. Let's take an extreme example of a possible problem.

Assume two new members are elected who have promised to reverse some action by the council. But three hold over members could, theoretically, block even a public hearing, denying a mandate from the voters.

Every former mayor I called, with the exception of Webb who said the rules should be followed, would permit any member to place a

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matter on the formal agenda. There could be a problem, although unlikely. A councilmember might well insist that the same issue be brought up over and over again even though a majority always voted not to approve. Then rules should be enforced; otherwise it is too chilling of the democratic process to inhibit an elected official's desire to move on any issue.

You've had to read this far to find out what's likely to happen to two hour free parking, well it doesn't get easier. Some history: Two hour free parking was adopted for one reason only: To encourage more shoppers to come to Beverly Hills. At the time, the Beverly Center was free as was the newly created and very competitive Century City Mall. It was not the intent of the council to give two hour free to people who officed or worked in the city, including the often cited real estate brokers who make frequent in and out trips.

Why did the city revert to one hour? The council agreed with staff that the costs of maintaining and improving the condition of city owned lots should be paid by users. Some of this funding had come from parking meter payments, but that revenue now goes directly into the general fund. The city also has to maintain city streets and alleys, many in urgent need of repairs.

The issue is also political. During the Montage referendum in 2005, Webb and others said that the city would not lose two hour free if the Montage was approved. Fenton, a lone voice for two hour free before Krasne's election, has argued that the city needs to keep its word to the voters

Krasne also dropped some surprises during the council's debate on whether it would be

brought up for a vote. According to Krasne, she spent several hours observing a city owned lot. Of course, there was the expected in and out abuse, but she also reported that a city lot attendant may well have accepted a gratuity for issuing a new parking stub to a patron who did not then even need to go out and back.

City Manager **Rod Wood** said he was not surprised and that the problem of lot workers and money accountability was endemic in the industry. Some years back there was a major scandal at the Music Center where county officials discovered that less than half the money collected from parking actually was turned in.

Should we return to two hour free? One part of the debate relied on a study of patrons made by the Beverly Hills Chamber of Commerce which supposedly found that most customers didn't mind the change. Frankly, I find that very hard to believe. Many, many times I have encountered people in city lots who resented the loss of two hours, who had rushed back from dining or shopping to avoid paying for parking. This rush to leave would hurt retailers near restaurants who could have shopped after dining had they had an additional free hour.

One proposed compromise that makes no sense is giving residents the ability to receive permits for two hour free. Whatever the intent, eventually this too will be subject to ever increasing fees. The city recently raised fees for permit parking on streets. But more important, even though it has been tried in other cities, it sends the wrong message to the shoppers we want to entice to our stores.

However, I am pleased there will be a public hearing because I have to admit, I am no longer sure about the issue. I thought it was a mistake

to lose two hour free, not good public policy to go back on promises, and not helpful to the business sector.

But then I heard what I have to admit was one of the finest reports I have ever heard on any city issue, and I have sat through a few. The reasons for not returning to two hour free were, to put it reservedly, overwhelming. On the other hand, Fenton's rebuttal was also convincing. For those reasons alone, Krasne has performed a public service by insisting on a full, open to public input discussion.

What were some of staff's points: The loss of revenue would not be offset by increases in retail sales – they cited statistics weighing loss of parking funds against likely increases in sales tax, and the number simply don't justify loss of parking fees. We also assumed that free parking at Century City was a competitive decision, but now we learn it was part of the Conditional Use Permit that allowed development of the shopping center. They were required by law to offer two hour free during shopping times.

Staff did some significant research.

Whatever conclusions I would make, and I admit to confusion, the public hearing will air all the facts, hear from patrons and merchants, and then permit a hopefully responsible decision.

Councilmember **Linda Briskman** did add some valuable points at the study session, including increasing fees for meter parking and fines for parking in red zones. The meter feeding should be more costly and possibly open more availability for street parking. Parking in red zones should really hurt.

There are countless other issues involved: The need for renovation of city owned facilities, replacing our aging city meters, mechanization of parking collection methods and enforcement of rules against in and out parking and, the most difficult, finding ways to increase parking resources.

The parking challenges the city faces go way beyond two or one hour free, but a public hearing on that issue will be a good beginning.

When the city compares rates for monthly parking with private lots, there are issues of competitive fairness, but as Councilmember Briskman pointed out, we can't make monthly parking so expensive employees will not be able to afford to work here.

Many employers have to deal with this issue constantly. Where can workers park, those unwilling or unable to use public transit. Our economy depends on finding people to work in our stores and offices and we simply can't continue to avoid meeting their parking needs - and this brings up the whole issue of permit parking too.

On the plus side, the addition of the over six hundred spaces that come with the Montage Hotel and the hundreds more spaces that will likely be part of the Annenberg, will give us an opportunity to evaluate our real future needs.

Final thought: It would be hard not to be willing to consider all the fiscal and policy impacts involved in restoring two hour free parking, after listening to the quite brilliant reports from **Chad Lynn**, director of parking services and **Noel Marquis**, assistant director of administrative services/finance. But the council made the right choice in allowing the issue to go to a public hearing.

Added thought. One of the reasons Rodeo Drive exists, aside from the inspirational leadership of **Fred Hayman** and others, is the in-lieu parking program former Mayor **Donna Ellman** devised. The increase in the size of stores on Rodeo would not have happened without the in lieu program that permitted fee payments for parking development instead of code required parking after increases in building size. The city had money for parking needs, and a world class shopping legend was made possible.

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

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coverstory

BHUSD PERMIT PROGRAM DEBATED

Board of Education candidates split on the goals and execution of the program

By Elisa Osegueda

In what has become one of the major issues of the Board of Education campaign, out-of-district permits continue to rise at a significant rate under the direction of the Board of Education. Incumbents Myra Lurie and Alissa Roston believe the positives of the permit program outweigh the negatives, while candidates Steven Fenton and Brian Goldberg believe the permit program needs reformation and better oversight.

Currently the BHUSD issues permits to out-of-district students on an annual basis. This year 903 permits have been issued, comprising (approximately 17 percent) of the 5243 total student enrollment.

There are various types of permits students may apply for through the BHUSD. Students may obtain a permit if they are the son/daughter of a BHUSD faculty/staff member; however, these only comprise less than 10 percent of total permits. The Beverly High "Diversity Program" also issues approximately 50 permits to multicultural students to further enhance diversity within the student body.

The balance of the students simply live in neighboring cities, but want to attend Beverly Hills schools.

Board of Education candidate Steven Fenton believes that while permits have a place in the total enrollment of the district, he believes a larger issue needs to be addressed.

"The BHUSD needs

to look at the number of residents who choose not to send their children to our schools. If we can redirect these kids back into the BHUSD, we would not have as great a need for the high number of permits," said Fenton.

Incumbent Board of Education member Myra Lurie, currently running for re-election, says the whole state of California is facing a

very challenging issue of declining enrollment "in all of our schools. It is not just Beverly Hills. As a result we are facing a financial challenge because we are paid per day per student so to the extent that we don't have kids in those seats, we don't get paid."

For each student that is enrolled and attending school the district receives \$6,441.49 based on the Average Daily Attendance (ADA), which is the mechanism by which the BHUSD receives a majority of its state funding.

"declining enrollment as we have been we offer permits to children outside of our jurisdiction," said Lurie. "Those kids come to use to help us fill in those empty seats and they bring their [ADA] money with them. The money they bring with them is very necessary to help us keep a robust program, keep our schools open, and give children a certain kind of education."

If the permit program were dissolved entirely and the district lost 900 permit students, the district argues they would suffer a

that some permit students are needed; the question is how many.

Lack of resident enrollment Lurie believes may be attributed to several reasons.

"We are not having resident families the way we use to. It might be the birth rate or price of housing, this is not exactly a 'starter home' community," said Lurie.

The permit issue is a topic that incumbent Board of Education member Alissa Roston, running for re-election says, "has certainly become an issue right now in this campaign

but it is not something that the district has not been aware of and constantly monitored."

While Lurie and Roston argue that the permit program has been carefully monitored candidates Goldberg and Fenton believe otherwise.

"The fact that the number of permits continue to rise to me is an indication of the Board not taking its responsibility seriously when looking at why Beverly Hills residents are choosing not to send their kids to our schools," said Board of Education candidate Brian Goldberg. "We need to monitor the number of permits that are coming in. We have to cap it and say we are not going any higher until we really address this issue."

According to Fenton the relatively high number of 2007-2008 school year permits issued represent only a part of a very complex issue.

"We have to look at the underlying root causes for this increase. For example, is it to balance the district's financial shortcomings, or due to a decrease in resident enrollment, or perhaps a combination of the two? And what other factors contribute to these new num-

	K	1	2	3	4	5	6	7	8	total
BV	56 60 29%	16 60 4%	56 60 8%	2 60 2%	5 60 23%	1 60 17%	19 116 17%	21 116 18%	23 116 20%	728 762 16%
ER	40 40 3.00%	1 80 25%	17 80 26%	19 80 12%	7 87 28%	13 87 15%	26 116 25%	26 116 23%	15 116 13%	739 782 20%
HAW	50 60 18%	9 60 10%	6 60 6%	4 80 20%	13 87 18%	14 87 13%	7 87 8%	11 116 11%	10 116 10%	682 753 12%
HM	50 60 36%	18 60 20%	12 60 2%	1 60 18%	11 87 11%	7 87 20%	16 87 17%	22 116 22%	15 116 13%	678 733 15%
Total	196 220 22%	44 260 15%	37 260 12%	29 260 13%	32 348 20%	58 348 16%	67 406 17%	80 464 19%	63 464 14%	2827 3030 16%

	BHHS	Permit
9th	565	93
		16%
10th	592	100
		17%
11th	640	124
		19%
12th	620	122
		20%
Total	2417	439
		17%

K-8	2827	464
HS	2416	439
District	5243	903
		17%

Permit enrollment for the BHUSD as of September 19.

The spreadsheet is divided by school, grade level, and percentage of permits. The number on the left side of each column is the number enrolled. The number underneath is the number of available seats at that school. The number on the right side of each column is the actual number of students on permit. And the percentage underneath is the percentage of students on permit.

Shaded areas represent student permit percentages of 20 percent or more per grade level. Source: BHUSD

The total of 903 permits issued this school year is almost double the size of the 522 district-wide permits issued during the 2003-2004 school year.

According to Lurie, the permit growth can be attributed to the declining resident enrollment across the BHUSD.

When the district is faced with a problem of

budget loss of at least \$5,797,341. But this loss would be offset by a reduction of the salaries and benefits paid to extra teachers that would no longer be needed and could be absorbed through retirements and resignations. An average teacher costs the district \$66,700 (with salary and benefits).

However, most critics of the program agree

bers?" said Fenton.

Roston says she is aware of the recommendations people have made to cut down on school size, or close a school, or eliminate the permit program. But she argues, "what parents don't understand is that we staff at 20-1 for K-3 and 29-1 for [grades] 4-12, if we didn't have permit students to fill empty spaces, we would just have less number of classes."

The Board cut one Kindergarten section at El Rodeo this year in recognition of lower resident enrollment. But the many other BHUSD grade levels continue to have high permit percentages (see adjoining chart). 36 percent of this year's Kindergarten class at Horace Mann is on permit.

With a repeated shortage of resident enrollment at the kindergarten level, some ask whether the district is overstaffed with certificated faculty in the primary grades. For example, should the district be operating three kindergarten sections per elementary school and two at El Rodeo, totaling eleven sections, when only nine sections are needed to accommodate local students?

Roston believes that although that may be correct "that is only if you look at numbers specifically. If you are saying, let's only look at the numbers, and not look at how the numbers have an impact of the general ability to apply programs."

Roston believes permits help alleviate budget constraints.

"We have cost of administration and cost of special education program and other things, but the [cost] gets spread out with the more kids you have so you are spending less of your overall budget," said Roston. "I think we have to be mindful that these [Kindergarten permit] numbers are high, so I wouldn't advocate cutting down a Kindergarten class, but I wouldn't be oppose to it if that was the recommendation from the staff."

Roston believes it is important to analyze state trends, "and certainly if the trends are going down then we would have to consider perhaps closing a Kindergarten [class] here and there just as we did at El Rodeo, recognizing that there was not as much of a need for Kindergarten there, and a greater need for first grade."

According to Roston, a large student population or critical mass allows for rich diverse curriculum offerings.

Roston believes that "if we decrease the size of each of our schools we wouldn't have the critical mass and we would not have the amount of money that we do to provide for an art specialist, music specialist, P.E specialists, counselors in all of our schools, teachers on special assignment, those are all extra things that most schools don't have and are vital to creating a rich program."

Because of this, Roston says she does not recommend "cutting the number of permits that would make us then have to cut [additional] programs."

According to Lurie, Kindergarten classes have been cut down where needed. "If you look at El Rodeo, they now have two instead of three kindergarten classes this year."

Lurie acknowledges that there is a high

population of student permits in the Kindergarten sections, but doesn't believe any additional classes need to be eliminated.

"We don't want to cut back electives. We don't want to cut down classes or have to fire teachers. We don't want to eventually have to start shrinking down the system. This is a means of being fiscally accountable; where there are spaces available they are filling

Fenton says that implementing a district run pre-school would be another way to bring revenue.

"Pre-schools produce revenue. Pre-schools are feeders for the next generations of great families to come into Beverly Hills," said Fenton. "If we have a designated pre-school here underneath the BHUSD umbrella, we will be able to attract new families into our

"We have to look at the underlying root causes for this increase. For example, is it to balance the district's financial shortcomings, or due to a decrease in resident enrollment, or perhaps a combination of the two? And what other factors contribute to these new numbers?"

**-Board of Education candidate
Steven Fenton**

them. We are not opening classes or increasing class sizes for permit students," said Lurie.

Certificated positions can be absorbed through retirements and resignations, without the need to fire teachers. This year alone, the BHUSD hired 46 new certificated faculty members.

district, we will be able to keep our children that are here in the pre-school, and it will be a feeder for our elementary schools."

Roston says the BHUSD needs to do a better job at marketing itself.

"This is an issue we have been grappling with since I have been on the Board. It's nothing new and I think a lot of people think

"We don't want to cut back electives. We don't want to cut down classes or have to fire teachers. We don't want to eventually have to start shrinking down the system. This is a means of being fiscally accountable; where there are spaces available they are filling them. We are not opening classes or increasing class sizes for permit students."

**-Board of Education member, running
for re-election Myra Lurie**

According to Fenton it is the responsibility of the Board of Education to "set policy, including policy regarding permits. That said, I believe the time has come to re-evaluate and re-structure the permit program and to provide for more comprehensive oversight," said Fenton. "This is not an issue of 'blame'."

it is and that the Board has not been paying attention [or] that there hasn't been sufficient oversight [and] that we just let the numbers grow without paying attention. That is simply not true. We've had open study sessions on a year basis open to the community," said Roston

According to Lurie, in a perfect world "we

would have huge amount of resident enrollment and it wouldn't be something we needed to do, but we are fortunate that we are able to use this avenue."

Both Roston and Lurie believe the permit program is beneficial to the district and out-of-district students.

"I see it as everyone winning. Students who get to come to our schools definitely win and we win, because we are able to have a program and curriculum and specialist personnel that we would not be able to have. I am not immune to discussion, I am not immune to this feeling of negativity, I have just carefully analyzed the situation, and I think the permit program is of benefit to us," said Roston.

In regards to recommending any ideas of how to fine-tune the permit system, Lurie declined to comment further.

According to Lurie, the permit program "continues to offer us the breath and quality of programming that our students enjoy and that our residents deserve. I think that [permit students] allow us to program our curriculum in a way that allows more differentiating of programming, including differentiating groups within a grader level, their ability level and increasing the amount of electives that are offered."

Because the district does not have a first-rate pre-school program candidate Brian Goldberg says "we are not capturing them at the beginning of the process. So we are losing that whole generation of students that are eligible to be going to BHUSD that are residents to Beverly Hills that we are losing to private schools."

At their Board meeting earlier this year on March 19, Board of Education members discussed their views on the permit program.

Board member Myra Demeter pointed out the dramatic increase in permits from 2003 and said she believes "our district's first priority is to Beverly Hills residents." She also said that parents of students on permits do not participate in the payment of bond issues that benefit BHUSD schools.

Demeter nevertheless voted with the other Board members to continue the program in its current state.

Board member Nooshin Meshkaty said, "students on permit help raise our standardized test scores."

Goldberg responded to Meshkaty's comment with some dismay.

"I would have to look at the data and ascertain if that in fact is true and if that is the case, then we need to be focusing on our residents, and finding out what we can do to help them raise their test scores. I would think that would be a negative on my tenure as a member of the school board rather than a positive. I would be embarrassed by that quote," said Goldberg.

Goldberg says the BHUSD needs to find the answers.

One of his solutions is "to find out from our residents who have children who are eligible to attend our schools what it is that our district isn't offering [and] why they are choosing not to send their kids to the district," said Goldberg.

sports & scores



BHHS Boys' Water Polo Team Wins Tournament

Norman girls' volleyball team finishes second in tournament.

By Steven Herbert

Beverly High won its second boys' water polo tournament in as many tries this season, defeating Irvine Woodbridge, 7-6, in the championship game of the Western Tournament Sept. 15.

Benji Koltai and Micah Smith each scored twice for the Normans, ranked second in the Southern Section Division VI poll released Monday.

Daniel Ilinsky, Jonathan Pony and Michael Presas each scored once for Beverly Hills (9-0).

Beverly Hills goaltender Alex Rosenthal made 11 saves.

The Normans began their season by winning the Bell Gardens Tournament Sept. 6-8.

Beverly Hills 14, Cypress 4

Koltai scored four goals and Smith three in a championship semifinal game Sept. 15.

Kevin Mead and Presas each scored twice for the Normans, while Tracy Ainsie, Ilinsky and Pony each scored once.

Rosenthal made 10 saves.

The Centurions were ranked ninth in the Division VI poll released Monday.

Beverly Hills 22, Fresno San Joaquin Memorial 5

Mikey Lee scored six goals and Koltai four as the Normans began the tournament by winning a pool play game Sept. 14.

Ainsie and Smith each scored three times for Beverly Hills. Pony scored twice and George Abraham, Christian Apt, Mead and Presas once each for the Normans.

Rosenthal made 10 saves.

Beverly Hills 20, Orange 10

Lee scored 10 goals and Smith four in a second pool play game Sept. 14.

Ilinsky and Mead each scored twice for the Normans, while Koltai and Presas one each.

Rosenthal made 11 saves.

The Normans played all four of their tournament games at Kennedy High School in La Palma.

What's Next?

The Normans are scheduled to play San Diego Rancho Bernardo at 4:40 p.m. Friday at the El Segundo Plunge in a first-round game of the 38th annual Henry Stuart South Bay Water Polo Tournament.

Beverly Hills will play either Los Angeles Loyola, ranked fifth in Division I,

or Santa Monica, ranked eighth in Division VI, at 7:10 p.m. or 8:50 p.m. Friday at the same site. The Normans will conclude tournament play with two games Saturday.

Beverly Hills is also scheduled to play El Segundo, ranked fourth in Division VI, Wednesday at 3 p.m. in an Ocean League game at the El Segundo Plunge.

Girls' Volleyball Century Tournament

Beverly Hills reached the final, where it lost to Laguna Hills, 25-21, 25-14, which it had lost to earlier in the day in pool play, 25-20, 25-21, Sept. 8 at Century High School in Santa Ana.

"We had specific adjustments to make ... and the girls simply weren't able to make those adjustments," Norman coach Marla Weiss said about her team's play in the final. "We didn't play as smart a game as we probably could have."

Beverly Hills advanced to the finals by rallying to defeat Anaheim Western, 25-19, in the semifinals and also came from behind to defeat Santa Ana Saddleback, 25-22, in the quarterfinals.

The Normans began the tournament, their first official action of the season, by defeating Santa Ana Century, 25-19, 25-15, losing to Laguna Hills, 25-20, 25-21, and defeating Orange, 25-17, 25-19, in pool play.

Weiss said she was "very pleased" by her team's play in pool play.

Beverly Hills setter Alexis Goswitz and senior libero Rebecca Rosen were named to the all-tournament team, while senior outside hitter Nicole Winegred and sophomore opposite hitter Mallory Smith, drew praise from Weiss for their play. No statistics were kept.

What's Next?

The Normans are scheduled to play host to Los Angeles Windward today in a non-league match at the Swim-Gym and play at Hawthorne Tuesday in their Ocean League opener. Both matches are set to begin at 3:15 p.m.

Steven Herbert has covered Beverly High sports for the Beverly Hills Weekly since 1999. He welcomes feedback and suggestions. He can be reached by e-mail at StvHerbert@aol.com, by telephone at (310) 275-7943 or by fax at (310) 273-4519.

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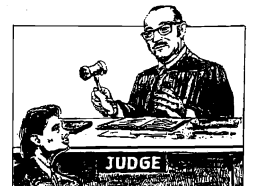
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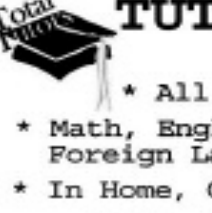
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FICTITIOUS BUSINESS NAME STATEMENT: 20072011801
The following person(s) is/are doing business as: BARCO INVESTMENT LLC, 14022 Ventura Blvd, Suite 202, Sherman Oaks, CA 91303. BARCO INVESTMENT LLC, 14022 Ventura Blvd, Suite 202, Sherman Oaks, CA 91303. The business is conducted by AN INDIVIDUAL. The registrant has not yet begun to transact business under the fictitious business name or names listed on: 10/16/02. Signed: Vanhan Saragyan, 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: 02/28/07. 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: 9/30/07, 9/13/07, 9/20/07 9/27/07 BHW-2429

FICTITIOUS BUSINESS NAME STATEMENT: 20072011800
The following person(s) is/are doing business as: FIVE STAR LOGISTICS, 10881 Roycroft Street, Unit #58, San Valley, CA 91352. CHRIS AROUSHIAN, 10881 Roycroft St, Unit #58, San Valley, CA 91352. The business is conducted by AN INDIVIDUAL. The registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Chris Aroushian, 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: 02/28/07. 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: 9/30/07, 9/13/07, 9/20/07 9/27/07 BHW-2430

FICTITIOUS BUSINESS NAME STATEMENT: 20072029792
The following person(s) is/are doing business as: S H AUTOMOTIVE, 5024 W. Washington Blvd, Los Angeles, CA 90018. ARUTYUN GYUMUSHAN, 7022 Costello Ave, Van Nuys, CA 91405. 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: Arutyun Gyumushan, 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: 02/28/07. 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: 9/30/07, 9/13/07, 9/20/07 9/27/07 BHW-2431

FICTITIOUS BUSINESS NAME STATEMENT: 20072029961
The following person(s) is/are doing business as: RESUN INVESTMENT GROUP, 8930 E. East Los Angeles Ave, #297, Simi Valley, CA 93065. GREGORY SCOTT FEOST, 8900 E. East Los Angeles Ave, #297, Simi Valley, CA 93065. WILLIAM CEDRIC HAUGABROOK, 3583 Dover St, Los Angeles, CA 90009. The business is conducted by: A GENERAL PARTNERSHIP. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Gregory Scott Feost, William Cedric Haugabrook, 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: 02/28/07. 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: 9/30/07, 9/13/07, 9/20/07 9/27/07 BHW-2432

FICTITIOUS BUSINESS NAME STATEMENT: 20072021488
The following person(s) is/are doing business as: THE CAPRICORN ONE GROUP, 12338 RAYNER ST, North Hollywood, CA 91605. LEON WATKINS, 9528 Sepulveda Blvd, Mission Hills, CA 91345. The business is conducted by: CO-PARTNERSHIP. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Leon Watkins, 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: 02/28/07. 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: 9/30/07, 9/13/07, 9/20/07 9/27/07 BHW-2433

FICTITIOUS BUSINESS NAME STATEMENT: 20072020983
The following person(s) is/are doing business as: CHERIEKA HARR, 12050 Ventura Blvd, Studio City, CA 91606. JOY LYNN CHERIEKA, 12050 Ventura Blvd, Studio City, 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: Joy L. Chereka, 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: 02/28/07. 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: 9/30/07, 9/13/07, 9/20/07 9/27/07 BHW-2434

FICTITIOUS BUSINESS NAME STATEMENT: 20072021277
The following person(s) is/are doing business as: INFINITY REAL ESTATE GROUP, INFINITY INVESTMENT GROUP, 20929 Ventura Blvd, #7254, Woodland Hills, CA 91364. WKV FINANCIAL INC, 20929 Ventura Blvd, #7254, Woodland Hills, CA 91364. 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: Veek P. Maini, Owner, WKV Financial Inc. 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: 02/28/07. 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: 9/30/07, 9/13/07, 9/20/07 9/27/07 BHW-2435

FICTITIOUS BUSINESS NAME STATEMENT: 20072011530
The following person(s) is/are doing business as: DON PANCHITOS RASPADOS AND TORTAS, 6407 Van Nuys Blvd, Van Nuys, CA 91411. JUAN REVES, 6407 Van Nuys Blvd, Van Nuys, CA 91411. ALICIA REYES, 6407 Van Nuys Blvd, Van Nuys, CA 91411. The business is conducted by: CO-PARTNERSHIP. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Juan E. Reyes, Alicia Reyes, 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: 02/28/07. 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: 9/30/07, 9/13/07, 9/20/07 9/27/07 BHW-2436

FICTITIOUS BUSINESS NAME STATEMENT: 20072013737
The following person(s) is/are doing business as: R. REMEDY, 5339 N. Victory Blvd, Burbank, CA 91502. EMILIO MONDÉT, 3499 Glou

Dr. Newbury Park, CA 91320. 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: Emilio Mondet, 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: 02/28/07. 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: 9/30/07, 9/13/07, 9/20/07 9/27/07 BHW-2437

FICTITIOUS BUSINESS NAME STATEMENT: 20072018457
The following person(s) is/are doing business as: FERRAV INCOME TAX SERVICES, 13521 Hubbard St, Sylmar, CA 91342. OLGA FERRANDEZ AYALA, 11316 Garber St, Lake View Terrace, CA 91342. 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: Olga Ferrandez, 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: 02/28/07. 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: 9/30/07, 9/13/07, 9/20/07 9/27/07 BHW-2438

FICTITIOUS BUSINESS NAME STATEMENT: 20072011423
The following person(s) is/are doing business as: JACQUES ELECTRIC, 101 N. Hill Ave, #1, Pasadena, CA 91106. JACQUES KHATADOURIAN, 101 N. Hill Ave, #1, Pasadena, CA 91106. 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: Jacques, 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: 02/28/07. 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: 9/30/07, 9/13/07, 9/20/07 9/27/07 BHW-2439

FICTITIOUS BUSINESS NAME STATEMENT: 20072018187
The following person(s) is/are doing business as: SERENITY...NOURISHING MIND, BODY & SPIRIT, 23250 Dolores St, Woodland Hills, CA 91367. HOMAR D. DAVIS, 23250 Dolores 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: Homar R. Davis, 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: 02/28/07. 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: 9/30/07, 9/13/07, 9/20/07 9/27/07 BHW-2440

FICTITIOUS BUSINESS NAME STATEMENT: 20072011828
The following person(s) is/are doing business as: HIGH BROW, 8545 Santa Monica Blvd, West Hollywood, CA 90069. ROB L. MACIEU, 1338 N. Columbus Ave, #17, Glendale, CA 91202. 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: Rob L. Macieu, 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: 02/28/07. 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: 9/30/07, 9/13/07, 9/20/07 9/27/07 BHW-2441

FICTITIOUS BUSINESS NAME STATEMENT: 20072011913
The following person(s) is/are doing business as: HARLEEN HOODIES, 2707 Portland St, #303, Los Angeles, CA 90007. ARLENE YVANN, 2707 Portland St, Los Angeles, CA 90007. 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: Arlene Yvann, 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: 02/28/07. 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: 9/30/07, 9/13/07, 9/20/07 9/27/07 BHW-2442

FICTITIOUS BUSINESS NAME STATEMENT: 20072011804
The following person(s) is/are doing business as: DNN DEC FACORY SHOE REPAIR, 1713 N. Vine St, Los Angeles, CA 90028. ROBERT TAVITIAN, 672 Robin Glen Dr, Glendale, CA 91203. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed on: 08/10/07. Signed: Robert Tavitian, 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: 02/28/07. 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: 9/30/07, 9/13/07, 9/20/07 9/27/07 BHW-2443

FICTITIOUS BUSINESS NAME STATEMENT: 20072011808
The following person(s) is/are doing business as: HAKOP CHERKYAN, 412 6th St, #814, Los Angeles, CA 90014. HAKOP CHERKYAN, 6601 Denby Ave, North 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: Hakop Cherykian, 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: 02/28/07. 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: 9/30/07, 9/13/07, 9/20/07 9/27/07 BHW-2444

FICTITIOUS BUSINESS NAME STATEMENT: 20072011628
The following person(s) is/are doing business as: SAFEST FIRE PROTECTION, 1131 Campbell St, #214, Glendale, CA 91207. KHIA-CHO KHACHOUMIAN, 1131 Campbell St, #214, Glendale, CA 91207. 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: Khacho Khachoumian, 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: 02/28/07. 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: 9/30/07, 9/13/07, 9/20/07 9/27/07 BHW-2445

FICTITIOUS BUSINESS NAME STATEMENT: 20072019842
The following person(s) is/are doing business as: SHOGUN ADVERTISING, 1985 Lucas St, San Fernando, CA 91340. GONZALO R. GARCIA, 1985 Lucas St, San Fernando, CA 91340. The business is conducted by: AN INDIVIDUAL. The registrant(s) commenced to transact business under the fictitious business name or names listed on: 01/5/99. Signed: Gonzalo R. Garcia, 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: 08/24/07. 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: 9/30/07, 9/13/07, 9/20/07 9/27/07 BHW-2446

FICTITIOUS BUSINESS NAME STATEMENT: 20072010554
The following person(s) is/are doing business as: MONTE CARLO BANQUET HALL & RESTAURANT, 7258 Foothill Blvd, Tujunga, CA 91242. THE OLD PERSIAN CUISINE INC, 522 E. Loma Ave, Glendale, CA 91205. The business is conducted by: A CORPORATION. The registrant(s) commenced to transact business under the fictitious business name or names listed on: 08/01/07. Signed: John Yousefi, President, The Old Persian Cuisine Inc, 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: 08/28/07. 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: 9/30/07, 9/13/07, 9/20/07 9/27/07 BHW-2447

FICTITIOUS BUSINESS NAME STATEMENT: 20072011447
The following person(s) is/are doing business as: I.E.S. INTERNATIONAL EDUCATION SERVICES, INC, 39515 Vickers Way, Palmdale, CA 93551. I.E.S. INTERNATIONAL EDUCATION SERVICES, INC, 39515 Vickers Way, Palmdale, CA 93551. The business is conducted by: A CORPORATION. The registrant(s) commenced to transact business under the fictitious business name or names listed on: 08/25/07. Signed: Olga Zabora, President, I.E.S. International Education Services, Inc, 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: 08/28/07. 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: 9/30/07, 9/13/07, 9/20/07 9/27/07 BHW-2448

FICTITIOUS BUSINESS NAME STATEMENT: 20072011448
The following person(s) is/are doing business as: INVISION FILMS, 14480 Burbank Blvd, #205, Sherman Oaks, CA 91411. JOHN ROBERT GROVE, II, 14480 Burbank Blvd, #205, Sherman Oaks, CA 91411. The business is conducted by: AN INDIVIDUAL. The registrant(s) commenced to transact business under the fictitious business name or names listed on: 02/24/07. Signed: Ricardo Aramburo, 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: 08/28/07. 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: 9/30/07, 9/13/07, 9/20/07 9/27/07 BHW-2449

FICTITIOUS BUSINESS NAME STATEMENT: 20072012453
The following person(s) is/are doing business as: RA LIMU RESTAURANT, 6244 De Longra Ave, #11, Hollywood, CA 90028. RICARDO ARAMBURO, 6244 De Longra Ave, #11, Hollywood, CA 90028. The business is conducted by: AN INDIVIDUAL. The registrant(s) commenced to transact business under the fictitious business name or names listed on: 08/24/07. Signed: Ricardo Aramburo, 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: 08/29/07. 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: 9/30/07, 9/13/07, 9/20/07 9/27/07 BHW-2450

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME: 20072018106
Original file # 01571980
The following person(s) is/are doing business as: HGM FTILES INC, 5633 Topanga Canyon Blvd, #201, Woodland Hills, CA 91367. The fictitious business name referred to above was filed in: CA 91367. The business was conducted by: AN INDIVIDUAL. The full name and residence of the registrant(s) abandoning the name: LILIANA MINICHA LEVIN, 5633 Topanga Canyon Blvd, #201, Woodland Hills, CA 91367. 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: 09/07/07. Published: 9/30/07, 9/13/07, 9/20/07 9/27/07 BHW-2451

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME: 20072018948
Original file # 01571980
The following person(s) is/are doing business as: THE SUPER PRINTER, 5307 Alhambra Dr, Woodland Hills, CA 91364. The fictitious business name referred to above was filed 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: ALEX AGADZHANYAN, 10700 Rhodora Ave, Sunland, CA 91060. 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: 02/28/07. Published: 9/30/07, 9/13/07, 9/20/07 9/27/07 BHW-2452

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME: 20072011605
Original file # 01571980
The following person(s) is/are doing business as: FATEHIEH-AMERI, 13211 Glendale Ave, Van Nuys, CA 91406. The fictitious business name referred to above was filed in: CA 91406. The business was conducted by: AN INDIVIDUAL. The full name and residence of the registrant(s) abandoning the name: FATEHIEH-AMERI, 30625 Lake Front Dr, Agoura Hills, CA 91301. 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: 02/28/07. Published: 9/30/07, 9/13/07, 9/20/07 9/27/07 BHW-2453

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME: 20072011553
The following person(s) is/are doing business as: ALDO'S FOOD PLACE, 2829 Foothill Blvd, #230, La Crescenta, CA 91214. ADRIANE ISKANIAN, 2829 Foothill Blvd, #2

full name of registrant(s) is/are: LINA LIM HONG, 2060 WEST AVE, K-4, LANCASTER, CA 93536. This Business is being conducted by a/an: INDIVIDUAL. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.
I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crime).
/s/ LINA LIM HONG
This statement was filed with the County Clerk of LOS ANGELES County on SEPTEMBER 5, 2007 indicated by file stamp above.
NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code).
LA133573 BEVERLY HILLS WEEKLY 9/13, 20 27 10/4 2007

FILE NO. 20072072756
STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
Fictitious Business Name(s): HESPERIA HOME, 7862 HESPERIA AVE, RESEDA, CA 91335
The fictitious business name referred to above was filed on JUNE 16, 2006 in the county of LOS ANGELES. Original file number: 06-1325236.
The full name of registrant: SACRED HEART HOMES, INC, 7862 HESPERIA AVE, RESEDA, CA 91335
This business is conducted by: CORPORATION
I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false is guilty of a crime).
/s/ SACRED HEART HOMES, INC BY: MARIBEL A. MARABEL
LA133654 BEVERLY HILLS WEEKLY 9/13, 20 27 10/4 2007

FILE NO. 20072054183
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: LOOSE LEAF, 630 W. 6TH ST, #110B, LOS ANGELES, CA 90017. The full name of registrant(s) is/are: KYUNG AE JAE AND SUN HONG JAE, 1604 APPIAN WAY, MONTEBELLO, CA 90640. This Business is being conducted by a/an: HUSBAND AND WIFE. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.
I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crime).
/s/ KYUNG AE JAE, SUN HONG JAE
This statement was filed with the County Clerk of LOS ANGELES County on SEPTEMBER 4, 2007 indicated by file stamp above.
NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code).
LA133514 BEVERLY HILLS WEEKLY 9/13, 20 27 10/4 2007

FILE NO. 20072072745
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: HESPERIA HOME, 7862 HESPERIA AVE, RESEDA, CA 91355. The full name of registrant(s) is/are: ALEXANDRA SEGURA, 10121 BURNET AVE, MISSION HILLS, CA 91345. This Business is being conducted by a/an: INDIVIDUAL. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.
I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crime).
/s/ ALEXANDRA SEGURA
This statement was filed with the County Clerk of LOS ANGELES County on SEPTEMBER 6, 2007 indicated by file stamp above.
NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code).
LA133653 BEVERLY HILLS WEEKLY 9/13, 20 27 10/4 2007

FILE NO. 20072055419
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: POLISHED, 1723 N. VICTORY PL, BURBANK, CA 91502. The full name of registrant(s) is/are: GINA G. KIM, 11071 TAMBERLY LN, TUIJUNGA, CA 91042. This Business is being conducted by a/an: INDIVIDUAL. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.
I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crime).
/s/ GINA G. KIM
This statement was filed with the County Clerk of LOS ANGELES County on SEPTEMBER 4, 2007 indicated by file stamp above.
NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code).
LA133547 BEVERLY HILLS WEEKLY 9/13, 20 27 10/4 2007

FILE NO. 20072064955
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: 1) EVENTS BY SHIDEH 2) A LITTLE PIECE OF HEAVEN, 10655 WILSHIRE BLVD, #301, LOS ANGELES, CA 90024. The full name of registrant(s) is/are: SHIDEH SHAHRAIES, 10655 WILSHIRE BLVD, #301, LOS ANGELES, CA 90024. This Business is being conducted by a/an: INDIVIDUAL. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.
I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crime).
/s/ SHIDEH SHAHRAIES
This statement was filed with the County Clerk of LOS ANGELES County on SEPTEMBER 5, 2007 indicated by file stamp above.
NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code).
LA133596 BEVERLY HILLS WEEKLY 9/13, 20 27 10/4 2007

FILE NO. 20072013479
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: AQUA DIVINA, 2901 WHITTIER BLVD, #A, LOS ANGELES, CA 90023. The full name of registrant(s) is/are: EDUARDO LEON, 3260 E. 26TH ST, VERNON, CA 90023. This Business is being conducted by a/an: INDIVIDUAL. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.
I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crime).
/s/ EDUARDO LEON
This statement was filed with the County Clerk of LOS ANGELES County on AUGUST 29, 2007 indicated by file stamp above.
NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code).
LA133375 BEVERLY HILLS WEEKLY 9/6, 13, 20, 27, 2007

FILE NO. 20072020847
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: D & D LIQUOR, 247 E. MANCHESTER AVE, LOS ANGELES, CA 90003. The full name of registrant(s) is/are: DALJEET SINGH, SUKHJIT KAUR, 12135 EDGECLIFF AVE, SYLMAR, CA 91342. This Business is being conducted by a/an: HUSBAND AND WIFE. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.
I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crime).
/s/ DALJEET SINGH, SUKHJIT KAUR,
This statement was filed with the County Clerk of LOS ANGELES County on AUGUST 29, 2007 indicated by file stamp above.
NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code).
LA133394 BEVERLY HILLS WEEKLY 9/6, 13, 20, 27, 2007

FILE NO. 20072020846
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: LUCKY SNACK SHOP, 239 E 5TH ST, #55, LOS ANGELES, CA 90013. The full name of registrant(s) is/are: JUBA CO, INC, 938 S. ARDMORE AVE, #204, LOS ANGELES, CA 90006. This Business is being conducted by a/an: CORPORATION. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.
I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crime).
/s/ JUBA CO, INC, SOO HEE LEE, PRESIDENT
This statement was filed with the County Clerk of LOS ANGELES County on AUGUST 29, 2007 indicated by file stamp above.
NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code).
LA133395 BEVERLY HILLS WEEKLY 9/6, 13, 20, 27, 2007

ORDINANCE NO. 07-0-2527
AN ORDINANCE OF THE CITY OF BEVERLY HILLS RELATED TO INCREASE OF METERED TAXICAB RATES AND AMENDING THE BEVERLY HILLS MUNICIPAL CODE

THE CITY COUNCIL OF THE CITY OF BEVERLY HILLS HEREBY ORDAINS AS FOLLOWS:
Section 1. Section 1. Section 7-4.215 of Article 2 of Chapter 4 of Title 7 of the Beverly Hills Municipal Code is amended to read as follows:
"Sec. 7-4.215. Metered taxicab rates.
(a) Taxicab rates for any taxicab operating over any street in the City shall be fixed as follows:
(1) Two Dollars and Forty-Five cents (\$2.45) for the first one-seventh (1/7) mile or fraction thereof, or thirty (30) seconds of waiting time or fraction thereof.
(2) Twenty (20) cents for each additional one-seventh (1/7) mile or fraction thereof, or forty-seven & half (47.5) seconds waiting time or fraction thereof.
(3) Thirty-eight dollar (\$38.00) flat rate to the Los Angeles Airport (LAX).
(b) The rates and fares set forth in subsection (a) of this Section shall be collected only to the extent shown on the taxicab meter, plus any surcharge applicable, regardless of the number of persons occupying the taxicab. No rate other than that specified in this Section shall be placed in effect, charged, demanded, or collected for taxicab service originating in the City, regardless of whether the destination of such service is within or beyond the corporate boundaries of the City.
(c) Each taxicab operating within the city shall be subject to and comply with all provisions of the city's taxi coupon program as adopted by the council, and shall accept taxi coupons as provided therein."
Section 2. Section 2. The City Clerk shall cause this ordinance to be published at least once in a newspaper of general circulation published and circulated in the City within fifteen (15) days after its passage, in accordance with Section 36933 of the Government Code, shall certify to the adoption of this ordinance, and shall cause this ordinance and his certification, together with proof of publication, to be entered in the Book of Ordinances of the Council of this City.
Section 3. Section 3. This ordinance shall go into effect and be in full force and effect at 12:01 a.m. on the thirty-first (31st) day after its passage.
Adopted: September 4, 2007
Effective: October 5, 2007

JIMMY DELSHAD
Mayor of the City of Beverly Hills, California
ATTEST: _____ (SEAL)

BYRON POPE
City Clerk

VOTE: _____
AYES: Councilmember Krasne, Fenton, Briskman, Brucker and Mayor Delshad
NOES: None
ABSENT: None
CARRIED

NOTICE OF PETITION TO ADMINISTER ESTATE OF: FELIZA V. PLOWE AKA MRS. ELLIOTT PLOWE AKA FELIZA PABLOS PLOWE
CASE NO. SP007267
To all heirs, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the WILL or estate, or both of FELIZA V. PLOWE AKA MRS. ELLIOTT PLOWE AKA FELIZA PABLOS PLOWE. A PETITION FOR PROBATE has been filed by VALERIE HARPER CACCIOTTI AND MICHAEL ALLEN in the Superior Court of California, County of LOS ANGELES.
THE PETITION FOR PROBATE requests that VALERIE HARPER CACCIOTTI AND MICHAEL ALLEN be appointed as personal representative to administer the estate of the decedent.
THE PETITION requests the decedent's WILL and codicils, if any, be admitted to probate. The WILL and any codicils are available for examination in the file kept by the court.
THE PETITION requests authority to administer the estate under the Independent Administration of Estates Act. (This authority will allow the personal representative to take many actions without obtaining court approval. Before taking certain very important actions, however, the personal representative will be required to give notice to interested persons unless they have waived notice or consented to the proposed action.) The independent administration authority will be granted unless an interested person files an objection to the petition and shows good cause why the court should not grant the authority.
A HEARING on the petition will be held on 10/26/07 at 9:15AM in Dept. R located at 1725 Main St., Santa Monica, CA 90401
IF YOU OBJECT to the granting of the petition, you should appear at the hearing and state your objections or file written objections with the court before the hearing. Your appearance may be in person or by your attorney.
IF YOU ARE A CREDITOR or a contingent creditor of the deceased, you must file your claim with the court and mail a copy to the personal representative appointed by the court within four months from the date of first issuance of letters as provided in Probate Code section 9100. The time for filing claims will not expire before four months from the hearing date noticed above.
YOU MAY EXAMINE the file kept by the court. If you are a person interested in the estate, you may file with the court a Request for Special Notice (form DE-154) of the filing of an inventory and appraisal of estate assets or of any petition or account as provided in Probate Code Section 1250. A Request for Special Notice form is available from the court clerk.
Attorney for Petitioner
ROBERT C. SAFFORD
LOMBARDO & SAFFORD
12400 WILSHIRE BLVD., #230

LOS ANGELES, CA 90025
9/27, 10/4, 10/11/07
CNS-1202363#

ORDINANCE NO. 07-O-2529

AN ORDINANCE OF THE CITY OF BEVERLY HILLS APPROVING A DEVELOPMENT AGREEMENT BETWEEN THE CITY OF BEVERLY HILLS AND 9200 WILSHIRE, LLC FOR CONSTRUCTION OF A MIXED-USE RESIDENTIAL AND COMMERCIAL DEVELOPMENT AT 9200 WILSHIRE BOULEVARD

THE CITY COUNCIL OF THE CITY OF BEVERLY HILLS HEREBY ORDAINS AS FOLLOWS:
Section 1. The City of Beverly Hills ("City") and 9200 Wilshire, LLC ("Developer") desire to enter into that certain development agreement (the "Development Agreement") herein, attached to this Ordinance as Exhibit A in connection with the construction of a mixed-use development generally consisting of condominium units and ground floor commercial space in a six-story, 60-foot tall structure with subterranean parking to be located at 9200 Wilshire Boulevard (the "Project").
Section 2. The Development Agreement has been environmentally reviewed pursuant to the provisions of the California Environmental Quality Act (Public Resources Code Sections 21000 et seq., ("CEQA"), the State CEQA Guidelines (California Code of Regulations, Title 14, Sections 15000 et seq.), and the City's Local CEQA Guidelines. An Environmental Impact Report was prepared in connection with the Project. The City Council has certified the Final Environmental Impact Report ("FEIR") and made environmental findings in connection with the approval of the Project, including this Development Agreement, and adopted a Mitigation Monitoring and reporting program for the Project , as fully set forth in Resolution No. 07-R-12323, adopted by the City Council on April 26, 2007. That Resolution is incorporated herein by reference, and made a part hereof as if fully set forth herein.
Section 3. On April 6, 2006, the Planning Commission conducted a duly noticed public hearing to consider the Development Agreement and the Project. Notices of the time, place and purpose of public hearing were duly provided in accordance with California Government Code Sections 65867, 65990 and 65091.
Section 4. On April 26, 2007 and July 24, 2007, the City Council conducted a duly noticed public hearing to consider the Development Agreement and the Project. Notices of the time, place and purpose of the public hearing were duly provided in accordance with California Government Code Sections 65867, 65090 and 65091.
Section 5. The provisions of the Development Agreement are consistent with the City of Beverly Hills General Plan and comply with its objectives and policies including the objective of developing standards for mixed commercial and residential uses. The Development Agreement implements the terms of the General Plan and City ordinances, including a General Plan Amendment processed in connection with the Project to change the land use designation of the project site from Commercial to Mixed-Use, and does not allow development except in conformance with the General Plan, as amended.
Section 6. The City Council hereby approves the Development Agreement and authorizes the Mayor to execute the Development Agreement on behalf of the City.
Section 7. No later than ten (10) days after the effective date of this Ordinance, the City Clerk shall record with the County Recorder a copy of the Development Agreement and the notice shall describe the land to which such contract applies.
Section 8. The City Clerk shall cause this Ordinance to be published at least once in a newspaper of general circulation published and circulated in the City within fifteen (15) days after its passage, in accordance with Section 36933 of the Government Code; shall certify to the adoption of this Ordinance and shall cause this ordinance and this certification, together with proof of publication, to be entered in the Book of Ordinances of the Council of this City.
Section 9. Effective Date. This Ordinance shall go into effect and be in full force and effect at 12:01 a.m. on the thirty-first (31st) day after its passage.
Adopted: September 17, 2007
Effective: October 18, 2007

JIMMY DELSHAD
Mayor of the City of Beverly Hills, California

ATTEST:

(SEAL)
BYRON POPE
City Clerk

EXHIBIT A
DEVELOPMENT AGREEMENT

VOTE
AYES: Councilmember Fenton, Briskman, Brucker and Mayor Delshad
NOES: None
RECUSED: Councilmember Krasne
ABSENT: None
CARRIED

ORDINANCE NO. 07-O-2530

AN ORDINANCE OF THE CITY OF BEVERLY HILLS AMENDING THE BEVERLY HILLS PUBLIC ART ORDINANCE PERTAINING TO MIXED-USE BUILDINGS

THE CITY COUNCIL OF THE CITY OF BEVERLY HILLS HEREBY ORDAINS AS FOLLOWS:

Section 1. Section 3-1-802 of Article 8, Chapter 1 of Title 3 of the Beverly Hills Municipal Code shall be amended to read as follows:

"3-1-802: Public Art or In Lieu Payment Required:

A. Any person constructing, reconstructing or constructing an addition to a commercial, industrial or mixed-use building within the city shall provide fine art as follows:

1. Install fine art that has a value that equals or exceeds one percent (1%) of the total construction cost of the building when the total construction cost is between five hundred thousand (\$500,000.00) and one million dollars (\$1,000,000.00).
2. Install fine art that has a value that equals or exceeds one and one-half percent (1.5%) of the total construction cost of the building when the total construction cost exceeds one million dollars (\$1,000,000.00).
- B. In lieu of providing the fine art required by subsection A of this section, payment may be made to the city in an amount of ninety percent (90%) of the value required by subsection A of this section. All payments made pursuant to this subsection shall be segregated and used only as provided in section 3-1-808 of this article."

Section 2. The definition of "mixed-use" or "mixed-use building" shall be added to Section 3-1-803 of Article 8, Chapter 1 of Title 3 of the Beverly Hills Municipal Code to read as follows:

"MIXED-USE or MIXED-USE BUILDING" A site with two or more different land uses, such as, but not limited to, a combination of residential, office or retail uses in a single or physically integrated group of structures or the development of a combination of different land use in a single zone."

Section 3. The definition of "reconstruction" set forth in Section 3-1-803 of Article 8, Chapter 1 of Title 3 of the Beverly Hills Municipal Code is hereby amended to read as follows:

"RECONSTRUCTION: All alterations or repairs made to a commercial, industrial or mixed-use building within any twelve (12) month period where: a) any such alterations or repairs result in changes to the exterior of the building, other than signs or fabric awnings, that can be seen from the public right of way, b) the changes to the exterior of the building are not limited to repair and ordinary maintenance, c) the building permit valuation of the changes to the exterior of the building exceeds five thousand dollars (\$5,000.00), and d) the building permit valuation of all alterations or repairs to the building exceeds five-hundred thousand dollars (\$500,000.00).

For the purposes of this subsection, the twelve (12) month period referenced

above shall include all building permits issued during the twelve (12) months following final inspection of an alteration or repair.

Notwithstanding the foregoing, reconstruction necessitated by damage due to fire, flood, wind, earthquake, or other disaster shall be exempt from this article."

Section 4. Section 3-1-804 of Article 8, Chapter 1 of Title 3 of the Beverly Hills Municipal Code shall be amended to read as follows:

"3-1-804: Approval Required of Proposed Fine Art:

A. After final completion of architectural review of a structure under title 10, chapter 3, article 30 of this code, an application shall be filed with the city for the fine art commission approval of the fine art proposed for such building. The application shall be on the form designated by the city, containing the following information:

1. Preliminary sketches, photographs, a model or other documentation of sufficient descriptive clarity to indicate the nature of the proposed fine art;
2. Curriculum vita of the artist;
3. An appraisal by an independent, qualified fine art appraiser or other evidence satisfactory to the commission of the value of the proposed fine art including, but not limited to, bona fide invoices, purchase orders or agreements, and auction records;
4. The site plans and elevations as approved by the architectural commission;
5. An estimate of the construction cost of the proposed commercial or mixed-use structure;
6. Sketches, photographs, or other documentation sufficient to show the relationship of the of the proposed fine art to the proposed commercial or mixed-use structure;
7. Such other information as may be required by the fine art commission in considering the application under the standards established by subsection C of this section.

B. Upon receiving a complete application, the fine art commission shall schedule a meeting to consider the application. Fourteen (14) days prior written notice shall be provided to the applicant of the time and place of the meeting at which the application will be heard.

C. The fine art commission shall approve the application if the proposed fine art satisfies all of the following standards:

1. The fine art has the minimum value required by section 3-1-802 of this article. Such value shall be established by an appraisal performed by an independent, qualified fine art appraiser or other evidence satisfactory to the commission, including, but not limited to, bona fide invoices, purchase orders or agreements, and auction records. Utility and maintenance costs incurred to operate and maintain the fine art over time shall not be considered in determining the value of the proposed fine art.

2. Established artist shall mean a professional artist who derives his or her income primarily from his or her work as an artist and is accepted and recognized in the field of art locally, regionally, nationally or internationally as evidenced by art journals, art books or art gallery reputation. The members of the architectural, engineering, design or landscaping firms retained for the design and construction of the subject commercial or mixed-use building shall not be considered qualified established artists for the purposes of this article.

3. The fine art has intrinsic quality and enduring value beyond any decorative characteristics.

4. The fine art is compatible with and enhances the aesthetic quality of the building site. The relationship of the fine art to the site in terms of physical size, shape and colors shall be considered as well as the social and cultural interaction of the fine art with the space it ornaments.

D. The fine art commission may conditionally approve proposed fine art subject to such conditions that the commission deems reasonably necessary for such fine art to satisfy the standards set forth in subsection C of this section. Upon the written request of the property owner, the commission may later reconsider a decision denying an application if the applicant installs such fine art on the subject site and is able to demonstrate to the satisfaction of the commission that the fine art as installed meets the standards set forth in subsection C of this section. Such request for reconsideration also may be made by the property owner and considered by the commission if changes are made either to the subject building or the proposed fine art such that there are new facts upon which the commission may reconsider its earlier denial.

Section 5. Severability. If any section, subsection, subdivision, sentence, clause, phrase, or portion of this Ordinance or the application thereof to any person or place, is for any reason held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remainder of this Ordinance. The City Council hereby declares that it would have adopted this Ordinance, and each and every section, subsection, subdivision, sentence, clause, phrase, or portion thereof, irrespective of the fact that any one or more sections, subsections, subdivisions, sentences, clauses, phrases, or portions thereof be declared invalid or unconstitutional.

Section 6. Publication. The City Clerk shall cause this Ordinance to be published at least once in a newspaper of general circulation published and circulated in the City within fifteen (15) days after its passage, in accordance with Section 36933 of the Government Code; shall certify to the adoption of this Ordinance and shall cause this Ordinance and his certification, together with proof of publication, to be entered in the Book of Ordinances of the Council of this City.

Section 7. Effective Date. This Ordinance shall go into effect and be in full force and effect at 12:01 a.m. on the thirty-first (31st) day after its passage.
Adopted: September 17, 2007
Effective: October 18, 2007

JIMMY DELSHAD
Mayor of the City of Beverly Hills, California

ATTEST:

(SEAL)
BYRON POPE
City Clerk
VOTE:
AYES: Councilmember Krasne, Fenton, Briskman, Brucker and Mayor Delshad
NOES: None
ABSENT: None
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140-Health Aids
145-Lost Items
150-Found Items
155-School and Classes
160-Adult Entertainment
161-Escort
165-Massage
170-Caregiver

200-299 Services
201-Accounting
202-Acoustics
204-Additions
206-Appliance 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

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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

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500-Employment Opportunities
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515-Business Services
516-Business Opportunities
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