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SERVING BEVERLY HILLS • BEVERLYWOOD • LOS ANGELES

Issue 427 • December 6 - December 12, 2007

Beverly Hills gears up for the holidays

Tourism and Community Spending Help Develop City Economy

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Beverly Hills Weekly
 SERVING BEVERLY HILLS • BEVERLYWOOD • LOS ANGELES
 Issue 426 • November 29 - December 5, 2007

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Conversation with the Chief

The Weekly's exclusive interview with Fire Chief Timothy Scranton

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letters & email

“City commissions jolt Council and some insider notes”[issue 426]

I have one important correction about the mention of the Beverly Hills Residents' Association (BHRA) in Rudy Cole's column last week.

BHRA was formed because there was no organization representing residents in the north that present information in an unbiased way so that the members can decide what they want. We want decisions to be made in an open, transparent way. We expect that there will be differences of opinions. We want to be able to initiate a constructive dialogue with the city to further the interests of residents in the north. It was not organized simply because some other organization “is critical of the City Council actions.”

If your readers would like to join us, please contact Lillian Raffel at Lillian.BHRA@Yahoo.com.

*Alan Kaye,
 BHRA President
 Beverly Hills*



THEATRE 40
 MEMORIES AND MAGIC FOR THE WHOLE FAMILY
CHRISTMAS TIMES
 BY MELANIE MACQUEEN
 THRU DECEMBER 16 – THURS – SAT 8 PM;
 SUNDAY 2 PM

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**FIGHT ON
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Beverly High graduates Jason Vogel ('07) (left) and Josh Zieve ('07) (right), will be joining the USC marching band in the Rose Parade and will perform in the Rose Bowl on January 1, 2008.

Beverly Hills Weekly

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Photo: Sherman Zieve

Community Divided over “No Stopping” Parking Regulation

Council re-evaluates morning peak hour parking restrictions on Olympic Boulevard

By Elisa Osegueda

Beverly Hills residents and business owners along Olympic Boulevard may soon see “no stopping” signs modified to read “no stopping from 7:00 a.m. to 10:00 a.m.” The Beverly Hills Traffic and Parking Commission asked the City Council to consider extending the morning peak hour “no stopping” regulation on the north side of Olympic Boulevard by one hour. At Wednesday’s formal City Council meeting the Council decided not to vote on the subject and listen to residents.

“There is no decision to be done this week. I am only giving a report to the community and Council,” said Beverly Hills Mayor Jimmy Delshad.

Last week Los Angeles Mayor Antonio Villaraigosa and Beverly Hills Mayor Jimmy Delshad held a press conference to discuss, “Olympic-West, Pico-East,” a

multi-phase initiative aimed to reduce traffic congestion and travel times along Olympic Boulevard and Pico Boulevard.

The recommended morning peak hour extension on Olympic is consistent with Villaraigosa’s proposal.

“The main thing is to get people to go along with the rest of us. This is the beginning of many phases. If we decide to do things step-by-step then we can tell Mayor Villaraigosa that we are aligned with them,” said Delshad.

Olympic Boulevard currently has a peak hour “no stopping” regulation from Monday through Friday, beginning at 7:00 a.m. to 9:00 a.m., and from 3:00 p.m. to 7:00 p.m. The peak hours allow for the creation of a third traffic lane to increase traffic flow during heavy commute periods.

In a report provided to the Council by

Deputy Director of Transportation Aaron Kunz, recent data from May 2006 showed that the time period between 9:00 a.m. to 10:00 a.m. had approximately 1,430 vehicles traveling on two westbound lanes on Olympic Boulevard.

According to Kunz the engineering standard of one lane is 650 vehicles per lane, 1,300 per two lanes and 1,950 per three lanes. Anything over that number may cause gridlock conditions.

The areas along Olympic Boulevard within Beverly Hills limits are comprised of multiple-family complexes and commercial buildings.

According to the Southwest Beverly Hills Homeowners Association Ken Goldman, the association supports the proposal to extend the no parking hour from 9:00 a.m. to 10:00 a.m.

“We feel the [proposal] will help move traffic



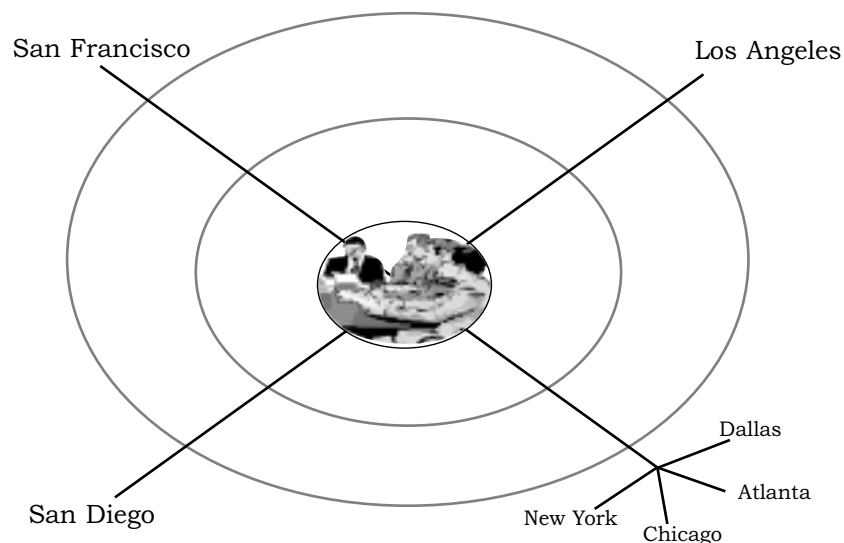
Residents and business owners discussed with the City Council at Wednesday’s formal meeting their concerns over altering the “no stopping” parking restrictions on Olympic Boulevard.

city & schools cont. on page 5

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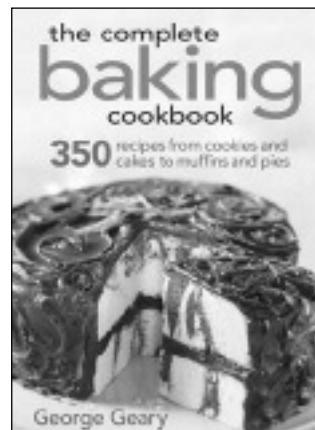
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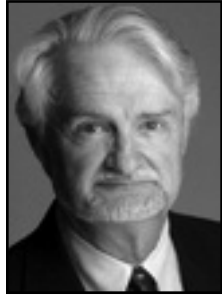
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briefs



Nick Strimple

Strimple to conduct 30th Annual Christmas Benefit Concert

The Beverly Hills Presbyterian Church will hold its 30th Annual Christmas benefit concert. Under the direction of Nick Strimple, the celebration will feature performances by the Beverly Hills Presbyterian Church Chancel Choir & Chamber Orchestra and the Choral Society of Southern California. The 50 voice choir and 26 member orchestra will perform the Christmas section from Handel's "Messiah."

All funds collected from the event will be donated to the Malibu Presbyterian Church's rebuilding fund. The church was burned down last month during the Malibu Canyon Fire.

In support of the fundraising effort Cindy Crawford will read the Christmas Story.

The benefit concert begins at 7:00 p.m. on Saturday, December 8. The church is located at 505 N. Rodeo Drive in Beverly Hills, California 90210. Tickets are \$25 per adult or two for \$40. Student and senior tickets are \$15. For more information call (310) 271-5194. Additional cash or check donations will be accepted at the fundraiser.

Goldberg Tours Las Virgenes Pre-School



Beverly Hills Board of Education member-elect Brian Goldberg (right) met with Las Virgenes Unified School District Superintendent Dr. Don Zimring (left) in Calabasas on Monday, to learn more about the district's highly popular pre-school program. Goldberg also toured their pre-school classrooms and met with the program's director.

Horace Mann and the Los Angeles Museum of California Design Preserve Moorish Fountain



Horace Mann's Moorish fountain located in the school's courtyard for the past eight years received a facelift with the col-

laboration of the Los Angeles Museum of California Design (LAMCD). This is the first preservation project taken on by LAMCD, which oversaw the restoration of the fountain's decorative tiles, originally made by the Hispano-Moresque Tile Company of Los Angeles in 1929.

The project was sponsored by Dr. Andrew and Deborah Frank, whose daughter Charlotte attends Horace Mann. Their older daughter Sydney attended Horace Mann from kindergarten through 5th grade.

The dedication ceremony took place Friday, November 29.

"Festival of Lights"



Photo: Jonah Light

StandWithUs (SWU) an international Israel education organization celebrated its 5th annual "Festival of Lights" gala honoring Harvard Law professor Alan Dershowitz. Dershowitz emphasized the importance of challenging misinformation about Israel, and discussed the difficulties faced by students on college campuses today. The event took place Sunday, December 2 at the Century Plaza Hotel.

Pictured above (left to right):

International Director of SWU Roz Rothstein, Professor Alan Dershowitz, SWU International President Esther Renzer and Beverly Hills Mayor Jimmy Delshad.

Beverly Vista Celebrates Books



Photo: Nadine Neiman

Approximately 200 residents, students and BHUSD members attended the Beverly Vista Book Fair. Among the readers for the night was Superintendent Kari McVeigh, who read to students from "Goodnight Moon."

Beverly Vista Family Dinner Night Dec. 11

The Beverly Vista 2008 graduating class will be hosting a fundraiser at California Pizza Kitchen (CPK) on Tuesday, December 11 from 3:30 p.m. until closing.

CPK will donate 20 percent of each meal purchased to the graduating class. Coupon must be presented to server.

CPK is located at 207 South Beverly Drive.



police blotter & arrest summary

Arrest summary
December 04, 2007

Mcmiller, Lindy Foster, 33, of Virginia Beach, arrested on 12/02/2007 for 647(f)pc - (disorderly conduct: intoxication).

Blair, Buron Keith, 51, of Los Angeles, arrested on 12/02/2007 for 14601.1(a)vc - (drive while license suspended).

Linehan, Ryan Benoist, 33, of Los Angeles, arrested on 12/01/2007 for 23152(a)vc - (dui alcohol/drugs).

Fergusson, Cyril Victor, 27, of Los Angeles, arrested on 12/01/2007 for o/w-m - (outside warrant/misdemeanor).

Fairbanks, Derrick Clayton, 22, of

Culver City, arrested on 12/01/2007 for 11360(a)hs - (sell/furnish/etc marijuana/hashish).

Telese, Susan, 50, of Los Angeles, arrested on 12/01/2007 for 23152(a)vc - (dui Alcohol/drugs).

Ben-Salmon, Haim, 36, of Los Angeles, arrested on 11/30/2007 for 487(a)pc - (grand theft:money/labor/property).

Neil, Donte Keon, 22, of Los Angeles, arrested on 11/30/2007 for 12500(a)vc - (driving w/o license).

Lim, Young, 31, of Los Angeles, arrested on 11/29/2007 for 23152(a)vc - (dui alcohol/drugs).

Sandershaynes, Teneshia, 31, of Los

Angeles, arrested on 11/29/2007 for 647(i)pc - (disorderly conduct:peek into inhabit).

Artesona, Pia Joanna, 37, of Los Angeles, arrested on 11/29/2007 for 594(b/1)pc - (vandalism:felony/\$400 or more).

Friedman, Bradley David, 52, of Beverly Hills, arrested on 11/29/2007 for 273a(a)pc - (willful cruelty to child).

Zormagen, Eliran, 28, of Los Angeles, arrested on 11/28/2007 for 14601.1(a)vc - (drive while license suspended).

Messing, Julie Ann, 33, of Los Angeles, arrested on 11/28/2007 for 23152(a)vc - (dui alcohol/drugs).

Douros, Dean, 36, of Santa Monica, arrested on 11/28/2007 for 602(m)pc - (trespassing: occupy property w/o consent).

Vakili, Behnaz, 60, of Glendale, arrested on 11/28/2007 for 484(a)pc - (theft: personal property).

Gordon, Kim, 50, of Beverly Hills, arrested on 11/28/2007 for 23152(a)vc -

(dui alcohol/drugs).

Glover, Laini Johari, 27, of Los Angeles, arrested on 11/27/2007 for (bh bench warrant/misdemeanor).

Hernandez-Orozco, Norma, 30, of Los Angeles, arrested on 11/27/2007 for 12500(a)vc - (driving w/o license).

Barreto, Yvette Nicole, 34, of Beverly Hills, arrested on 11/28/2007 for 273.5(a)pc - (inflict corporal injury on spouse/cohabitant).

Repich, Jacqueline Elena, 28, of West Hollywood, arrested on 11/27/2007 for 23152(a)vc - (dui alcohol/drugs).

Quiroz, Jorge Alberto, 37, of Los Angeles, arrested on 11/27/2007 for 12500(a)vc -(drive w/o license).

Schwed, Amos, 36, of Beverly Hills, arrested on 11/26/2007 for O/w-m - (outside warrant/misdemeanor).

Reyes-Herrera, Ulises Jesus, 27, of Los Angeles, arrested on 11/26/2007 for O/w-m - (outside warrant/misdemeanor).

city & schools cont. from page 3

and reduce the amount of cut-through traffic into nearby residential areas," said Goldman. "As more development occurs in Century City and west along Olympic, we need more traffic lanes, rather than fewer."

Delshad said 73 percent of traffic is comprised of drivers passing through the city from Santa Monica and downtown.

"The true questions are do we want to keep them here? Will that help residents? I don't think it will help our businesses and our traffic," said Delshad. "We need to let traffic go through because they never intend to stay here and it will allow our local traffic to get to our businesses and homes."

While some resident agree with the hour extension, many business owners don't agree with the "no stopping" recommendation.

Pharmacist and owner of The Compounding Pharmacy Sam Sheldon said he doesn't believe the extension will alleviate traffic congestion.

"The City of Los Angeles still maintains no stopping [signs] until 9:00 a.m. on Pico Blvd. by extending Olympic Boulevard to 10:00 a.m. this will only shift cars to Olympic," said Sheldon. "Our pharmacy [located on the 9000 block of Olympic] opens at 9:00 a.m. and our staff needs unrestricted parking in order to be at work."

Vice Mayor Barry Brucker says the Council may have to vote on giving businesses along Olympic Boulevard a restricted permit to help alleviate the problem.

"I think what we may have to do is make

certain that the side streets between the corner and the alleys are available for customer or employee parking," said Brucker. "We may have to issue special parking permits for some of the merchants to park on the side streets for that particular hour."

Brucker hopes this will help local businesses due to lack of public structure parking lots.

"The problem is that this proposed reduction will have a serious negative impact on businesses from Robertson to Doheny because there is no public structure to serve those businesses," said Beverwil Drive resident Phil Brown. "We run a very serious risk of putting some of these businesses out of business."

According to Delshad the city is constantly looking for ways to find parking structures.

"We look for places we can buy and can convert," said Delshad. "We are working on that because we know the city has very much a deficiency in parking."

Brucker believes extending the "no stopping" parking restrictions can be beneficial in the long run.

"The pros are improving traffic flow, which improves the air quality by decreasing the negative effects of auto emissions, and lowers gas consumption."

The goal says Delshad is to inform the community before making a decision.

But Delshad is looking at "things from a higher level to see what affects the total area of the neighborhood."



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Restaurant, Part One

Notes on a table cloth

By Rudy Cole

Sam The Used Tire Guy, who is the resident and final authority on restaurants in Los Angeles – dare we say as big a wheel as Michelin is in France, has helped us provide some comments on our eateries.

As you may know, that other rubber baron, Michelin, recently released its report on Los Angeles which a Los Angeles Times writer called poorly researched, badly written and “irrelevant.”

So, in the interests of relevancy, some thoughts about our dining options and some inevitable history: Going out to dinner is mostly for socializing and entertainment. If the food and service are exciting, that’s a plus, but only part of the reasons we choose venues.

It is a highly volatile business, not for the meek or easy profit investors. More restaurants fail each year than, as one example, dry cleaners. But few agents will boast they are on a priority list for immediate service at Sloan’s or Pico Cleaners.

Consider the names of some outstanding

restaurants that are no longer operating: The Luau, Brown Derby, Frascasti, Swiss Café, Ah Fong’s, the Player’s, Bistro and Bistro Garden, to mention only a few of recent memory, and compare that to the life span of Thrifty, now Rite Aid, that seems to often resent customer intrusions, and you have some point of reference of the uncertainty of the industry. Even the legendary Morton’s, just east of our village, will be closing at the end of the year.

However, there has been an enormous explosion of restaurants in Beverly Hills, many doing very well. The Drago family has several outstanding Italian diners in Beverly Hills and South Beverly and North Canon have welcomed literally dozens of new restaurant options ranging from fast food to fine dining.

Is there a correlation to this increase in restaurants and the loss of many major food markets? We once had seven major markets including a Ralph’s, and a Safeway, and we passed on the chance of adding a Gelson’s. Now there is only one full service market,

Pavilion’s (a Vons subsidiary) Whole Foods and the smaller, but convenient oriented, Beverly Hills Market, probably not related, but a historical point.

The most significant event in our restaurant landscape came when Wolfgang Puck brought Spago to what was once the Bistro Garden. Wolf’s international reputation was good for making Beverly Hills a dining destination. Before Puck, the Spivak family’s Grill on the Alley, was, and continues, as one of our best known eateries and still the choice of, among others, the entertainment crowd.

If eating meat has become less fashionable, it is not reflected in the restaurants of Beverly Hills. With Maestro’s (loud, crowded, over priced) running on full, Ruth’s Chris Steak House, Porterhouse Grill and the new Puck entry at the Beverly Wilshire, Cut, all doing exceptional business, veggies have not made a dent in saving bovines, at least in our town.

South Beverly, as we said, has the seen the greatest growth, even Jacopo’s has moved from its long running pizza act off Little Santa Monica to a store next to the South Beverly branch post office where no fewer than seven restaurants failed. Remember the Hamburger Hamlet, a South Beverly family favorite for years, will soon reopen, possibly in six months, as the South Beverly Grill – owned by a large chain out of Atlanta that also owns,

among others, Houston’s, in Century City.

Speaking of South Beverly, sometime before Valentine’s the street will have the world famous chocolate’s, Leonida’s and imported French ice creams, for sale and service at what was once Jamba Juice. The owner/operators are Senior VP of Gilmore Bank, **Steve Johnson** and his wife, Jennifer, who will probably do most of the managing.

Our four major hotels have made major contributions to the dining world.

Probably, the most dramatic is the changes **Beny Alagem** brought to the Beverly Hilton. With out demeaning the efforts of previous owner, the late **Merv Griffin**, the hotel seemed disinterested in improving food service until Alagem and his crew moved in. A new Trader Vic’s bar, next to the pool, has become a popular gathering place and the miniature Trader’s menu has some excellent offerings. More important, Circa 55 has redesigned a pedestrian predecessor with very good menu choices and a return of a fine lunch and breakfast buffet. Their lobby bar is one of the most congenial drinking and light dining offerings of any hotel, under the highly competent and people oriented manager, **Melinda Harrington**.

The Beverly Wilshire restaurants also made revolutionary improvements.

The BLVD, once a casual eatery with a specialization in deserts, is now vastly improved and, of course, Cut has added to the historic hotel’s reputation. As for the adjacent bar, it is only open evenings and is simply not as comfortable in its extreme modern design as before.

Also much improved is the Beverly Hills Hotel’s Polo Lounge and a very attractive new

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cocktail area. Of course, world famous as the historic venue for movie folks although not as much now as before, the service ranges from good at the table to spotty at the desk. A recent twice confirmed reservation by friends for a bar area table was not honored when the party arrived.

One of the best kept secrets is the moderate priced, attractive and good service restaurant in the Luxe Hotel on Rodeo. Speaking of Rodeo, the Prime Grill at the Rodeo Collection has to be one of the most comfortable restaurants in town, with high quality, yes Kosher with ecumenical appeal, food.

The most comfortable hotel restaurant, and the most sophisticated, is still the Belvedere in the Peninsula.

A more complete review of restaurants will follow next week, but a few salient comments on why some work and some don't, comfort wise

Nate 'n Al's is by all standards, the finest deli west of the island of Manhattan. A food groupie told me that Langer's on Alvarado might be better, so we tried, and while it is good, there is no comparison to our own Nate's. The counter offerings, breakfast and, of course, the incomparable chicken soup, win going away.

Since arriving and departing are a needed comfort level when dining out, some thoughts on this service: The best parking is provided at the Beverly Wilshire and the Peninsula. Fast, efficient and people friendly. The Beverly Hills begins with an old problem: How do you navigate an entrance coming north? This plan must have been laid out by an architect with my eye problems.

Any restaurant near a city parking facility has an advantage including Nate n'Al's, right next to a two hour free, McCormick and Schmick's at Two Rodeo, Lawry's with their own enormous parking garage and some diners next to the crowded city lot on South Beverly Hills have good parking too.

The big change in restaurant parking is the creation of day time valet. It's only been in the last twenty years that this was permitted, but it has been very crucial to the industry, if not their neighbors. However, valet parking on one-way streets can mean long delays when departing, not a good way to end an evening. Many of these restaurants need to improve this service.

Some bests and some misses: The best captain/ waiter in town: Michael at the Peninsula. The best front desk/host person at both Spago and Cut: **Patty Stevens**. The most attentive hosts, the Grill which has a very good wait staff. Spago's people are very attentive, the management folks, including, Wolf, make the rounds to make sure everything is working.

This is not your grandmother's La Scala which once dominated Little Santa Monica and has reopened on North Canon Drive, but it has one of the best chopped salads anywhere, even though the service is also chopped.

We once had many "family" i.e., moderate priced choices from Nibbler's to

MFK at the Beverly Wilshire. Now, much of South Beverly fits that mode, but not as complete. The most popular "family" venue is the Cheesecake Factory, but the service, although friendly, is spotty and often indifferent.

But parking at a city lot is convenient.

Close to family, in prices at least, is the very good **Kate Mantilini's** at Doheny and Wilshire. Always busy, crowded and bustling, and with a menu that seems to be a marked down Grill, it has some good choices, including their meat loaf. The same owners once operated the Hamburger Hamlets.

The parking here is pricey, but most day time customers are walk-ins.

Best outdoor dining, although hurt by the outdoor smoking test ban, is Caffe Roma, and the wait staff, mostly Italian, are first rate. A city lot on Crescent is fairly convenient and there is a well managed private, no validation, lot just east also on Crescent.

Most over priced, poor parking and yet highly successful restaurant is Mr. Chow on Camden. For far better Chinese, try Xian on Canon.

Back to the Grill and Spago on parking. The Grill has parking issues – service is slow and the places they put cars is not easy access for quick return. The valet at Spago's is far more efficient and they have many more spaces for arrival and departures. But you go to the Grill in part for a New York memory, so parking fits the image. Best bet: Park at Two Rodeo and walk, ugh, the one block. Still two hour free during the day.

The power of the press, sometimes. Our campaign to bring commission meetings into your life via television finally was adopted. A planning commission hearing on a some very critical development issues was televised smoothly. They need to schedule the start of meetings so they do not collide with Jeopardy!,

and I am sure the ratings will soar. Commissioners were as professional as always and not the least conscious of the cameras. We also continued the battle for two hour free parking when that issue seemed doomed, although a staff study gave us some pause.

We have failed, but are not retreating, from the vital issue of having school boards call the roll on votes instead of doing voice counts.

Two agencies of the city: planning and building and safety have made a smooth transition to temporary offices just east of city hall on Third Street.

The ground floor renovations at city hall will take at least nine more months to complete. Compliment for staff: The Atlanta lawyer for the restaurant chain that is coming to South Beverly said he was overwhelmed by the highly professional and friendly service he received from city staff during the approval process.

The Los Angeles Doctor's Symphony is having issues about returning for their annual Fourth of July concert at Roxbury. This began, with the fine assistance of their then president, **Dr. Simon Gamer**, at what was then called the Boat Court, and became a great holiday experience. Hopefully, the city and the musical organization can work out the financial issues involved.

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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BHHS Boys' Basketball Team Loses Season Opener

Norman girls' basketball team loses in tournament final.
By Steven Herbert

The Beverly High boys' basketball team opened its season with a 58-43 loss to Valencia West Ranch Monday night in a first-round game of the 66th annual Sax Elliot Invitational at the Swim-Gym.

The Normans trailed 10-9 at the end of the first quarter, 29-21 at halftime and 39-31 entering the fourth quarter.

Freshman Greg Townsend led Beverly Hills with 11 points, nine after the first quarter. Jordan Hughes, Jerome Johnson, Tenzin Soepa and Anthony Williams each added five, Julian Wheeler four, Sejin Park and Alex Rosario three each and Bo Abrams two.

Soepa and Williams both made 3-point baskets.

Norman guard Romeo Miller, who has signed a letter of intent to accept an athletic scholarship to USC, did not play because of a sprained left ankle, coach Luis Turcios said. Turcios said he hopes Miller will play later in the tournament.

What's Next?

The Normans were scheduled to play Palos Verdes in a consolation quarterfinal Wednesday that began after the Beverly Hills Weekly's deadline. If Beverly Hills won, it would face the Antelope Valley-Villa Park winner in a consolation semifinal Friday at 4:30 p.m., while a loss would put it in a consolation game Saturday at 10:30 a.m. against the

Antelope Valley-Villa Park loser.

The tournament is being played at the Swim-Gym.

Girls' Basketball

Inglewood City of Champions Third Annual Holiday Tip Off Classic Inglewood 53, Beverly Hills 45

The Normans had a three-point lead with six minutes to play, then turned the ball over on five consecutive possessions and were outscored, 15-4, for the remainder of the game in the championship game Saturday.

Beverly Hills (3-1) led 13-11 at the end of the first quarter, 28-27 at halftime and 36-35 entering the fourth quarter.

Taylor Craig scored 10, Sophie Payson nine, Morgan Mason eight, seven in the first half, Javonna Young six, Chelsea Austin four, Lily Choi and Jie Ren three each and Younesi two.

Payson scored 17 points, including three 3-point baskets, in a 50-30 victory over West Torrance in a championship quarter-

final Nov. 28.

Mason had 21 points and nine rebounds and Craig 15 points in a 73-47 victory over Westchester in a championship semifinal last Thursday.

The tournament was played at Inglewood High School.

What's Next?

The Normans were scheduled to play La Puente Bassett Wednesday in a first-round game of the Norwalk/Glenn Tournament that began after the Beverly Hills Weekly's deadline.

If Beverly Hills won, it would face the Long Beach Cabrillo-Paramount winner today at 6:30 p.m. in a championship quarterfinal, while a loss would relegate it to a consolation quarterfinal today at 3:30 p.m. against the Cabrillo-Paramount loser. Both games would be played at Glenn High School in Norwalk.

The Normans are also scheduled to play tournament games Friday and Saturday and play at El Segundo in a nonleague game Monday at 6 p.m.

Girls' Soccer

South Bay/Westside Tournament

Beverly Hills 3, Lawndale Leuzinger 1

Freshman defender/midfielder Nicole Star scored on penalty kicks in both halves and had an assist when Jocelyn Karlan scored the game's final goal in the 52nd minute Nov. 28 at Leuzinger.

Beverly Hills goalkeeper Rebecca Gold made six saves. The Normans led in shots, 14-7.

Karlan, Emily Litvak, "who was solid in the back," and Star drew praise for their play for Beverly Hills from coach Ryan Franks.

South Torrance Tournament

Beverly Hills 0, Long Beach Millikan 0 (Beverly Hills wins on penalty kicks, 4-2)

Gold made seven saves for her first shutout of the season and Alexa Block, Karlan and Solange Levy scored in the shootout Saturday.

The Normans led 9-7 in shots.

Beverly Hills 1, Granada Hills 0

Emily Litvak headed in Star's free kick in the 30th minute and Gold made eight saves for her second shutout in a championship bracket second round game Saturday as the Normans improved to 3-1.

The tournament is played at South Torrance High School.

What's Next?

The Normans are scheduled to play host to Fullerton Sunny Hills today at 4:30 p.m. in a nonleague game and Gardena Serra Monday at 6 p.m. in a South Bay/Westside Tournament game, both at Nickoll Field, and play Palos Verdes Saturday at 11:30 a.m. in a South Torrance Tournament championship quarterfinal and at South Torrance, ranked seventh in the Southern Section Division V preseason poll, Wednesday at 3 p.m. in a South Bay/Westside Tournament game.

Boys' Soccer

Beverly Hills 3, Los Angeles Daniel Murphy 0

Alex Lichtenberg had a goal and an assist and Digeo Guardia and Parsa Peykar also scored for the Normans Friday in a nonleague game at Nickoll Field.

Beverly Hills goalkeeper Nathan Forrest did not need to make a save to record his first shutout of the season.

South Bay/Westside Tournament

Beverly Hills 1, El Segundo 1

Senior Jack Tirakyan scored with five minutes to play in regulation off junior midfielder Daniel Kohen's cross as the Normans tied their season opener Nov. 27 at El Segundo. After a scoreless first half, the Eagles opened the scoring with a goal in the 49th minute of the 80-minute game.

Forrest made 12 saves.

Beverly Hills led in shots, 20-13.

Beverly Hills 3, Los Angeles Windward 2

Garrett Ives, Daniel Kohen and Stefan Lupul scored for the Normans last Thursday at Nickoll Field.

Forrest made eight saves.

Beverly Hills 2, Playa Del Rey St. Bernard 1

Ives scored and assisted on Erik Munzer's goal Tuesday at Nickoll Field.

Forrest made six saves as the Normans ranked 10th in the Division IV preseason poll, improved to 3-0-1.

What's Next?

The Normans are scheduled to play at Gardena Serra today at 3 p.m. and play host to Los Angeles Loyola, ranked seventh in Division I, Tuesday at 3 p.m. at Nickoll Field in South Bay/Westside Tournament games.

Wrestling

Newbury Park Invitational

George Abraham won his final three matches, concluding with a 39-second pin over the wrestler he lost to in the first round, to finish seventh in the 140-pound division Saturday at Newbury Park High School.

Tal Dahan and Norman teammates Brian Kim and Mikey Shlomof all won one of three matches.

What's Next?

The Normans are scheduled to play host to South Pasadena for a nonleague meet today at 3:30 p.m. in the Wrestling Room and Redondo and Cerritos Wednesday at 3:30 p.m. for a nonleague three-way meet at the Swim-Gym.

Girls' Water Polo

Santa Ana Valley/Magnolia Tournament

Beverly Hills 9, Huntington Beach Ocean View 2

Daryan Namba and Michelle Sadigh each scored three goals, Michelle Margolin two and Kira Xie one for the Normans in a pool play game at Cypress High School Nov. 26.

Beverly Hills goaltender Nicole Pinhas made three saves.

What's Next?

The Normans are scheduled to play Montebello Schurr Wednesday in a nonleague game at East Los Angeles College beginning at 3 p.m.

Steven Herbert has covered Beverly Hills 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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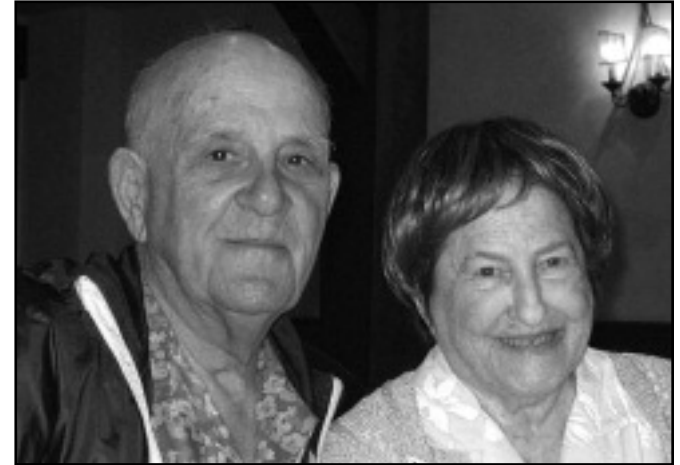
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coverstory

BEVERLY HILLS GEARS UP FOR THE HOLIDAYS

Tourism and Community Spending Help Develop City Economy

By Elisa Osegueda

With over 70 percent of Beverly Hills' city general fund revenue coming from commercial or business related activities, the holiday season serves as a catalyst to enhance the city's economy.

According to Beverly Hills Director of Economic Development and Marketing Alison Maxwell there are four principal forms of general tax revenues, property, sales, transient occupancy and business tax.

"This year the city expects to receive \$25.6 million in sales taxes and \$23.5 million from transient occupancy taxes," said Maxwell. "About one-third of the cities tax revenue into the general fund comes from visitors and residents, making local shoppers and tourists a fundamental part of the cities economy."

The revenue generated from both these taxes helps fund the police and fire department.

"Resident contribution supports Beverly Hills world class services, which we are able to provide to our residents through world class police, fire, library, and parks and recreation services," said Maxwell. "The economy in Beverly Hills has performed well, we have had solid growth."

Beverly Hills Conference & Visitors Bureau Director Kathryn Smits said tourism in Beverly Hills continues to thrive.

"We've had a really strong year for the hotel business and I think they are feeling cautiously optimistic for next year," said Smits.

According to Maxwell, the tourism market has seen growth "partly because of the quality of the product. The city has some superb hotels that are centrally located and the luxury market is very appealing. The foreign markets are getting strong because of the weakness of the dollar; it is extremely cheap for Europeans to come here."

In order to maintain Beverly Hills a leading shopping destination. Maxwell says resident need to continue giving their support.

"Residents can help maintain this status by continuing and increasing their support for local retailers. This is how we come to the understanding that for every \$100.00 spent \$1.00 supports city services," said Maxwell.

Smits said it is important for resident to understand the importance of tourism in Beverly Hills.

"A lot of time there is a slight disconnect, residents hear tourism and they don't realize how important tourism is for the community," said Smits. "If we can get a guest to stay at one of our Beverly Hills hotels, that guest pays a 14 percent tax that stays in Beverly Hills. It is not like the sales tax where part of

it goes to California and the other to the city."

The transient occupancy tax (TOT) is a tax on hotel rooms, currently set at 14 percent.

"It's important to understand that the transient occupancy tax stays in Beverly Hills, and a good portion of that tax helps fund city services," said Smits.

The price of an average hotel room in Beverly Hills is \$410 per day, one of the highest in the Los Angeles County, and the average hotel stay is three nights.

A 2006 Retail Behavioral Study commissioned by Beverly Hills Chamber of Commerce found that visitors from outside LA County account for 40 percent of the retail spending in Beverly Hills.

"About 40 percent of business into Beverly Hills comes from international visitors and of that the UK is the number one market. Visitors on the domestic side, New York is the number market for hotels, but in overall visitation California remains number one," said Maxwell.

In addition Maxwell says Beverly Hills generates approximately 1.3 billion in local retail sales.

The return of 2-hour free parking approved by the City Council will also help fuel local spending.

"The community and the merchants made it really clear that they wanted 2-hour free parking," said Vice Mayor Barry Brucker. "As a result, I cannot believe how many people have come up to me saying, 'thank you so much, I am now coming back to Beverly Hills and I am now shopping again in Beverly Hills.'"

Councilmember Frank Fenton, who lobbied for the return of 2-hour free parking for residents and visitors, said 2-hour free parking welcomes people to Beverly Hills.

"It gives them time to enjoy a good meal, walk around, and shop and not have to worry about their car," said Fenton.

Fenton said he encourages resident to do as much shopping as they can in Beverly Hills.

"I think it is very important [for residents] to do as much as they can in Beverly Hills so the sales tax dollars stay in the town. The money also helps support our schools," said Fenton.

The main goals said Smits is to help fuel the economy to provide high quality services for the city.

"We want to make Beverly Hills the destination for shoppers during the holiday season. I think we are doing a great job and I am predicting robust sales and happy shoppers," said Brucker.



Photo: Jon Alcorn



Photo: Jon Alcorn

The Beverly Hills community enjoyed the recent holiday lighting ceremony held on Rodeo Drive. The ceremony unveiled a 12,000-crystal UNICEF snowflake floating above the Beverly Wilshire and 20 one-of-a-kind Baccarat chandeliers. Businesses throughout Rodeo Drive and Beverly Drive have also joined in the holiday festivities.

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FICTITIOUS BUSINESS NAME STATEMENT: 20072483418

The following person(s) is/are doing business as: SA WATCHES AND GIFTS, 14407 Hamlin St. Suite A, Unit G, Van Nuys, CA 91411. SEYRAN ARTEMYAN, 14308 Kildrige St. #4, Van Nuys, CA 91405. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 11/01/07. Signed: Seyran Artemyan. 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: 11/05/07. 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: 11/15/07, 11/22/07, 11/29/07, 12/06/07 BHW-2928

FICTITIOUS BUSINESS NAME STATEMENT: 20072483411

The following person(s) is/are doing business as: SHAP IT IN STONE CONCRETE STAMP RENTALS, 15821 Kingsbury St. Granada Hills, CA 91344. LANI PASION, 15821 Kingsbury St. Granada Hills, CA 91344. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 08/05/07. Signed: Lani Pasion. 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: 11/05/07. 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: 11/15/07, 11/22/07, 11/29/07, 12/06/07 BHW-2929

FICTITIOUS BUSINESS NAME STATEMENT: 20072485622

The following person(s) is/are doing business as: TECHTALK HOLDINGS, 8391 Beverly Blvd. #104, Los Angeles, CA 90048. SANFORD WEINBERG, 625 N. Sycamore Ave. #317, Los Angeles, CA 90036. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 09/01/07. Signed: Sanford Weinberg. 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: 11/05/07. 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: 11/15/07, 11/22/07, 11/29/07, 12/06/07 BHW-2930

Code.) Published: 11/15/07, 11/22/07, 11/29/07, 12/06/07 BHW-2930

FICTITIOUS BUSINESS NAME STATEMENT: 20072483904

The following person(s) is/are doing business as: ELEGANT BOUTIQUE: ELEGANT WOMEN'S FASHION; DESIGNER COLLECTION, 16101 Ventura Blvd. #101, Los Angeles, CA 91436. MANDANA GLOBAL ENTERPRISES INC., 16101 Ventura Blvd. #101, Los Angeles, CA 91436. The business is conducted by: A CORPORATION. The registrant commenced to transact business under the fictitious business name or names listed on: 09/12/07. Signed: Mohammad K. Niaz. 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: 11/05/07. 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: 11/15/07, 11/22/07, 11/29/07, 12/06/07 BHW-2931

FICTITIOUS BUSINESS NAME STATEMENT: 20072494870

The following person(s) is/are doing business as: BRAND NAME STORE, 6365 Van Nuys Blvd. Unit A, Van Nuys, CA 91411. EUGENE MASHKEVICH, 5474 Newswise Ave. #D201, Encino, CA 91316. MICHAEL LUBKO, 2945 Cardiff Ave. Los Angeles, CA 90034. The business is conducted by: A GENERAL PARTNERSHIP. The registrant commenced to transact business under the fictitious business name or names listed on: 11/01/07. Signed: Eugene Mashkevich, Michael Lubko. 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: 11/05/07. 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: 11/15/07, 11/22/07, 11/29/07, 12/06/07 BHW-2932

FICTITIOUS BUSINESS NAME STATEMENT: 20072494948

The following person(s) is/are doing business as: BLACK RHINO & CO., 12357 Yew Court, Porter Ranch, CA 91326. NAEMUDDIN KHAJA, 12357 Yew Court, Porter Ranch, CA 91326. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 10/22/07. Signed: Naemuddin Khaja. 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: 11/06/07. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk.

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FICTITIOUS BUSINESS NAME STATEMENT: 20072485074

The following person(s) is/are doing business as: EL RINCON DEL TACO, 8641 Glenoaks Blvd. #110, Sun Valley, CA 91352. RENE RAMOS, 8641 Glenoaks Blvd. #110, Sun Valley, CA 91352. FERNANDO VASQUEZ, 8641 Glenoaks Blvd. #110, Sun Valley, CA 91352. The business is conducted by: CO-PARTNERS. The registrant commenced to transact business under the fictitious business name or names listed on: 10/20/07. Signed: Fernando Vasquez, Rene Ramos. 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: 11/06/07. 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: 11/15/07, 11/22/07, 11/29/07, 12/06/07 BHW-2927

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