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Issue 460 • July 24 - July 30, 2008

BHUSD'S Next-Gen Women



**Incoming BHUSD PTA presidents discuss their lives
and goals for their schools**

cover story • page 6-7



letters & email

"Another 3-2 Board Vote Over New Asst. Principal" [Issue 458]

I can appreciate Helene Harris' "unique perspective" of the interview process(es) she has experienced because I, too, have been on both sides of the interview table during my 26 years as a member of the BHUSD staff. I have had the opportunity to interview positions great and small, all significant to the well being of our district.

Whereas Ms. Harris found the "interview system to be thoughtful and fair," I must take issue with the "fair" aspect.

I have not doubt that administrations and/or administrators were/are very "thoughtful" about how to structure the interview process so as to meet a desired outcome. One might argue that it is management's duty to hire the best possible candidate even if it means establishing various types of interviews. Of course, one might infer that managers can establish an interview process to exclude various candidates. Again, perhaps their prerogative.

It is this point that Fenton and Goldberg may be alluding to (Courier July 11, 2008 Page 32).

I have participated in or know of several

types of interviews conducted by our district: one such interview required interviewers to rank the candidates against each other. Ranking were averaged and candidates were recommended to administration. Problem was it only took one interviewer to skew the ranking in the face of support by the majority. Fair?

In the blind multiple interview process, the first group of interviewers selects a number of candidates to move on to the next round. No preferences are provided the next group of interviewers and no discussion is allowed between groups of interviewers even though ranking are made at the first level.

There have been interviews where the interviewers have little or no background in the field of expertise of the interviewee or the position being filled!

For reasons forever unknown, a superintendent was hired who was not even on the final 3 candidate list.

In order to sabotage one candidate, an interviewing administrator was told that a test was required of a particular candidate, but none others.

To Goldberg and Fenton I say, you're on the money again. There is every reason to consider establishing an interview policy to address your sentiments about "the process." (Fenton 7-11)

Disclaimer: I have not been on an interview committee during the current administration's tenure.

Craig Davis
Retired teacher
Hawthorne School

"Hilton Referendum"

The BH Council member's oath of office apparently is meaningless. Upon election, each member swears to uphold federal, state, and city laws. How and where are the Building Code and Zoning laws excluded?

By approving the Hilton's 18 story condos,
letters cont. on page 3

A Proposition 65 Public Notice

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SNAPSHOT



"SHAKE, RATTLE AND ROLL" CANON DRIVE

At a recent City Council meeting, the Beverly Hills Health and Safety Commission accepted a proclamation from Mayor Barry Brucker in recognition of the City's commitment to participate in The Great Southern California ShakeOut, the largest earthquake drill in U. S. history to be held on November 13th.

Pictured left to right are: Mayor Brucker, Commission Chair Sandra Aronberg, MD; Commissioners Peter Landau, Debra Judelson, MD and Stacia Kopeikin and Vice Chair, David Seidel.

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Councilmember Jimmy Delshad Delivers Words of Wisdom in Azerbaijan

Azerbaijan officials may give large donation to Beverly Hills

By Jacquelyn Ryan

At the request of the Republic of Azerbaijan's government, Beverly Hills City Councilmember Jimmy Delshad recently traveled to the Middle-Eastern country to speak at a forum about women's role in tolerance and politics, sponsored by the United Nations and the First Lady of Azerbaijan. During his four-day visit, he also discussed how Beverly Hills' "Smart City" initiatives could work for Azerbaijan in addition to the nature of a gift donation from their government to the city of Beverly Hills.

The forum titled "Women's Role in Cross-Cultural Dialogue" was put on by the First Lady of the Republic of Azerbaijan Mehriban Aliyeva and the Heydar Foundation, which Aliyeva heads. It aimed at continuing Azerbaijan's legacy of incorporating women

in the political realm of the country, which was done even during its occupation by the Soviet Union. Azerbaijan granted women the right to vote in 1918, two years before the U.S.

In the palace in Baku, in a room filled with dignitaries and officials from 65 different countries, as well as citizens and scholars at the closing of the conference, Delshad spoke from his personal experience as a minority with struggles to relate to the women in Azerbaijan. He said he told them he used obstacles as opportunities to jump ahead to a bigger goal in his life and explained what he found was the secret to his success.

"When you hear 'No,' [it] doesn't mean no, it really means 'Not now.' So if you put your mind [to it], you can always say I'll come

back until that 'Not now' becomes 'Yes now.' If you have obstacles or problems about getting ahead in the community, in schools or in government, don't accept it as impossible," said Delshad in an interview about what he discussed at the conference.

Delshad's trip was the first time a high-level official from Beverly Hills traveled to Azerbaijan, according to Consul for the Consulate General of Azerbaijan Elman Abdullayev.

"It was a milestone in the relationship between Azerbaijan and Beverly Hills," said Abdullayev. "Azerbaijan pays great attention to Beverly Hills."

Aside from his speech, part of Delshad's trip was devoted to speaking with ministers and officials in Azerbaijan about the "Smart City" initiatives that he began as mayor of Beverly Hills.

Delshad explained how he believes a "smart city" is a "safe city," since technology can provide surveillance and assistance.

For instance, he said he suggested that Azerbaijan, an 18-year-old country with little infrastructure and few electric poles, could jumpstart their communications with wireless system. He said it would bring them from the 19th century, past the 20th and straight into the 21st century.

"Mr. Delshad actually paved a path toward

broadening discovery [of technological issues]," said Abdullayev.

But it wasn't all work for Delshad in Azerbaijan.

Delshad was also taken to a concert where the orchestra played a song that he said was close to his heart. As a Jewish person in a Muslim country, Delshad was moved the experience, he said.

"It was beautiful and meaningful, sitting in front of many Muslim countries and [the orchestra] playing 'Schindler's List' in front of Muslim countries, and when next door is Iran and [Iran's] president Mahmoud Ahmadinejad denied the holocaust ever happened," said Delshad.

The government of Azerbaijan has offered a large donation to the city of Beverly Hills, most likely in the form of fountain in a park, which Delshad discussed with the country's officials on his visit. In addition to building a relationship with the city of Beverly Hills, the government hopes to make the country known as a tolerant, accepting Muslim country that honors women and has a good relationship with Israel. The details are still being worked out, Delshad said.

Delshad will be going back to Azerbaijan in the future to continue to discuss smart city initiatives and the relationship between Beverly Hills and the country.



Azerbaijan's Minister Babayev and Councilmember Jimmy Delshad

letters cont. from page 2

three members obviously violated their oaths. For their actions, they should be properly punished either with fines or by being asked to step down.

Jim Simon
Beverly Hills

"Are Hilton Opponents Really For A Vote?" [Issue #459]

Rudy Cole's impassioned plea to vote against the Hilton initiative sounds like deja vu all over again. Previously residents were admonished to preserve our city services by supporting the Montage Hotel. Now it's the Beverly Hilton. Can I change my vote on the Four Seasons, I wonder?

Richard Baker
Beverly Hills

I respond to the column of my friend Rudy Cole which appeared in your issue 459, July 17, 2008.

I recall, some months ago, when Rudy faulted those who circulated the Referendum Petition on the grounds that our City Council is elected to make decisions, they express the will of the people and their decision should control. When, two weeks ago, the proponents asked the City Council to send the Hilton project back to the drawing board and rescind the Resolution they were seeking what Rudy sought—that is, for the City Council acting for the people to make a decision. If the City Council has it in its power and wishes to reverse their decision, why should the matter go to the public for an election? It would save money for the City, the developer, and the pro-

ponents of the Referendum. The collective energies might be better devoted toward finalizing a general plan which has been "in process" for lo these many years.

It was good the Council decided to place the referendum on the November ballot. The decision assures the largest possible turnout and the voice of the people will be heard loud and clear. "STOP THIS DEVELOPMENT." Let's hope the City Council hears the same message as the people. It is true that, as Rudy states, a "NO" on the Hilton project will not stop any other City development, in theory. I am still naïve enough to believe, however, that the City Council will not ignore the votes of the people clearly expressing their views on runaway, out-of-control, development. Council members were elected to serve the people, all of the people, not a small group of wealthy and powerful developers who are now employing more than half of surviving Mayors of the community. What does that say about the vox populi?

If allowed to continue, the Hilton project, of course, would generate some additional revenues for the City, but according to their own figures, at least half of the astronomical numbers that have been bandied about for revenue generation will occur regardless of whether this project goes through or not. What is not being discussed at all is what will the extra costs be to the City because of the Hilton project, the traffic generated, the police, the fire, building and safety, and other City services which will be mandated. The extra costs over the next 30 years are never mentioned by the City or developer or shown as an offset to the claimed financial benefits.

Is it interesting to note the argument that poor economic conditions today mandate the

need for the Hilton project to keep up City revenues to maintain services to the community. The same argument, in reverse, was made for the Montage Hotel when economics were good. Ergo, it is always positive to build big buildings and give developers major concessions regardless of business climate and current economic conditions.

To suggest that the Hilton project is vastly separated from the residential community is a joke. It is directly across the street from one of our finest residential areas and El Rodeo School. The areas affected are north of Wilshire Boulevard on Whittier, Trenton, Carmelita and Walden Drives, all of which are in the line of sight of the project buildings.

It is true condominium residences are not giant traffic generators, but they do create new traffic. And a hotel, if successful, is a much greater traffic generator because of its commercial aspects, parties, banquets and other functions. Standing alone in isolation in a swamp, this project would probably not be too material as to traffic. But placed at the worst intersection in Southern California, indeed, perhaps the State of California, and directly across the street from a public elementary school with almost 800 students, the traffic generated will be an absolute catastrophe.

Lastly, this is not personal toward or with Beny Alagem whom I have met once or twice but do not know. He is a developer with a huge investment in a development project. His objective, perhaps tightly so, is to make as much money as he can for himself, his family, and his investors. In Beverly Hills that requires being a "responsible corporate citizen." But spreading money around to every charity in town, propping up a local newspaper with endless advertisements, and drown-

ing the community in promotional brochures does not make one a "responsible corporate citizen." What counts is what a developer does when trying to push through City government, and on the residents, a project that is too large, too tall, too intrusive, completely violative [sic] of all zoning in the City of Beverly Hills, and which sites on the very worst traffic intersection in Southern California.

Richard A. Stone
Beverly Hills

COLE RESPONDS:

Apparently Richard Stone misunderstood my column. When Hilton opponents demanded that the council NOT vote, but place the proposal on the ballot, that is when I said the council was elected to make decisions. The referendum petitions are part of the legal process and did qualify, but that came later. The recent effort of some of the supporters of the referendum to now ask the council to avoid an election seems to me very disingenuous. Richard is partially right when he says that some of the Hilton taxes will offset city expenses in servicing the Hilton, but really those costs are insignificant to what the Hilton bed, sales and other taxes bring to the city.

More important, the construction fees are not tax dollars and that payment covers the costs of a lot of cops and firefighters. Incidentally, the bed and sales tax are a great way of making visitors pay for most of our services. But don't tell them.

As for Richard Baker, he conveniently forgets that the "people" approved the Montage.

Any other people named Richard who want to take a shot at me?

from the hills of beverly



Are These Our Future Councilmembers?

School board may soon lose a member

By Rudy Cole

Speculation is starting early on potential city council candidates for the March 2009 election, but the school board may have its own shocker. Rumors persist that board president **Myra Demeter** is likely to resign at the end of her term as president in December to enter the private sector.

Council candidates? Far more likely than actual contenders, but we've got them on our list:

Not a huge surprise, but Mayor **Barry Brucker** will announce soon that he will be a candidate for a second term.

Councilmember **Linda Briskman** has made no formal announcement although she did indicate she would not be a candidate for a third term during her last campaign. Probably will not run.

Vice Mayor **Frank Fenton** has had some health issues and has told friends he will not seek reelection. However, this would mean he would never serve as

mayor. His problems are not incapacitating, mostly, but not always, they are speech related, and he remains one of the most knowledgeable and respected names in government. If he decides to seek a second term, he would be a very formidable contender. As for an ability to give speeches, sometimes I think others in city government could benefit from that limitation.

The likely challengers:

Probably the most popular and well known would be Dr. **Willie Brien**. A one term member and president of the Board of Education, Dr. Brien did not seek a second board term while he was preparing for a possible run for state assembly. Brien has a very active medical practice with major administrative responsibilities at Cedars-Sinai, but politics is part of his heritage. He's the grandson of former governor and later Chief Justice **Earl Warren**.

Another former board member and president **Virginia Maas** has been testing the campaign events for many months. A former head of Temple Beth Am, she lost her bid for reelection to the school board. On the board, she was a strong ally of **Richard Stone**, frequently clashing with then board members **Gerald Lunn, Jr.** and **Barry Brucker**. Unlike friend Stone, she supported the Montage during the referendum.

John Mirisch, a member of a prominent entertainment industry family, and an inveterate if somewhat intemperate "blogger" is articulate and attractive, but his blogging, while clever and methodical, is often negative, highly personal and off the computer wall. However, with some moderating input, he could be a very serious possibility. He has been outspoken in his opposition to both the Hilton and 9900 projects.

Woody Clark is even newer to city politics, but he has one historic foot note: As far as I can remember, Clark is the only person to volunteer for appointment to a city committee at an open meeting of the city council. When he learned that the city was about to form a "Green Team" advisory group on a host of environmental issues, he nominated himself and he was appointed. Clark also was part of the

"An Inconvenient Truth" work of former vice president Al Gore which won a Nobel Prize. Gore said he would share the award with all those involved, and Clark has said he now is a Nobel Prize winner. Clark has blasted the city council for approving the Hilton and is a supporter of the referendum. He would be a likely ally of Councilmember **Nancy Krasne**.

Strongest possible contenders:

Seriously considering making the race is school board member and former president **Myra Lurie**. Amazingly, she is the only lawyer on either the school board or city council. Lurie comes to board meetings prepared, does her homework and even those who disagree with her on education issues admit she is extremely bright, personable and totally ethical. She is the daughter in law of the legendary **Sooky Goldman** and her husband, **David**, recently was named to the Beverly Hills High School Athletic Alumni Association hall of fame.

A moderate on development issues, she has been the Brucker family's friend for many years. However, Lurie is strongly independent.

Noah Furie has been a very able and conciliating president of the Planning Commission. Strong credentials in both planning and finance, Furie told me recently he felt an obligation to see the general plan review process to completion and that becoming a candidate could be a distraction. Also a past Brucker supporter, he too has shown political independence and led the commission to balanced



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approaches on development matters, and not always with city council agreement.

Larry Larson has been the most consistent anti-development voice in the community. He organized the petition drive that forced a referendum on city council approval of the Hilton Revitalization plan, fought but did not referenda 9900, was one of the key leaders in the unsuccessful referendum that attempted to block the Montage Beverly Hills and has appeared at almost as many council meetings as its members. For reasons that have not been entirely clear, he recently split with long time ally and North Homeowner leader **Robert K. Tanenbaum**. He was a major backer of Nancy Krasne's council campaign. However, aside from development issues, Larson has had no direct involvement in traditional community groups such as the BHEF and the Maple Counseling Center. Bright, well spoken, but often acerbic and the city's angry young man, he is effective in forums.

Another former school board member who surprised the education community by not running for a second term, **John Millan** has not given up his interest in city government or politics.

Millan's strong background in construction was an important asset in the school district's efforts to complete the last phase of bond supported improvements, within budget and ahead of schedule – a rare accomplishment for any governmental agency. Millan left the board to spend more time with his family and business obligations and may not yet be ready for another elective office job.

Two traffic and parking commissioners might one day become candidates, but probably not this year, unless none of the above actually run. **Jeff Levine** is a long-time community leader and a recognized authority on traffic management issues. **Ken Goldman** is a recent member of the bar, a new husband, but not new to community activism. He benefits from or is often confused with the Southwest Beverly Hills Homeowner Association president with the same name. Levine thinks he should serve on at least two commissions before running.

So far, most of the possible candidates have served on city commissions, members of the school board or as anti-growth activists. Many of the most active busi-

ness leaders are not residents, but one who has considered running for many years:

Thomas Blumenthal is president of one of the city's oldest and best known retailer: Geary's. He has been president of the Chamber, active in civic and charitable affairs and would be a formidable contender.

Two who could easily win election, but are never likely to run are the highly respected **Fred Hayman** and **Richard Rosenzweig**. Hayman is the city's visionary style setter who helped conceive Rodeo Drive. His name adds credibility to any charity list. Rosenzweig had been president of almost every civic group he served. However, it is wife **Judy Henning** who made it to a city commission.

Most recent mayors seeking reelection have had serious campaign problems, many losing re-election tries. Mayors **MeraLee Goldman**, **Steve Webb**, **Robert K. Tanenbaum** and **Annabelle Heiferman** all lost when they held the office simultaneously to running for reelection. And then Mayor Linda Briskman ran third (but still was re-elected) in her re-election try in 2005. Brucker has also managed to anger the Chamber and earlier the North Beverly Hills Homeowner Association who gave him a series of "F" ratings for his council record.

If the rumors are true and board president Myra Demeter resigns at the end of her term as board president in December, her colleagues could fill the vacancy or call for a special election. This board is often divided on important issues, but there is one name that would probably be acceptable to the entire board: **Lili Bosse**. Now a member of the planning commission, Bosse has been a major player in many civic and charitable organizations avoiding most of the divisive controversies even when she takes strong positions on issues.

Others often mentioned as possible board members include **Eileen Kahn**, former mayor **Ed** and **Linda Brown's** daughter, PTA activist but now a district employee; **Ronit Stone**, another member of a Beverly Hills political family, an attorney a former El Rodeo PTA co-president; **Jacob Manaster**, a Horace Mann parent with two young children in the schools; **Monique Gibbons**, Horace Mann PTA president, daughter of

Virginia Maas; **Steve Spitz** – his father **Mel** is a former board member – is a frequent board critic but has a strong political name as does **Gina Seidel**, former city treasurer, **Joan** and **Arnold's** daughter-in-law.

Other PTA leaders who would be possible candidates or nominees to fill a possible vacancy include Nadine Neiman, a former PTA Council and Beverly Vista PTA president, **Franny Rennie**, co-PTA council and former El Rodeo president, **Aviva Laufer**, co-president of the high school's PTSA and former president of Beverly Vista PTA, **Cindy Dubin** – **Marlene Zimmerman's** daughter, and a former El Rodeo PTA prexy and **Marc Saleh**, a past Hawthorne PTA leader.

With the school board considering a much needed new bond election that would fund fixing the aging building's infrastructure in the district, and especially Horace Mann, the board needs to present a more united face to the community. A divided board can not win a bond election, but there is hope that past issues have been either resolved or put on the back district burner.

Their first challenge will be to agree on a date for the election. More on this later.

Time out for a reality check. Some of the Courier's criticism of our Chamber of Commerce may have merit, but to call for the separation of the Chamber and the

Convention and Visitor's Bureau prior to a study authorized by the city council is both premature and politically motivated.

That's the reason we pay for audits: To give the council options and advise. The report, when released, will offer some insights on the effectiveness of splitting or keeping the Chamber and CVB together. One councilmember's prejudgment has angered some of his colleagues who have called it a ploy to please the Courier's publisher.

This should not be a personal or political decision, but one that rationally examines the advantages. When the report is made public, the next steps should be to ask the general managers of our hotels to evaluate the recommendations and make their findings known to the council and community. They are the experts on tourism.

As for **Dan Walsh**, the Chamber CEO, one of the main reasons he was hired was his strong background in tourism and travel: He is a former airline exec. Walsh is taking the heat for Chamber board actions that angered the Courier's publisher. The CVB also has a very able director, **Kathy Smits**.

Sometimes, when you push people around, they push back.

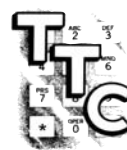
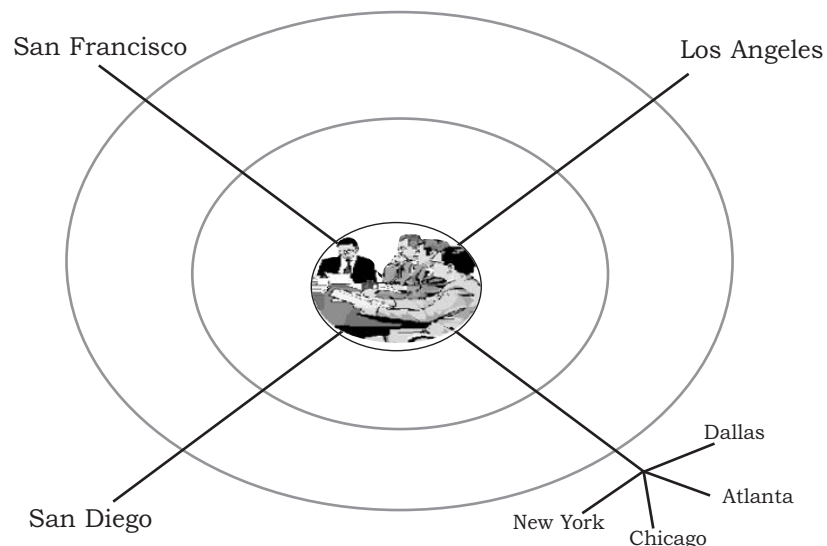
Rudy Cole served for eight years as a member and chair of the city's Recreation & Parks Commission. He was also President of the Greystone Foundation and served on three other city commit-

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AUGUST 16TH - 26TH



coverstory

BHUSD'S NEXT-GEN WOMEN

Incoming BHUSD PTA presidents discuss their lives and goals for their schools

By Jacquelyn Ryan



Susie Roberts
Co-President
Beverly Vista

Susie Roberts joined the PTA the first day her oldest daughter, Katie, started kindergarten in 1995.

As someone who considers herself a bit shy and uncomfortable with public speaking, Roberts was nervous to join the group and take such an active, public role at the school. But now almost 13 years later, she is about to begin her second year as the co-president of the PTA at Beverly Vista School, where her twins Melissa and Josh will attend the fifth grade in September.

Roberts, who has been on nearly every executive board at the school, said she and her co-president Jennifer Schwartz are a per-

fect match.

"My weaknesses are her strengths and vice versa. Together, we make one great PTA president," said Roberts, with a laugh. She called Schwartz a great friend who is warm and caring.

Having already completed one year as PTA presidents, the pair learned from their experiences and are preparing to build upon last year's goals of increasing technology equipment at the schools, strengthening the relationship of parents and teachers and following the districts goals, like the math initiative.

One struggle they will face this year will be the reduced school funding.

"We were blindsighted by the budget," said Roberts. "So we're going to be there for the teachers, whatever they need."

Roberts intimately knows the struggles a teacher can face. Her father was a teacher at Grant High School in Sherman Oaks, where she grew up. She says that experience really bred in her an affinity for teachers.

"I know that [teachers] live and breathe for kids," said Roberts, whose husband Paul grew up in Beverly Hills going to the BHUSD schools.

All in all, the central goal is to ensure that kids have a great experience at school, Roberts said. Roberts believes that between the "wonderfully supportive" commitment by Principal Warren, the PTA and teachers, Beverly Vista students are looking at a promising year up ahead.



Jennifer Schwartz
Co-President
Beverly Vista

Jennifer Schwartz' two children will be the third generation in her family to attend BHUSD. Her father Alfred graduated Beverly High in 1954; she graduated in 1982; her oldest son Max will graduate in 2012; her youngest son Jacob will graduate in 2017.

Second and third generation families are concern in PTA leadership (see Gibbons and Dubin interviews).

It seemed only natural for Schwartz to join the PTA of the schools who helped her accomplish so much, she said.

"I'm so grateful to [BHUSD] for the foundation it laid for me," said Schwartz. "I graduated from UC Berkeley, where I got to dou-

ble major. I've been in the pharmaceutical business every since and it has allowed me to have a strong career where I can afford to live in Beverly Hills and send my children to [BHUSD]. I know what it did for me and I want to give that to the kids."

Schwartz, who has been with the PTA for nine years, originally became involved when she was elected to the school site committee when her oldest son was in first grade. In addition to the Beverly Vista PTA, Schwartz will be involved with the Beverly High PTA on the ninth grade transition committee and the ninth grade directory.

Schwartz and her family lived in Cheviot Hills until 2001. Her children were on permit to the schools for the year and a half before that. But it finally came to a point for Schwartz, when she decided she just had to move to Beverly Hills.

"We could have spent a lot of money sending our kids to private school but we decided to invest that money into real estate," said Schwartz.

Schwartz and co-president Susie Roberts are looking to enhance the cultural arts and music at Beverly Vista this year, Schwartz said. For example, she said they were able to revive the opera program at the school and will now be able to bring in the Los Angeles Opera to perform for the students in the school's auditorium.

"It's important to us to expose the kids at Beverly Vista to the arts," said Schwartz.

Schwartz is looking forward to her second year as PTA co-president with Roberts, who she said is a great balance for her. She is also looking forward to working with the parents, teachers and students at the school.

"Beverly Hills [schools] give such a great sense of belonging," said Schwartz.



Judy Benowitz
Co-President
El Rodeo

Being an "outsider" coming into BHUSD could have been a scary experience. People could have been resistant or cold to a new mom from Cliffside Park, N.J. But instead, the families at BHUSD warmly welcomed Judy Benowitz, her husband and their three children to Beverly Hills. And that, in part, is what made Benowitz join the PTA.

Benowitz and her family moved to here from Maryland 12 years ago, after her husband Jonathan was received a job offer in Los Angeles.

"We moved to Beverly Hills for the schools. We're firm believers in public education," said Benowitz.

Benowitz said she was so pleased to be able to send her children to public school that she felt she had to give back to the district. And so Benowitz joined the PTA of the school where her first child Amanda, now a junior at Beverly High, attended: Horace Mann.

Benowitz was involved with the PTA, as a treasurer among other capacities, at Horace Mann until her second child David, now a freshman at BHHS, moved to El Rodeo in the sixth grade. Her third child Bryant will enter the second grade at El Rodeo this fall, just as Benowitz assumes her first year as the PTA co-president alongside fellow newcomer Cindy Dubin.

Benowitz is also involved with the BHHS PTSA as well. She runs the Thanksgiving Lunch.

As co-president this upcoming year, Benowitz is interested in working with other PTA presidents in group projects, such as helping brand the school district or such as fundraising.

"I'm excited to be working with the parents and the students and expect to be providing exciting and interesting programs that benefit the kids," said Benowitz. In the past, Benowitz has helped to organize bringing such events as the Writer's Conference, where students could select a book genre they enjoyed and then listen to an author discussion, to

Beverly Hills. These are the kinds of programs she said she hopes to bring to El Rodeo this year.

As for nerves about her first year on the job, Benowitz isn't too shaky.

"I feel that the school district is changing. Funds are not as free but the school district is making some great changes. But with changes, there are always challenges," said Benowitz. "Challenges can be exciting."



Cindy Dubin
Co-President
El Rodeo

Note: Cindy Dubin could not be reached by press time. But this is an excerpt of what she told the Weekly last year [Issue 408].

As a part-time attorney and a mother of four, Cindy Dubin finds the time in her active schedule to embark on her 14th year [now 15th] year as a volunteer for the PTA at El Rodeo.

Dubin is a second generation Beverly High graduate. Her mother Marlene Zimmerman graduated from Horace Mann and Beverly High, in 1950.

Starting her journey as a volunteer on the Site Council at the school, Dubin wanted to be on this council that helped align a school plan

with curriculum.

After being active on the El Rodeo Site Council, Dubin became involved in the GATE program at the school. In addition, she and her husband Mark started a monthly reading program that was later spread throughout the district. Dubin also oversees the Science Olympia Program that competes in regional and national competitions.

Being surrounded by incredibly motivated, energetic and enthusiastic people who believe in public education make Dubin want to be involved with the PTA at her school, she said.



Debbie Issacman
Co-President
Hawthorne

Debbie Issacman came later than most to BHUSD. Her children didn't start at Hawthorne until the third grade.

Issacman and her family lived in a "fabulous house that we loved" in Westwood, where her triplets Alison, Aubrey and David went to Warner School. Somewhere in the kids' second grade year, Issacman and her husband decided that they needed better public education for the kids—they wanted BHUSD.

"We toured the schools and we just loved Hawthorne. It was so warm and welcoming. And I thought this is where we need to live [in the Hawthorne zone]," said Issacman,

who promptly bought a home on Rexford.

She was volunteering in her daughter's classroom as she started at Hawthorne when she was approached by Annette Saleh who really pushed her to become moved involved with the PTA.

The next thing Issacman knew she was becoming PTA president, alongside Saleh.

This upcoming school year will be the second year that Issacman and Saleh oversee the Hawthorne PTA. Issacman's two daughters will graduate Hawthorne this year and move onto Beverly High. Her son will have one more year at the school.

Issacman is looking "fine tune" her projects and strategies from last year. She said she is excited to do more to make the school special and continue it on its high-performing course.

"We really want to stress the community services program for the students this year," Issacman said.

The PTA is "going green in as many ways as we can," said Issacman. For instance, the PTA has stopped sending out hard paper copies of schedules and events, and instead sends e-mails.

Like the other PTAs in the district, Hawthorne's PTA is going to work especially hard at fundraising this year, in the face of a budget cuts by the state. Issacman said she plans to include more parents on the PTA, in the assortment of assemblies, committees or Friends of Hawthorne fundraising group.

"It will be a challenge for us. But the more we make people aware of the budget cuts, it will make the transition easier and we will accomplish what we need to accomplish," Issacman said. "The administration here is so wonderful and supportive. It would be difficult to do this without them."



Annette Saleh
Co-President
Hawthorne

After Annette Saleh's husband Marc completed his term as Hawthorne's PTA president, Annette said she knew there was no way she would ever consider being PTA president.

"It took out a huge chunk of his time. And I thought, that's it for our family," said Saleh. But then the principal of the school approached her and asked her to consider it.

After watching how it consumed her husband, Saleh said she didn't want to do it alone. So Saleh and her friend Debbie Issacman agreed that if they could do it together, they would become PTA presidents for Hawthorne.

The team is gearing up for their second year as co-presidents at Hawthorne. And they have a unique trick to their method: They take Annette's husband Marc Saleh out to lunch once a week for a consulting meeting "to pick his brain" about running the PTA.

This will be Saleh's last year as a parent at Hawthorne, as her son, Anton, will graduate eighth grade in June. This is an important year for Saleh, she said.

"I want to leave a legacy that will benefit the schools and kids," said Saleh, who plans to put her all into this year.

Saleh said she hopes to continue to help fund the technology infrastructure at the school, specifically the technical support. Saleh and Issacman plan to bring more programs to the schools and get more parents involved in the PTA.

The challenge for Saleh will be to not over do it in her last year. She said she often finds herself volunteering to do too many things.

"It's hard to say no because it's to benefit the kids," said Saleh.



Monique Gibbons
President
Horace Mann

One could probably say Monique Gibbons is the closest to thing to a poster child BHUSD might ever see. Gibbons not only continued and perpetuated a, now third-generation, tradition but she bounded forward in her education and career from the solid base she developed in Beverly Hills schools.

Gibbons' father Frank attended Horace Mann and Beverly High, where he graduated in 1962. She followed after him, working through the same schools and graduating in 1983. Her children, 9-year-old Barry and 7-year-old Emilie, are now going into fourth and second grades, respectively, at Horace Mann and will move onto Beverly High in

the future.

Gibbons said she was "well-prepared" for her future at challenging and competitive universities by BHUSD.

Gibbons said she wants to give back to the schools who gave so much to her and that, in part, is what has motivated her to become president of the PTA. Gibbons joined the PTA the year her son started kindergarten.

This upcoming year will be the first year for Gibbons to serve in this position, and unlike her colleagues at other BHUSD schools, she does not have a co-president. But Gibbons is not worried.

"I have a lot of leadership experience. I've sat on the board of Jewish Family Services. I'm the head Girl Scout leader at Horace Mann," said Gibbons. "And Amy Phillips is going to act as a co-president. She will be the executive vice president, under the school's technicalities and rules. She'll help with the middle school."

Some of the goals Gibbons plans to tackle this year relate to the district's overarching goals for the schools. Gibbons says the Horace Mann PTA is working with the math reasoning goal, in hopes to increase all students' proficiency at math, and a language arts goal which looks to identify ways what skills kids need to learn language effectively.

PTA presidents who could not be reached:

Cindy Dubin- El Rodeo co-president

Alissa Roston- Beverly High co-president

Aviva Laufer- Beverly High co-president



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briefs



New Line Cinema Promotes Alexander to Head of Business, Legal Affairs

Craig Alexander says he has never been “good” at art, not now, not ever. And yet, he once won first prize for an art project he created at Beverly High in the late ‘80s.

“I had this art teacher [at BHHS], who pushed me to try and try. And ultimately, with her help, I made a project that won at the county fair,” said Alexander (class of ‘90), with a laugh. “And that just stuck with me. I realized that if you keep trying and trying, you’ll be surprised what you can accomplish.”

That’s a lesson that has guided USC Law School graduate Alexander through his life and helped him land his new position at New Line Cinema. Alexander was recently promoted to the co-head of business and legal affairs. He joins long-time department head Judd Funk in overseeing the division, which includes four lawyers and one contract negotiator.

Alexander will retain his title as senior vice president as well. He will report now to Toby Emmerich, president and COO of New Line.

Alexander joined New Line in 1999, when he left his position as an associate in the entertainment division of now closed Troop, Steuber, Pasich, Reddick & Tobey LLP. Since then, he has just continued to move up the ranks, from his start as director of business to head of his division.

“I don’t think work should feel like work. If it does, it’s not right,” said Alexander, who moved to New Line from the law firm because he wanted to become part of a company that creates products for people to experience.

If the name Alexander rings a bell for Beverly Hills residents, it’s because Craig Alexander’s father, Allan Alexander, was on the Beverly Hills City Council between 1988 and 1997.

Having a mayor for a father, was “surreal,” Alexander said.

“I gained perspective when I went to college [at Stanford], it didn’t seem surreal when I was growing up, but then I realized how different my life was from everyone else’s,” said Alexander. He added: “It was wonderful to see my father have big moments, like when he was sworn in, because as a child it’s usually only about you. So it was wonderful to see my dad like that.”

To this day, Alexander is inspired by the story of his father, who came from Watsonville, a small town in Central California, developed a law practice, was actively involved in community events, became mayor of Beverly Hills and was “very successful.”

“I learned a big lesson from him,” said Alexander, “I learned what hard work can yield.”

Alexander, who met his wife in law school, now has his own lessons to teach to his own

children, 10-month-old Abby and 4-year-old Tess. The family lives in the Melrose area near Hancock Park and when Alexander isn’t working at New Line he is at home with his children, whom he called his “whole life.”

Alexander is looking forward to collaborating with his colleagues and taking on the next challenge that lays ahead of him at New Line, which was recently acquired by Warner Brothers. And it is lessons he learned in Beverly Hills that will continue to guide him as he moves forward.

Police Target Drivers Who Use Illegal Placards

Of the 16 citations written for illegally using a disabled person’s parking placard this year, nine of them have been written in the last two weeks; two citations are possible felonies, a police spokesperson said.

The Beverly Hills Police Department has recently cracked down on drivers who may be using someone else’s disabled placard for themselves illegally. Last week, BHPD sent out a special task force to target drivers who were using disabled placards in cars that aren’t one registered for the placard, according to BHPD spokesperson Lt. Tony Lee.

There was one felony booking for a possibly stolen placard, with another suspect undergoing an investigation for a similar charge, Lee said.

According to Lee, the task force was made up of uniform officers, traffic controllers, members of the transportation department and plain clothes officers, who may be undercover.

“It is very disappointing to see people doing this,” said Lee, who noted many Beverly Hills residents are law abiding citizens who responsibly look for parking, leaving the disabled spaces for those who need them.

New Students To Be Welcomed at BV

Beverly Vista School is welcoming new students with an orientation on Aug. 26. Principal Erik Warren and assistant principal Cherryne Lue-Sang and school counselor Janice Hart will be there to meet children and their parents and discuss the school year.

A group of BV student ambassadors will take the new-comers on a tour of the school.

The orientation for students in grades one through five will be held from 2 to 2:45 p.m. Students in grades six through eight will have an orientation from 3 to 3:45 p.m.

PTSA Seeks Volunteers

Beverly High PTSA is hoping some ready and willing community members will volunteer to help stuff summer mailing envelopes at the high school on July 24 and 25.

There are 2,400 envelopes that need to be stuffed and mailed out. So from 8:30 a.m. to 3 p.m. on Thursday, July 24 and Friday July 25, volunteers can come to the teacher’s lounge near the cafeteria at the school to help out for any amount of time.

Students are welcome and community service points are available.

Anyone wishing to volunteer should e-mail Ronit Stone (ronitmstone@yahoo.com) and indicate a volunteer time.

BHPD Trains 20 DARE Officers From Across the Country

Twenty officers from as far away as



RECENT ARRIVALS

Dana Berk Findley and Kirk Findley are proud to announce the arrival of Race Harrison Lloyd Findley, who was born on July 15 in Cedars-Sinai Medical Center. At birth, he weighed 6 pounds, 9 ounces and was 19.5 inches long.

Proud grandparents are Paula and Robert Berk of Long Grove, Ill., and Helen Findley of Mason City, Iowa.

Dana was an assistant principal and then the visual and performing arts coordinator and a physical education teacher at Beverly High. She is currently on maternity leave but will start working part-time in a newly created position as a teacher on special assignment for visual and performing arts at Beverly High in October.

Virginia and as close as Beverly Hills have spent the last two weeks training to become certified Drug Abuse Resistance Education (DARE) program instructors in the California DARE headquarters located at the Beverly Hills Police Department.

Under the instruction of Sergeant Joe Chirillo, the officers are undergoing a rigorous academic training program that prepares them in three areas: teaching methods, instructional materials, and student engagement and participation.

“The DARE program has metamorphosed into a life skills class, in many ways,” said Sgt. Chirillo. The topics covered in the program include illegal drugs, prescription and over-the-counter drugs, drinking, tobacco, bullying, abuse and other issues children could face, according to Chirillo.

The officers in this current class include one BHPD officer, two from Arizona, one from Virginia, and the rest pulled from all over the state. One officer, who is observing, is from the United Kingdom.

“The DARE programs give us a chance to get to the children before they encounter drugs and alcohol, which they will at some point,” said Beverly Hills Officer Cynthia Santa Maria, who is currently in the class.

Beverly Hills became the training center for the DARE program in California in 2005, when the Los Angeles Police Department dropped the program.

Greystone Goes Elizabethan with Shakespeare in the Park

Traveling company Classics in the Park will put on a production of “Taming of the Shrew” for the 12th season of Shakespeare in the Park at Greystone Estate on Aug. 3.

Michael Jordan will direct the play, which is sponsored by The Beverly Hills Community Services Department. The Merry Mistrals will open the show.

“Taming of the Shrew” will be held Sunday, August 3, 2008 from 4:30 p.m. to 7:00 p.m. in the inner Courtyard of Greystone Estate. For information, call (310) 285-6830.

Jack Sheldon and His Band Play Summer Nights in the Plaza

Five-time Playboy International Artist of the Year Award nominee Jack Sheldon and His Band will perform July 26 for the Summer

Nights in the Plaza series at the Beverly Hills Civic Center Plaza.

Jack Sheldon has performed with such greats as Dexter Gordon, Shelly Manne, Frank Sinatra, Lena Horne, Diane Schuur and many more.

All Summer Nights in the Plaza concerts are held on Saturday nights at 8:00 p.m. at the Beverly Hills Civic Center Plaza, at 450 North Rexford Drive. The event is free and seating is first come first serve. Attendees may enter the Plaza at 7:00 p.m. – no entrance prior. And, free parking is available in the Civic Center structure. Food and beverages will be available for purchase.

Young Musicians Sought for Jr. Philharmonic

The Beverly Hills-based Jr. Philharmonic is holding auditions for young musicians who have advanced skills to join the orchestra as it enters its 72nd season.

Musicians ages 12 through 25 who play violin, viola, cello, string bass, flute, oboe, clarinet, bassoon, alto sax, trumpet, French horn, trombone, tuba, tympani or percussion are invited to try out to join the Jr. Philharmonic, which will be taught in part by members of the Los Angeles Philharmonic. There are no audition or membership fees.

“This is an outstanding program which provides our young musicians the opportunity to meet and learn from world class musicians in the LA Phil,” said conductor Gary S. Greene, who runs the Jr. Philharmonic with his uncle founder-conductor and fellow Beverly Hills resident Dr. Ernest Katz.

The Jr. Philharmonic performs concerts at the Walt Disney Concert Hall, the Shine Auditorium, Kodak Theatre and the Dorothy Chandler Pavilion, among others.

Some alumni of the Jr. Philharmonic are members of symphony orchestras around the world. Among the Beverly High alumni and students currently performing in an orchestra are Lori Gordon (‘73), Timothy Choi (‘00), Debra Greene (‘01), Victoria Gordon, David Roth and Elliot Ephrati.

Those interested in auditioning can call (323) 272-3667 or send an e-mail to Auditions@JrPhil.org for a tryout. Rehearsals are on Wednesday evenings at Horace Mann School in Beverly Hills.



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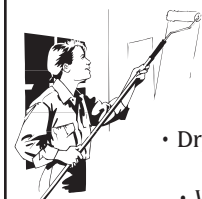
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in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/3/2008, 7/10/2008, 7/17/2008, 7/24/2008 1007 0

FICTITIOUS BUSINESS NAME STATEMENT: 20081055467
The following person(s) is/are doing business as: LA STAR PIJ, 4404 HIGHLAND AVE #A, MANHATTAN BCH, CA 90266. TOMAS MAIDANA, 4404 HIGHLAND AVE #A MANHATTAN BCH CA 90266 CARLOS E. MAIDANA, 4404 HIGHLAND AVE #A MANHATTAN BCH CA 90266. 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: TOMAS MAIDANA. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 6/13/2008. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/3/2008, 7/10/2008, 7/17/2008, 7/24/2008 1014 1

FICTITIOUS BUSINESS NAME STATEMENT: 20081073235
The following person(s) is/are doing business as: SAUL'S PAINTING, 8274 SANTA GERTRUDES RD, DOWNEY, CA 90240. DOWNEY, 8274 SANTA GERTRUDES RD DOWNEY CA 90240. 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: DOWNEY. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 6/17/2008. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/3/2008, 7/10/2008, 7/17/2008, 7/24/2008 1013 9

FICTITIOUS BUSINESS NAME STATEMENT: 20081073236
The following person(s) is/are doing business as: KAEW THAI-CHINESE RESTRAUNT, 1924 W. OLYMPIC BLVD., LOS ANGELES, CA 90006. 3704 LADANA N. MILLS, 7681 AUBURN RIDGE CT. AVALON CA 91205. PASCAL NADEAU AS: CROPONADO on: LOS ANGELES CA 90026. 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: LADDA N. MILLS & PRATANNA NADEU. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 6/17/2008. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/3/2008, 7/10/2008, 7/17/2008, 7/24/2008 1013 9

FICTITIOUS BUSINESS NAME STATEMENT: 20081073659
The following person(s) is/are doing business as: PINE ASSOCIATES CORPORATION, 1970 PINE AVE, LONG BEACH, CA. PINE ASSOCIATES CORPORATION, 2840 HWY 95 AH SFF SILVER SPRINGS NV 89429. 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: MEALY IM, CEO/PRESIDENT. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 6/17/2008. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/3/2008, 7/10/2008, 7/17/2008, 7/24/2008 1013 8

FICTITIOUS BUSINESS NAME STATEMENT: 20081073753
The following person(s) is/are doing business as: IC BARBER & BEAUTY XHOP, 1240 MARTINE LUTHER KING AVE., LONG BEACH, CA 90813. IDA THIDHARA CHIN, 1035 CERRITOS AVE LONG BEACH CA 90813. 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: IDA THIDHARA CHIN. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 6/17/2008. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/3/2008, 7/10/2008, 7/17/2008, 7/24/2008 1013 5

FICTITIOUS BUSINESS NAME STATEMENT: 20081075603
The following person(s) is/are doing business as: J.P. GRAPHICS, 20321 NEW ROCHELLE ST, WALNUT, CA 91789. HSIU MING CHOU, 20321 NEW ROCHELLE ST WALNUT CA 91789. 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: HSIU MING CHOU. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 6/17/2008. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/3/2008, 7/10/2008, 7/17/2008, 7/24/2008 1013 4

FICTITIOUS BUSINESS NAME STATEMENT: 20081076558
The following person(s) is/are doing business as: DISCOUNT SHOES, 20806 1/2 E. ARROW HWY, COVINA, CA 91724. REMONDA RICH, 2430 W. BASELINE RD RIALTO CA 92376. 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: REMONDA RICH. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 6/17/2008. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/3/2008, 7/10/2008, 7/17/2008, 7/24/2008 1013 6

FICTITIOUS BUSINESS NAME STATEMENT: 20081076742
The following person(s) is/are doing business as: LOS ANGELES G.S. DISTRIBUTION, 6200 COMPTON, LOS ANGELES, CA 90001. OUSSAMA AL JAMAL, 1517 G. WINDSOR RD GLENDALE, CA 91204. MIRTHA ROSE, 10906 Magnolia #126. 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: OUSSAMA AL JAMAL. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 6/17/2008. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/3/2008, 7/10/2008, 7/17/2008, 7/24/2008 1013 7

FICTITIOUS BUSINESS NAME STATEMENT: 20081084477
The following person(s) is/are doing business as: VENUS BEAUTY SALON, 105 S. VERMONT BLVD. LA CA 90005. MIRTHA ROSE, 10906 Magnolia #126. 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: MIRTHA R. FUENTES. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 6/18/2008. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/3/2008, 7/10/2008, 7/17/2008, 7/24/2008 1013 0

FICTITIOUS BUSINESS NAME STATEMENT: 20081084482
The following person(s) is/are doing business as: MAJESTIC INVESTMENT GROUP, 6244 BELLINGHAM AV STE 208, NORTH HOLLYWOOD, CA 91606. ZENEN GUTIERREZ, 8359 BUF-FALO AVE PANORAMA CA 9402. 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: ZENEN GUTIERREZ. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 6/18/2008. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/3/2008, 7/10/2008, 7/17/2008, 7/24/2008 1012 9

FICTITIOUS BUSINESS NAME STATEMENT: 20081085136
The following person(s) is/are doing business as: SAUNTSLAND, WESTFIELD-122 PLAZA DR., WEST COVINA, CA 91790. LAUBER JACE, 851 S. SUNSET BLVD. M.B 113 WEST COVINA CA 91790. The business is conducted by: an Individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: JACE LAUBER. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 6/17/2008. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/3/2008, 7/10/2008, 7/17/2008, 7/24/2008 1012 8

FICTITIOUS BUSINESS NAME STATEMENT: 20081085404
The following person(s) is/are doing business as: LA PENITA, 700 LONGFELLOW, HERMOSA BEACH, CA 90254. ROBERTO OROZCO, 16826 1/2 DENKER AV GARDENA CA 90247. CARMEN OROZCO, 16826 1/2 DENKER AV GARDENA 90247 RUBEN A. LEON, 16826 1/2 DENKER AV GARDENA 90247. 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: ROBERTO OROZCO. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 6/18/2008. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/3/2008, 7/10/2008, 7/17/2008, 7/24/2008 1013 1

FICTITIOUS BUSINESS NAME STATEMENT: 20081085475
The following person(s) is/are doing business as: HOUSES FOR RENT, 8150 CALIFORNIA AVE, SOUTH GATE, CA 90280. MARLEN ROJO, 9131 HALL RD, DOWNEY CA 90241 MIGUEL ROJO, 9131 HALL RD DOWNEY CA 90280. The business is conducted by: a Husband and Wife. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: MIGUEL ROJO. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 6/18/2008. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/3/2008, 7/10/2008, 7/17/2008, 7/24/2008 1013 2

FICTITIOUS BUSINESS NAME STATEMENT: 20081085510
The following person(s) is/are doing business as: J & B CELL & MULTISERVICES, 5470 LONG BEACH BL. CA 90807. ALEX GUERRA, 1101 E. WARDLOW RD SUITE A LONG BEACH CA 90807. 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: JUAN RAMIREZ. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 6/18/2008. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement

does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/3/2008, 7/10/2008, 7/17/2008, 7/24/2008 1012 7

FICTITIOUS BUSINESS NAME STATEMENT: 20081103315
The following person(s) is/are doing business as: VTXA-FASHION, 2288 SO. GAREY AV., POMPONA, CA 91766. ARCELIA ORTIZ, 9754 LEHIGH AV MONTECLAIR CA 91763. 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: ARCELIA ORTIZ. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 6/20/2008. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/3/2008, 7/10/2008, 7/17/2008, 7/24/2008 1023 6 lc-73

ORDER TO SHOW CAUSE FOR CHANGE NAME:
Filed: June 12, 2008
Case Number: LS017457

Petitioner:
ROOHOLLAH JOHN-PAUL YERMIAN
The following person(s) is/are doing business as:
Van Nuys, CA, 91401
Superior Court of California
6200 Sylmar Ave.
Van Nuys, CA, 91401
Northwest District

Petitioner ROOHOLLAH JOHN-PAUL YERMIAN filed a petition with this court for a decree changing names as follows:
ROOHOLLAH JOHN-PAUL YERMIAN to JOHN R. YERMIAN

NOTICE OF HEARING
The following person(s) is/are doing business as:
8:30 AM
Dept. A
Room 510

Signed: Pamela M. Schmegg

FICTITIOUS BUSINESS NAME STATEMENT: 20081107515
The following person(s) is/are doing business as: STUDIO TALORING, 11239 Ventura Blvd. #205, Studio City, CA. 91604. ALBERT SARKISYAN, 7825 Teesdale Ave. North Hollywood, CA 91605. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here in on 7/3/03. Signed: Albert Sarkisyan. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/1/03. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/10/2008, 7/17/2008, 7/24/08, 7/31/2008-837

FICTITIOUS BUSINESS NAME STATEMENT: 20081107524
The following person(s) is/are doing business as: WOODMANS STUDIO, 6361 Woodman Ave. Van Nuys, CA. 91401. RAY PARRILLA, 777 Euclid Ave. #A, Long Beach, CA. 90804. 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: RAY PARRILLA. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/1/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/10/2008, 7/17/2008, 7/24/08, 7/31/2008-938

FICTITIOUS BUSINESS NAME STATEMENT: 20081107523
The following person(s) is/are doing business as: BRAZA POOL SERVICE, 17530 Devonshire St. Northridge, CA 91325. ALLAN C. BRAZA, 17530 Devonshire St. Northridge, CA. 91325. FLORENCE C. BRAZA, 17530 Devonshire St. Northridge, CA. 91325. The business is conducted by: a GENERAL PARTNERSHIP. The registrant has not yet commenced to transact business under the fictitious business name or names listed here in. Signed: Allen C. Brazal/Florencia M. Braza. Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/1/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/10/2008, 7/17/2008, 7/24/08, 7/31/2008-939

FICTITIOUS BUSINESS NAME STATEMENT: 20081107522
The following person(s) is/are doing business as: WIRE PREGGED DOG ENTERTAINMENT, 1434 Randall St. Glendale, CA. 91201. JASON ALEXANDER WISCH, 1434 Randall St. Glendale, CA. 91201. 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: Jason Alexander Randall. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/1/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/10/2008, 7/17/2008, 7/24/08, 7/31/2008-940

FICTITIOUS BUSINESS NAME STATEMENT: 20081107521
The following person(s) is/are doing business as: AGUIRRE TRANSPORT SERVICE, 4327 Lexington Ct. Palmdale, CA. 93552. PEDRO ALBERTO AGUIRRE, 4327 Lexington Ct. Palmdale, CA. 93552. 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: Pedro A. Aguirre. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/1/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/10/2008, 7/17/2008, 7/24/08, 7/31/2008-941

FICTITIOUS BUSINESS NAME STATEMENT: 20081107520
The following person(s) is/are doing business as: WWW.MERCADITOPERUANO.COM, 10906 Magnolia #126, North Hollywood, CA. 91601. MIRTHA ROSE, 10906 Magnolia #126, North Hollywood, CA. 91601. 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: Mirtha Rose. Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/1/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/10/2008, 7/17/2008, 7/24/08, 7/31/2008-942

FICTITIOUS BUSINESS NAME STATEMENT: 20081107519
The following person(s) is/are doing business as: TOM'S JR. FAMOUS CHILI BURGERS, 9756 Gleanok Blvd. Sun Valley, CA. 91352. JESUS RAMIREZ, 14008 L A Rue St N San Fernando, CA. 91340. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here in on 8/1/03. Signed: Jesus Ramirez, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/1/03. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/10/2008, 7/17/2008, 7/24/08, 7/31/2008-943

FICTITIOUS BUSINESS NAME STATEMENT: 20081107518
The following person(s) is/are doing business as: AGA TILE CONSTRUCTION, 337 N. Isabel St. #8, Glendale, CA. 91208. ARMEN GRIGORYAN, 337 N. Isabel St. #8, Glendale, CA. 91208. 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 on 8/5/08. Signed: Armen Grigoryan, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/1/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/10/2008, 7/17/2008, 7/24/08, 7/31/2008-944

FICTITIOUS BUSINESS NAME STATEMENT: 20081107517
The following person(s) is/are doing business as: GRANADA PALMS APARTMENTS, 17211 Chatsworth St. Granada Hills, CA. 91344. DONALD J. RANSOM, 9450 Singing Hills Dr. Northridge, CA. 91326. JANE E. RANSOM, 19450 Singing Hills Dr. Northridge, CA. 91326. The business is conducted by: a HUSBAND AND WIFE. Registrant has begun to transact business under the fictitious business name or names listed here on 3/7/03. Signed: Donald Ransom & Jane E. Ransom. Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/1/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/10/2008, 7/17/2008, 7/24/08, 7/31/2008-945

FICTITIOUS BUSINESS NAME STATEMENT: 20081107516
The following person(s) is/are doing business as: VMV INTERIOR DESIGN, 13059 Oxnard St. #104 Van Nuys, CA. 91401. VARVARA MKRTHCHYAN, 13059 Oxnard St. #104 Van Nuys, CA. 91401. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here in on 7/5/03. Signed: Varvara Mkrthchyan, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/1/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/10/2008, 7/17/2008, 7/24/08, 7/31/2008-946

FICTITIOUS BUSINESS NAME STATEMENT: 20081107731
The following person(s) is/are doing business as: THE LOW COST CONSTRUCTION COMPANY, 11314 Guleta Ave. Lake View Terrace, CA. 91342. ALEX GUEVARA, 11314 Guleta Ave. 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: Alex Guevara. Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/1/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/10/2008, 7/17/2008, 7/24/08, 7/31/2008-947

FICTITIOUS BUSINESS NAME STATEMENT: 20081107730
The following person(s) is/are doing business as: ABUNDANT LIFE PRODUCE, 9801 Helen St. Sunland, CA. 91040. FIDEL PEREZ, 9801 Helen St. Sunland, CA. 91040. LISA PEREZ, 9801 Helen St. Sunland, CA. 91040. The business is conducted by: a HUSBAND AND WIFE. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Fidel Perez. Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/1/2008. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/10/2008, 7/17/2008, 7/24/08, 7/31/2008-948

FICTITIOUS BUSINESS NAME STATEMENT: 20081107729
The following person(s) is/are doing business as: HENRY AUTO LINE, 7242 Sepulveda Blvd. #18 Van Nuys, CA. 91405. HENRY SERPAS RAMIREZ, 12045 Cantara St. North Hollywood, CA. 91406. 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: Henry Serpas Ramirez, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/1/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/10/2008, 7/17/2008, 7/24/08, 7/31/2008-949

FICTITIOUS BUSINESS NAME STATEMENT: 20081107728
The following person(s) is/are doing business as: ROBERTO'S RESIDENTIAL CLEANING, 13911 Pickedale Pl. Sylmar, CA. 91342. ROBERTO MELCHOR REINOSA, 13911 Pickedale Pl. Sylmar, 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: Roberto Melchor Reinosa, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/1/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/10/2008, 7/17/2008, 7/24/08, 7/31/2008-950

FICTITIOUS BUSINESS NAME STATEMENT: 20081107727
The following person(s) is/are doing business as: WATER FOR U O DESIGN, 106 N. Glendale Ave. #236, Glendale, CA. 91206. RAYMOND AVYAZIAN, 106 N. Glendale Ave. #236, Glendale, CA. 91206. 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: Raymond Avyazian, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/1/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/10/2008, 7/17/2008, 7/24/08, 7/31/2008-951

FICTITIOUS BUSINESS NAME STATEMENT: 20081107726
The following person(s) is/are doing business as: P AND C GROUP, 1545 N. Verdugo Rd. Glendale, CA. 91208. HENRY HONG CHING TANG, 1545 N. Verdugo Rd. Glendale, CA. 91208. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here in on 8/19/03. Signed: Henry Hong Ching Tang, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/1/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/10/2008, 7/17/2008, 7/24/08, 7/31/2008-952

FICTITIOUS BUSINESS NAME STATEMENT: 20081107725
The following person(s) is/are doing business as: ANTOJITOS CHAPINES AMALIA, 2807 W. Beverly Blvd. Los Angeles, CA. 90057. AMALIA ZULETA, 2807 W. Beverly Blvd. Los Angeles, CA. 90057. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here in on 7/7/03. Signed: Amalia Zuleta, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/1/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/10/2008, 7/17/2008, 7/24/08, 7/31/2008-953

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FICTITIOUS BUSINESS NAME STATEMENT: 20081236854
The following person(s) is/are doing business as: MEDICAL CASTLE. 13907 Oxnard St. Apt. #3. Van Nuys, CA. 91401. CARLOS A. CASTILLO. 13907 Oxnard St. Apt. #3. Van Nuys, CA. 91401. The business is conducted by: AN INDIVIDUAL. The registrant has not yet commenced to transact business under the fictitious business name on. Signed: Carlos A. Castillo, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/11/08. NOTICE – This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/24/08, 7/31/08, 8/7/08, 8/17/2008 – 999

FICTITIOUS BUSINESS NAME STATEMENT: 20081236852
The following person(s) is/are doing business as: THE NEW IMAGE. 10924 Herrick Ave. Pacoima, CA. 91331. ROSA HERLINDA BARRERA DE SANCHEZ. 12615 Telfair Ave. Sylmar, CA. 91342. MARIA AZACENA VILLEGAAS. 10924 Herrick Ave. Pacoima, CA. 91331. The business is conducted by: A GENERAL PARTNERSHIP. The registrant has not yet commenced to transact business under the fictitious business name or names listed. Signed: Rosa H. Barrera, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/11/08. NOTICE – This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/24/08, 7/31/08, 8/7/08, 8/17/2008 – 1001

FICTITIOUS BUSINESS NAME STATEMENT: 20081236853
The following person(s) is/are doing business as: BLUE TOOTH MIRROR USA. 18375 Ventura Bl. #257. Tarzana, CA. 91356. Y & ER CORPORATION. 18375 Ventura Bl. #257. Tarzana, CA. 91356. The business is conducted by: A CORPORATION. The registrant has commenced to transact business under the fictitious business name on 3/21/08. Signed: Y & ER Corporation, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/11/08. NOTICE – This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/24/08, 7/31/08, 8/7/08, 8/17/2008 – 1002

FICTITIOUS BUSINESS NAME STATEMENT: 20081236851
The following person(s) is/are doing business as: DEDA COLLECTION. 13009 Tonopah St. Arduo, CA. 91331. DARLENE SAARDPHAK. 13009 Tonopah St. Arleta, CA. 91331. DERRICK CERLETO-VA. 14900 Black Hawk St. Mission Hills, CA. 91345. The business is conducted by: A GENERAL PARTNERSHIP. The registrant has not yet commenced to transact business under the fictitious business name or names listed. Signed: Darlene Saardphak/Derrick Cordona, Owners. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/11/08. NOTICE – This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/24/08, 7/31/08, 8/7/08, 8/17/2008 – 1003

FICTITIOUS BUSINESS NAME STATEMENT: 20081236857
The following person(s) is/are doing business as: VJ. PRODUCTIONS. 19019 Parthenia St. #109. Northridge, CA. 91324. VERONICA RODRIGUEZ. 7317 Sepulveda Blvd. Apt. 111. Van Nuys, CA. 91405. The business is conducted by: AN INDIVIDUAL. The registrant has not yet commenced to transact business under the fictitious business name on. Signed: Veronica Rodriguez, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/11/08. NOTICE – This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/24/08, 7/31/08, 8/7/08, 8/17/2008 – 1004

FICTITIOUS BUSINESS NAME STATEMENT: 20081236865
The following person(s) is/are doing business as: LOAN WORKS. 13805 Moorpark St. #3. Sherman Oaks, CA. 91423. NICHOLAS HAYES. 13805 Moorpark St. #3. Sherman Oaks, CA. 91423. The business is conducted by: AN INDIVIDUAL. The registrant has not yet commenced to transact business under the fictitious business name on. Signed: Nicholas Hayes, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/11/08. NOTICE – This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/24/08, 7/31/08, 8/7/08, 8/17/2008 – 1005

FICTITIOUS BUSINESS NAME STATEMENT: 20081271159
The following person(s) is/are doing business as: ASSOCIATED DEBT RELIEF. 6709 La Tijera Blvd. #202. Los Angeles, CA. 90045. ANITA BLUM. 6709 La Tijera Blvd. #202. Los Angeles, CA. 90045. The business is conducted by: AN INDIVIDUAL. The registrant has not yet commenced to transact business under the fictitious business name on. Signed: Anita Blum, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/11/08. NOTICE – This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/24/08, 7/31/08, 8/7/08, 8/17/2008 – 1006

FICTITIOUS BUSINESS NAME STATEMENT: 20081271160
The following person(s) is/are doing business as: GO2 ED ENLIGHTENMENT. 151 North Thurston Ave. Los Angeles, CA. 90049. GINA CALABRASE. 151 North Thurston Ave. Los Angeles, CA. 90049. The business is conducted by: A GENERAL PARTNERSHIP. The registrant has not yet commenced to transact business under the fictitious business name or names listed. Signed: A. J. Verdi & Associates Inc./Gina Calabrased Co-Owners. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/11/08. NOTICE – This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/24/08, 7/31/08, 8/7/08, 8/17/2008 – 1007

FICTITIOUS BUSINESS NAME STATEMENT: 20081271161
The following person(s) is/are doing business as: QUALITY SERVICE CLEANING. 1939 Boosalla Ave. #D. Los Angeles, CA. 90007. MAYRA MORALES. 1939 Boosalla Ave. #D. Los Angeles, CA. 90007. The business is conducted by: AN INDIVIDUAL. The registrant has not yet commenced to transact business under the fictitious business name on. Signed: Mayra Morales, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/17/08. NOTICE – This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/24/08, 7/31/08, 8/7/08, 8/17/2008 – 1008

FICTITIOUS BUSINESS NAME STATEMENT: 20081271162
The following person(s) is/are doing business as: INK URGES TATTOO & PIERCING. 19643 Ventura Blvd. Tarzana, CA. 91356; 25166 Atwood Blvd. Newhall, CA. 91321. DAVID KOOS JR. 25166 Atwood Blvd. Newhall, CA. 91321. The business is conducted by: AN INDIVIDUAL. The registrant has not yet commenced to transact business under the fictitious business name on. Signed: David Koos Jr., Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/17/08. NOTICE – This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/24/08, 7/31/08, 8/7/08, 8/17/2008 – 1009

FICTITIOUS BUSINESS NAME STATEMENT: 20081271163
The following person(s) is/are doing business as: UNITED TO PRINT. 3155 Burlinset Ave. Los Angeles, CA. 90057. DENNIS CARPANZA. 10634 Franlie Dr. Sunland, CA. 91040. The business is conducted by: AN INDIVIDUAL. The registrant has not yet commenced to transact business under the fictitious business name on. Signed: Dennis Carpanza, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/17/08. NOTICE – This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/24/08, 7/31/08, 8/7/08, 8/17/2008 – 1010

FICTITIOUS BUSINESS NAME STATEMENT: 20081271164
The following person(s) is/are doing business as: TEDS MARKET. 11150 Burbank Bl. N. Hollywood, CA. 91601. MICHAEL EVANDER. 11862 Balboa Blvd. #171. Granada Hills, CA. 91344. The business is conducted by: AN INDIVIDUAL. The registrant has not yet commenced to transact business under the fictitious business name on. Signed: Michael Alexander, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/17/08. NOTICE – This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/24/08, 7/31/08, 8/7/08, 8/17/2008 – 1011

FICTITIOUS BUSINESS NAME STATEMENT: 20081271165
The following person(s) is/are doing business as: Pinnacle Advertising and Media. 4705 Laurel Canyon Blvd. #304 Valley Village, CA. 91607. ACCESS MEDIA AND ADVERTISING, INC. 4705 Laurel Canyon Blvd. #304 Valley Village, CA. 91607. The business is conducted by: A CORPORATION. The registrant has not yet commenced to transact business under the fictitious business name in. Signed: Access Media and Advertising, Inc., President. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/17/08. NOTICE – This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/24/08, 7/31/08, 8/7/08, 8/17/2008 – 1012

FICTITIOUS BUSINESS NAME STATEMENT: 20081271166
The following person(s) is/are doing business as: 999 AUTO SALES & LEASING. 1617 Colorado Bl. #1. Eagle Rock, CA. 90041. ALEXANDER MALKHASHYAN. 1617 Colorado Bl. #1. Eagle Rock, CA. 90041. The business is conducted by: AN INDIVIDUAL. The registrant has not yet commenced to transact business under the fictitious business name on. Signed: Alexander Malkhashyan, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/17/08. NOTICE – This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/24/08, 7/31/08, 8/7/08, 8/17/2008 – 1013

FICTITIOUS BUSINESS NAME STATEMENT: 20081143306
The following person(s) is/are doing business as: ILLUMINANT FILMS. 9144 Gerald Ave. Northridge, CA. 91343. TAYLOR ROTH. 9144 Gerald Ave. Northridge, CA. 91343. The business is conducted by: AN INDIVIDUAL. The registrant has not yet commenced to transact business under the fictitious business name on. Signed: Taylor Roth, Owner. 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: 8/26/08. NOTICE – This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/24/08, 7/31/08, 8/7/08, 8/17/2008 – 1014

FICTITIOUS BUSINESS NAME STATEMENT: 20081256079
The following person(s) is/are doing business as: SHINING SMILE DENTAL LAB. 8337 Corbin Ave. Winnetka, CA. 91306. CONCEPCION BECERRA. 8337 Corbin Ave. Winnetka, CA. 91306. INES BECERRA. 8337 Corbin Ave. Winnetka, CA. 91306. The business is conducted by: A HUSBAND AND WIFE. The registrant has not yet commenced to transact business under the fictitious business name on. Signed: Becerra Concepcion, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/15/08. NOTICE – This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/24/08, 7/31/08, 8/7/08, 8/17/2008 – 1015

FICTITIOUS BUSINESS NAME STATEMENT: 20081256080
The following person(s) is/are doing business as: FERDOS.P.P. 16080 Ventura Blvd. #270 Encino, CA. 91436. SHAHRAM TABAN. 16060 Ventura Blvd. #270 Encino, CA. 91436. The business is conducted by: AN INDIVIDUAL. The registrant has not yet commenced to transact business under the fictitious business name on. Signed: Fardos P.P., Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/15/08. NOTICE – This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/24/08, 7/31/08, 8/7/08, 8/17/2008 – 1016

FICTITIOUS BUSINESS NAME STATEMENT: 20081256078
The following person(s) is/are doing business as: GUTIERREZ EVENTS; GUTIERREZ EVENTS & WEDDINGS. 7701 Meilita Ave. North Hollywood, CA. 91605. LORENA O. GUTIERREZ. 7701 Meilita Ave. North Hollywood, CA. 91605. The business is conducted by: AN INDIVIDUAL. The registrant has not yet commenced to transact business under the fictitious business name on. Signed: Lorena Gutierrez, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/15/08. NOTICE – This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/24/08, 7/31/08, 8/7/08, 8/17/2008 – 1017

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME: 20081277158
Original file # 20080098902
The following person(s) has(have) abandoned the use of the fictitious business name: LION IRON WORKS. 415 S. Glendale Bl. #330. Burbank, CA. 91502. The fictitious business name referred to above was filed on: 1/11/08, in the County of Los Angeles. The business was conducted by: A CORPORATION. The full name and residence of the registrant(s) abandoning the name: VARDAN GEOVSHANYAN. 1142 Campbell St. #307. Glendale, CA. 91207. The registrant declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/17/08. Published: 7/24/08, 7/31/08, 8/7/08, 8/17/2008 – 1018

STATEMENT OF WITHDRAWAL FROM PARTNERSHIP OPERATING UNDER FICTITIOUS BUSINESS NAME: 20081256028
Original file #: 061074565

The following person(s) has(have) withdrawn as a general partner(s) from the partnership operating under the fictitious business name of: AFFORDABLE CARPET & CLEANING. 4701 Natick Ave. #107. Sherman Oaks, CA. 91403. The fictitious business name statement for the partnership was filed on: 2006, in the county of Los Angeles. The full name and residence of the person(s) withdrawing as a partner(s): CONRADO S. SONTAY OXLEY. 4701 Natick Ave. #107. Sherman Oaks, CA. 91403. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/15/08. Published: 7/24/08, 7/31/08, 8/7/08, 8/17/2008 – 1019

FICTITIOUS BUSINESS NAME STATEMENT: 20081267990
The following person(s) is/are doing business as: RIOS PRODUCE. 631 W. 118th St. Los Angeles, CA. 90044. LAZARO RIOS. 631 W. 118th St. Los Angeles, CA. 90044. The business is conducted by: AN INDIVIDUAL. The registrant has commenced to transact business under the fictitious business name on 7/10/08. Signed: Lazaro Rios, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/15/08. NOTICE – This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/24/08, 7/31/08, 8/7/08, 8/17/2008 – 1020

FICTITIOUS BUSINESS NAME STATEMENT: 20081267991
The following person(s) is/are doing business as: SVS VACATION. 18307 Burbank Bl. #58. Tarzana, CA. 91356. GEORGE DEJAM. 18307 Burbank Bl. #58. Tarzana, CA. 91356. The business is conducted by: AN INDIVIDUAL. The registrant has not yet commenced to transact business under the fictitious business name on. Signed: George DeJiam, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/15/08. NOTICE – This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 7/24/08, 7/31/08, 8/7/08, 8/17/2008 – 1021

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME: 20081267989
Original file # 20080246316
The following person(s) has(have) abandoned the use of the fictitious business name: CASTANE-DA PRODUCE. 1229 Gabriel Garcia Marquez #A. Los Angeles, CA. 90033. The fictitious business name referred to above was filed on: 2/11/08, in the County of Los Angeles. The business was conducted by: A CORPORATION. The full name and residence of the registrant(s) abandoning the name: LUIS CASTANEDA. 1229 Gabriel Garcia Marquez #A. Los Angeles, CA. 90033. LAZARO RIOS. 841 W. 132th St. Gardena, CA. 90247. The registrant declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/17/08. Published: 7/24/08, 7/31/08, 8/7/08, 8/17/2008 – 1022

PETITION FOR CHANGE OF NAME
Case Number: LS017573
RAN LEVI
7519 Penobscot Dr. West Hills, CA. 91304
818-884-2101

SUPERIOR COURT OF LOS ANGELES
NORTHWEST DISTRICT – EAST BLDG.
6230 SYLMAR AVE. ROOM 107
VAN NUYS, CA. 91401

PRESENT NAME: RAN LEVI
PROPOSED NAME: RON LEVI

FILE NO. 20081287877
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: AMIGOS MAKET 2609 W. TEMPLE ST. LOS ANGELES, CA 90026-4821 (LOS ANGELES). The full name of registrant(s) is/are: JUNG WOOK KIM, SEUNG SHIL KIM, 17819 MERRIDY ST, #241, NORTH RIDGE, CA 91325. 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/ JUNG WOOK KIM, OWNER
This statement was filed with the County Clerk of LOS ANGELES County on 7/18/08 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).
LA142486 BH WEEKLY 7/24,31,8/7,13, 2008

FILE NO. 20081269853
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: BILL'S LIQUOR & JR. MARKET 5332 SUNSET BLVD. LOS ANGELES, CA 90027 (LOS ANGELES). The full name of registrant(s) is/are: JUNG SUNG KANG AND YOUNG HEE KANG 5332 SUNSET BLVD. LOS ANGELES, CA 90027. 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/ JUNG SUNG KANG, OWNER
This statement was filed with the County Clerk of LOS ANGELES County on 7/16/2008 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).
LA142423 BH WEEKLY 7/24,31,8/7,14, 2008

NOTICE TO CREDITORS OF BULK SALE AND OF INTENTION TO TRANSFER ALCOHOLIC BEVERAGE LICENSE(S)
(UCC Sec. 6101 et seq. and B & P Sec. 24073 et seq.)
Escrow No. 5022-PJ
NOTICE IS HEREBY GIVEN that a bulk sale of assets and a transfer of alcoholic beverage license(s) is about to be made. The name(s) and business

address of the seller(s)/licensee(s) are: YAMAMASA INC, 9123 W. OLYMPIC BLVD, BEVERLY HILLS, CA 90212
Doing business as: HOUSENKA
All other business names(s) and address(es) used by the seller(s)/licensee(s) within the past three years, as stated by the seller(s)/licensee(s), is/are: NONE
The name(s) and address of the buyer(s)/applicant(s) is/are: RAN YOUNG YOO, 9123 W. OLYMPIC BLVD, BEVERLY HILLS, CA 90212
The assets being sold are generally described as: EQUIPMENT, FIXTURES AND FURNITURE, GOODWILL, TRADENAME, LEASE, LEASEHOLD, IMPROVEMENT AND COVENANT NOT TO COMPETE and are located at: 9123 W. OLYMPIC BLVD, BEVERLY HILLS, CA 90212
The type and number of license to be transferred is/are: Type: ON-SALE BEER AND WINE-EATING PLACE, License Number: 41-398493 now issued for the premises located at: SAME
The bulk sale and transfer of alcoholic beverage license(s) is/are intended to be consummated at the office of: TIME ESCROW INC, 3055 WILSHIRE BLVD, STE 1150, LOS ANGELES, CA 90010 and the anticipated sale date is AUGUST 18, 2008
The purchase price or consideration in connection with the sale of the business and transfer of the license, is the sum of \$80,000.00, including inventory estimated at \$1,500.00, which consists of the following: DESCRIPTION, AMOUNT: CASH \$2,000.00; DEMAND NOTE \$78,000.00, TOTAL \$80,000.00
It has been agreed between the seller(s)/licensee(s) and the intended buyer(s)/transferee(s), as required by Sec. 24073 of the Business and Professions code, that the consideration for transfer of the business and license is to be paid only after the transfer has been approved by the Department of Alcoholic Beverage Control.
YAMAMASA INC, Seller(s)/Licensee(s)
RAN YOUNG YOO, Buyer(s)/Applicant(s)
PCTS LA142510 BEVERLY HILLS WEEKLY 7/24/08

FILE NO. 20081133182
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: JUNG SAN FOOD 458 S. ALAMEDA ST. LOS ANGELES, CA 90013 (LA). The full name of registrant(s) is/are: YAN BO FONG 458 S. ALAMEDA ST, LOS ANGELES, CA 90013. This Business is being conducted by a/an: INDIVIDUAL. The registrant commenced to transact business under the fictitious business name/names listed above on: JUNE 17, 2008.

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/ YAN BO FONG, OWNER
This statement was filed with the County Clerk of LOS ANGELES County on 6/25/08 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).
LA141874 BH WEEKLY 7/3,10,17,24, 2008

FILE NO. 20081133466
STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME

Fictitious Business Name(s): JING SAN FOOD 458 S. ALAMEDA ST, LOS ANGELES, CA 90013
The fictitious business name referred to above was filed on JUNE 21, 2006 in the county of LOS ANGELES. Original file number, 06-1363309.
The full name of registrant: JING SAN FOOD INC. 458 S. ALAMEDA ST, LOS ANGELES, CA 90013
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/ JING SAN FOOD INC BY: SUSAN TAN, PRESIDENT
LA141875 BH WEEKLY 7/3,10,17,24, 2008

NOTICE OF PETITION TO ADMINISTER ESTATE OF: HERBERT JOHN RICHARDSON CASE NO. BP111450

To all heirs, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the WILL or estate, or both of HERBERT JOHN RICHARDSON.

A PETITION FOR PROBATE has been filed by RENEE BIZOUARD in the Superior Court of California, County of LOS ANGELES.

THE PETITION FOR PROBATE requests that RENEE BIZOUARD 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 08/05/08 at 8:30AM in Dept. 5 located at 111 N. HILL ST., LOS ANGELES, CA 90012

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.

BID PACKAGE NO. 09-00
CITY OF BEVERLY HILLS
PARKING OPERATIONS – PUBLIC WORKS & TRANSPORTATION DEPARTMENT
345 FOOTHILL ROAD
BEVERLY HILLS, CALIFORNIA 90210
LEGAL NOTICE - BIDS WANTED

7/10, 7/17, 7/24/08
CNS-1381526#

Operation of the Montage Hotel Parking Garage Facility

SECTION 1: NOTICE INVITING BIDS

1. Notice Inviting Bids

- Date of Request: July 18, 2008
- Proposal Number: 09-00
- Item Description: Operation of the Montage Hotel Parking Garage Facility
- Proposal Due Date: Friday, August 22, 2008 at 2:00 pm
- Obtaining Proposal Documents: A copy of the proposal Package may be downloaded from the City's website at www.beverlyhills.org or may be requested from William Francis, Walker Parking Consultants, telephone number (818) 953-9130.

Additional Documents: Copies of 1) the Reciprocal Easement Agreement between the City of Beverly Hills and the Montage Hotel, which includes the Parking Operations Plan, and 2) the Maintenance Agreement between the City of Beverly Hills and the Montage Hotel are available on the City's website at www.beverlyhills.org under "Doing Business – Vendor and Bid Information"

Due Date and Location for Submittals: Sealed proposals will be received at all times during normal business hours prior to the proposal due date of Friday, August 22, 2008 at 2:00 pm, at the:

Office of the City Clerk
City of Beverly Hills
455 North Rexford Drive, Room

CLASSIFIEDS

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310-887-0788

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150-Found Items
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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
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237-Entertainment
238-Exterminators
240-Fencing
242-Garage Doors
244-Handyman
246-Hauling
248-Internet Services
250-Iron Work
252-Janitorial
254-Landscaping
255-Legal Services
256-Locksmith
258-Moving/Storage

LEGEND

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

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

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

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

416-Lakeshore Property
418-Oceanfront Property
420-Out-of-State Property
422-Real Estate Exchange
424-Real Estate Wanted

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

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

726-Miscellaneous
730-Musical Instruments
735-Office Furniture
740-Television/Radio

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

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

WE BUY ALL Musical Instruments,
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(Cal-SCAN)

101-ADOPTION

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102-ANTIQUES

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Oil Paintings Partly in Gold Leaf Frames,
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By Appointment Only
(310) 409-5020

115-CEMETERY

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