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Issue 461 • July 31 - August 6, 2008



Local Businesses Say Chamber Audit Results Are Overdue

Results recommend more focus on day visitors to city



letters & email

"Are Hilton Opponents Really For a Vote" [Issue 459]

During the signature collecting phase your column was very critical of the Referendum process because you said it second-guessed our elected officials. Now you state that the process Hiram Johnson put into place was to "assure the right of the electorate to overturn almost any and all elected officials actions" and is "how the system is supposed to work." Well which is it, a good thing or a bad thing?

Also, in your column you stated, "the referendum once it qualified prevented any and all of the elements of the project from going forward without an election." This statement is FALSE!! Were the vote on the development rescinded by Council, a reduced project presented to the Council could have moved forward without the election. Your statement implies that a smaller project, (preferred by Mayor Brucker, Councilperson Krasne, and the Planning Commission) could not move forward without an election.

The petition asked for the project to be rescinded as passed OR for an election, so

this is NOT a reversal by those who collected signatures or those who signed.

Now you enter the arena with the "doom and gloom" argument that is always used to push oversized projects through, a cut in vital services. We heard the same scare tactics when Prop 13 was proposed. It is good for you to know that the electorate is far too smart to buy into this. The truth is:

Condominiums do not contribute to the TOT.

The Waldorf is expected to cannibalize room occupancy from the Hilton thus limiting the increase in TOT.

Condominiums and almost doubling of the Hilton's square footage result in COSTS to the city in fire, police, water, and other

City services. How much cost? Just one item: The fire department needs additional equipment and training to deal with an 18 story high-rise fire, the size of one of the condos. Who pays for this?

The Hilton is across the street from El Rodeo School and a large residential community. What will 6-7 years of construction do to the air quality, traffic congestion, street safety, noise levels, ground vibration, and quality of life to the students, teachers, and residents just across the street from the project?

You stated that the construction impacts are "very temporary." Temporary for

letters cont. on next page

WHAT'S ON YOUR MIND?

You can write us at:
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editor@bhweekly.com



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**"FUN IN THE SUN"
LA CIENEGA PARK**

Camp Beverly Hills campers traded their clothing for clown attire for the A Day at the Circus theme program recently. Front row seated – Gaby Shenderovsky, Ziad Badr, Joshua Coone, Menn Boon, Zoe Gale, Zoe Raymond, Ariel Kim, and Diane Kang. Second row seated – Daniel Khalili, Kadin Lowery, Natalia Delgadillo, Emma Amie Weaver, Spencer Edelman, Emmanuel Ashkenazy, Justin Na, Mathew Stevei, Joshua Espitia, Jenny Yoon, Patrick Seong and Mark Sowers. Third row standing – Gaby Novik, Kareem Badr, Sahand Aghaty, Roland Hawkins, Jake Zinberg, Temi Olonade, Capri Woss, Jasmine Yanez, Nate Esmaeillyian, and Nick Heidy. Fourth row standing – Gitla Shooster, David Millhouse, Program Specialist Laura Briceno, Mashar Zargar, Keely Black, Cristina Perez, Shamece Small, Kiana Lowery and Tommy Zinberg.

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Board Approves Most Expensive School Bond Ever

But November or March election date still unclear

By Jacquelyn Ryan



Brian Goldberg



Myra Lurie

In a 4-0-1 vote, the BHUSD Board of Education voted to put the largest school bond in the district's history—\$334 million—as a Prop. 39 measure on the November presidential election ballot, which will also include the Hilton Referendum, pending further information about the possibilities of including the bond measure on March's City Council ballot. Board member Brian Goldberg abstained from the vote based on concerns about the rushed process and lack of community feedback.

bond as a Prop. 39 measure on the November ballot as a safety measure given the Aug. 8 deadline for submitting a measure for the ballot. But the Board directed Superintendent Kari McVeigh to investigate whether or not a March bond could qualify for Prop. 39, which requires a two-thirds approval of the board and 55 percent of the general election vote to pass, on the March 3 City Council election. A non-Prop. 39 measure would raise the general election approval requirement to 66.67 percent, but would not require two-thirds board approval.

Should the findings indicate that March is viable for Prop. 39, the Board will hold a special meeting on the morning of Aug. 6 to discuss amending the decision and weigh the costs of each election. A March election would require a special ballot for the 24 voters in the BHUSD who are registered outside of the city of Beverly Hills, which would require the district also pay that city or county's election office.

The proposed General Obligation Bond would come from extending current property taxes of \$49.87 per \$100,000 assessed value of a home, in place from the last bond known as Measure K that passed with 78 percent support in the general election in March 2002.

Measure K was placed on the ballot to continue renovations after the conclusion of the Measure S bond, which passed with 70 percent support in 1993. At that time, bonds still needed 66.67 percent to pass.

"The safety and security of our schools is foremost and it cannot be postponed," said Board President Myra Demeter, who unlike all of her colleagues unwaveringly supported the November election.

Board members Steven Fenton and Goldberg were concerned about rushing the vote on a bond measure during the summer while many "stakeholders" were away for

vacation as well as the limited time in which they could wage a campaign.

"The [November] election is in 98 days. We haven't raised a penny and haven't hired a campaign committee. How do we rise above the noise of a major referendum that has fractured this city? I feel like I'm about to play the New England Patriots and just have to grab people and uniforms and get on the field," said Fenton about his concerns in voting for placing the bond measure on the same ballot as the presidential election.

Fenton and Goldberg are often on the other side of the fence from their Board peers. But after discussing their concerns, Board Vice President Nooshin Meshkaty supported Fenton in a short-lived motion to discuss the possibilities for a March vote, providing that the measure would still qualify for Prop. 39. The motion, however, failed in the initial vote.

"November is time-sensitive. El Rodeo parents who are concerned about the Hilton project will come out to vote and they will likely be pro-bond," said Lurie, who at the end of the meeting was open to discussing placing the bond on the March ballot if it would qualify for Prop. 39.

If the bond passes, the Board would legally need a bond counsel to go forward. At the meeting, the Board in a contentious 3-1 approved firms George K. Baum and Jones

Hall as bond consultant and bond counsel, respectively. Fenton abstained from both votes; Goldberg voted no.

"We put everything to a competitive bid," said Goldberg, who voted against approving either parties contract, in a phone interview. "But there was no competitive bid for this."

Jones Hall worked with Beverly Hills several times, including in 2007 via the Beverly Hills Public Financing Authority in connection with the 2007 water revenue bond for a over \$35 million bond.

If the bond is successful, Jones Hall's fee will include 0.5 percent of the first \$5 million principal amount of Bonds, with 0.25 percent on the next \$5 million, an eighth of the following \$10 million and a sixteenth of the remaining principal balance. The final total fee could be in the millions.

Confusion and frustration with a lack of options and lack time to digest the material pushed Lurie and Meshkaty to both want to table the last item on the bond agenda about renewing a contract with Strategic Concepts, LLC, which is BHUSD facilities director Karen Christensen's company. The issue will be discussed at the Aug. 6 meeting, according to Demeter.

"There will be a huge amount of money going to legal fees. I would have liked to have seen other options," said Fenton.



NOTICE OF PUBLIC HEARING

The City Council of Beverly Hills, at its regular meeting to be held on **Tuesday, August 5, 2008, at 7:00 p.m.**, in the Council Chambers of the City Hall, 455 N. Rexford Drive, Beverly Hills, CA 90210; will hold a public hearing to consider adoption of:

A RESOLUTION OF THE COUNCIL OF THE CITY OF BEVERLY HILLS AMENDING THE AMOUNT OF THE IN-LIEU PARKING FEE ESTABLISHED IN THE COMPREHENSIVE SCHEDULE OF USER FEES & SERVICE CHARGES FOR THE FISCAL YEAR 2008/2009.

Section 10-3-3301, et seq. of the Beverly Hills Municipal Code establishes an in-lieu parking district for commercially zoned properties located within the area bounded by the centerlines of the following streets: Wilshire Boulevard; Santa Monica Boulevard North Roadway; and Crescent Drive. Certain uses within this district may satisfy all or part of the zoning code required parking by providing the parking spaces on-site or through the payment of an in-lieu fee. The proposed resolution would increase the in-lieu fee and be effective immediately.

Copies of the proposed Resolution and Staff Report are available for review or purchase in the Office of the City Clerk, Room 190, 455 North Rexford Drive, Beverly Hills, California. Any interested person may attend the meeting and be heard. Written comments may also be submitted and should be addressed to the City Council, c/o City Clerk, 455 North Rexford Drive, Beverly Hills, California, 90210. The comments should be received prior to the hearing date. If you need more information, please contact David Reyes at (310) 285-1116.

Please remember, if you challenge the Council's action in court, you may be limited to raising only those issues you or someone else raised at the hearing before the City Council or in written correspondence delivered to the City, either at or prior to the hearing.

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

BYRON POPE, CMC
City Clerk

letters cont. from previous page

whom, Mr. Cole? Mr. Alagem, our good neighbor, is constructing a huge new home in BelAir, which will put him, and his family; far away from the negative impacts that the Hilton construction creates. Those of us without the option to move out of Beverly Hills will bear the burden.

The City would have a modest increase in tax revenue compared to the vastly increased revenue for the Hilton developer. However, the City tax revenue when compared to the negative effects on its businesses, school and residents are huge and are forever, which is a VERY long time.

Joy Shefter
Beverly Hills

"Are These Our Future Councilmembers?" [Issue 460]

My family and I awoke to a shock on Thursday morning as we read Rudy Cole's column where he printed false rumors speculating that I would leave the school board to enter the private sector. There is not one single grain of truth to this. My first priority has been, and always will be, working to ensure a quality education for all BHUSD students. I have been an educator for more than 35 years and I have no intention of stepping away from my responsibilities and life's work.

Of greater issue to me, is a deeply troubling and unfortunate pattern that has emerged from this paper: a lack of fact-checking and accountability. In this

letters cont. on page 5

briefs

A 5.4 Earthquake Shakes Beverly Hills

People in Beverly Hills found themselves shaking on Tuesday from the rippling effects of a 5.4 magnitude earthquake that hit near Chino Hills, over 30 miles away.

At 11:42 a.m. on Tuesday, an earthquake that the U.S. Geological Survey originally estimated at a 5.8 but revised to a 5.4 magnitude originated two miles southwest of Chino Hills. Its effects have reportedly been felt as far south as San Diego and as far east as Las Vegas, Nev. No injuries or deaths were reported by press time.

The emergency earthquake plan was enacted at Beverly Hills' City Hall and by the local emergency services crews, according to city spokesperson Cheryl Burnett. Everyone inside the City Hall, including office workers, visitors, department heads and the mayor, were evacuated to a pre-determined place after the shaking stopped. Designated floor managers accounted for everyone's well-being.

The Fire and Police departments began the Windshield Survey, in which they survey the city for structural damage or human injuries, said Burnett. The Building and Safety Commission sent out inspectors to assess the schools and other important city facilities.

Based on the location of the epicenter, the earthquake most likely was caused by

the Whittier Fault or the Chino Fault, not the larger San Andreas Fault, which caused the destructive 1994 earthquake, according to the USGS Web site.

A series of after-shocks, as great as 3.8 magnitude, were felt in the surrounding communities for the rest of the afternoon.

Public Review Started for Hilton Referendum Ballot Statements

"It's just too big." That's how the argument against the Hilton revitalization plan, or Measure_, starts on the proposed official sample ballot booklet to be distributed for the November election.

The arguments for and against the Hilton referendum and the city attorney's impartial analysis were released for public review by the City Clerk's office on Friday. They are available at the City Clerk's office for public review and input for 10 days.

The 296-word argument in favor of the Hilton expansion plan argues that it "creates the biggest single economic benefit in Beverly Hills' history for our schools and city." It was signed exactly as follows: Joan Seidel, a former Beverly Hills City Treasurer; AJ Willmer, former BHUSD Board of Education president; Bruce C. Corwin; Parviz Nazarian; and Vicky Mense, chair of Beverly Hills' Chamber of Commerce.

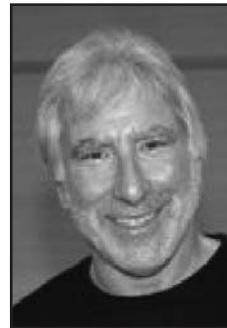
The 298-word argument against the Hilton expansion was signed exactly as follows: Larry Larson, treasurer of Citizen's Right to Decide Committee, who wrote the referendum; Richard A. Stone, a

former mayor and board of education president; Ben Norton Jr., a former mayor; Edward I. Brown, a former mayor and Planning Commission chair; and Brian Goldberg, professor.

The impartial city attorney's analysis lends weight to the pro-Hilton argument, noting that the city would "generate approximately \$390 million more in revenue to the City than the continuation of the existing development." It also notes that the building footprint will decrease by 20 percent and allow new public garden space.

The Final Environmental Impact Report did recognize "significant impacts" on the aesthetics of the area as well as on cultural resources based on changes to the architecture.

One aspect of the ballot that may be confusing for voters is what a "yes" or "no" vote would mean. Given the rhetoric around the issue, it might seem that voting "yes" on the ballot means voting "yes" for the referendum, when in fact the opposite is true. A "yes" vote on Measure_ gives support to the Hilton expansion plan.



Broida Elected to World ORT Governing Bodies

Beverly Hills resident Michael P. Broida recently joined a distinguished group of longtime, respected ORT America leaders who have been

elected to serve on the World ORT Governing Bodies for 2008.

ORT America is an organization that provides cutting-edge training and strategic educational initiatives to 300,000 people annually in 62 countries to become productive citizens and lead their families and communities forward. ORT America is dedicated to supporting Jewish values, strengthening Jewish identity and providing educational opportunities.

A certified public accountant for 30 years, Broida recently was elected as an observer on World ORT's Finance Committee. Broida has been a long-time ORT America board member as well as the associate chair of its Finance Committee. He has also served as vice chair of World ORT's Finance Committee. Broida has also served in many other capacities for the World ORT including as vice president and chair of the Finance, Budget and Investment Committee, Planned Giving committee and National Campaign Cabinet.

Larian Seeks Mistrial After An Alleged Ethnic Slur in Bratz Doll Case

The lawyer for Beverly Hills resident Issac Larian, creator of the Bratz dolls, asked for a mistrial on Friday in the copyright infringement case brought against his client by Mattel because of a racial slur allegedly used by a dismissed jury member.

The case involving Larian, CEO of MGA Entertainment, was in its first stage of the federal trial when a jury member

used a "disparaging" ethnic remark against Larian, who is Iranian, in jury deliberations, according to Larian's lawyer Thomas Nolan. Another juror alerted the court authorities to the derogatory remark, and the offending juror was dismissed from the case by presiding Judge Larson.

Jurors found that Larian conceived of the Bratz dolls idea while employed by Mattel on July 18, and were discussing possible damages to be paid Mattel by the defendant on July 23.

Nolan said that seventh amendment provides, in both federal and civil cases, that all defendants are entitled to fair and impartial deliberations by all jurors.

"Based on one juror's inappropriate statement, Mr. Larian and MGA were deprived [their seventh amendment rights] by a unanimous jury," said Nolan.

Nolan filed the briefs in the Riverside federal court on Monday morning. The trial has been suspended until Aug. 4 when a hearing will be held to determine whether or not to declare a mistrial.

Should the case not be declared a mistrial, there will be another two weeks of testimony, according to Nolan.



Congressman Henry Waxman Talks About AARP Issues

The AARP California has secured Congressman Henry Waxman (D-Los Angeles) to speak about the state of

health care and long-term financial security at a town hall forum titled "Divided We Fail."

Through the exchange, the AARP California hopes to shed light on what local elected officials think about these issues, which are outstandingly relevant to the AARP constituency.

The AARP California has invited the public to join in the meeting and to "help shape the debate on health care and financial security for the future."

The meeting will be held at the Westside Jewish Community Center, 5870 W. Olympic Blvd., at 6:30 p.m. on Aug. 6.

For reservations, call 877-926-8300. Light refreshments will be served. Parking is available.

Best Picture Nominee 'Brokeback Mountain' To Be Shown Monday At Academy Headquarters

The 2005 best picture nominee "Brokeback Mountain" will be shown Monday as the Academy of Motion Picture Arts and Sciences' "Great To Be Nominated" series continues at the Samuel Goldwyn Theater at the academy's headquarters at 8949 Wilshire Blvd.

The film's Oscar-winning screenwriter Diana Ossana and production designer Judy Becker will participate in a discussion about the film following the screening.

"Brokeback Mountain" a heartbreaking

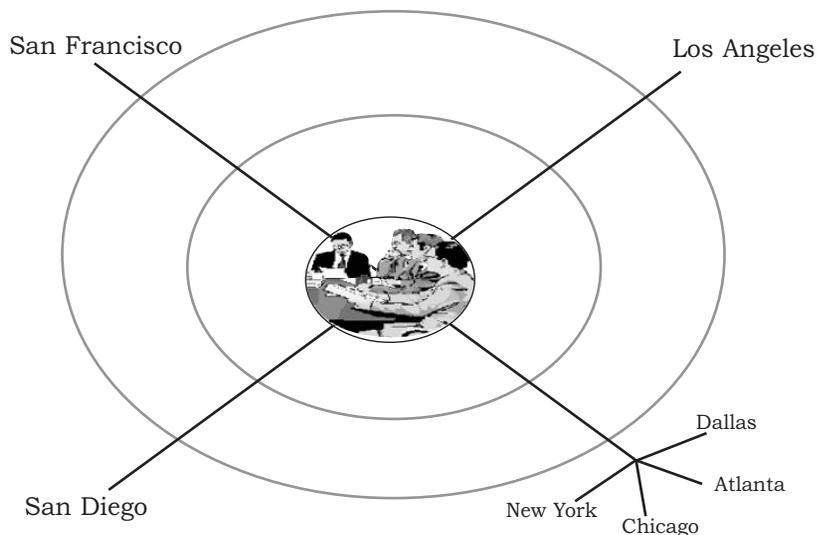
briefs cont. on next page

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police blotter & arrest summary

Arrest Summary

Stella, Shea Michelle, 23, of Westwood, arrested on 07/27/2008 for possession of controlled substance.

Francisco, Oscar Narciso, 19, of Reseda, arrested on 07/27/2008 for driving without license.

Lavi, Shirley Aziz, 24, of Beverly Hills, arrested on 07/27/2008 for force or assault with deadly weapon, not firearm: grave bodily injury likely.

Perez, Lorenzo Lotan, 45, of Los Angeles, arrested on 07/27/2008 for driving without license.

Boehmer-Klucken, Angelinka, 34, of Los Angeles, arrested on 07/26/2008 for driving under the influence of alcohol and/or drugs.

Patneau, John Patrick, 26, of Los Angeles, arrested on 07/26/2008 for disorderly conduct: intoxicated.

Lozano, Ricardo, 42, of Los Angeles,

arrested on 07/26/2008 for driving without license.

Leffridge, Damuer Hannibal, 35, of La Puente, arrested on 07/25/2008 for driving under the influence of alcohol and/or drugs.

Franqui, Alejandro Luis, 23, of Culver City, arrested on 07/25/2008 for driving under the influence of alcohol and/or drugs.

Anza, Marco Antonio Villalobos, 27, of Los Angeles, arrested on 07/25/2008 for driving without license.

Sebaig, Sebastian, 25, of Los Angeles, arrested on 07/25/2008 for outside warrant/felony.

Berman, Elizabeth Elin, 26, of Los Angeles, arrested on 07/25/2008 for driving under the influence of alcohol and/or drugs.

Hernandez, Melvin Orlando Recin, 25, of Palmdale, arrested on 07/25/2008 for driving without license.

Key, Deborah Lynn, 45, of Pacific

Palisades, arrested on 07/25/2008 for displaying unauthorized disabled person placard.

Male juvenile, 17, of Los Angeles, arrested on 07/25/2008 for grand theft:auto.

Watson, Myron Laurent, 29, of Los Angeles, arrested on 07/25/2008 for obstruct/resist/etc public/peace officer.

Jackson, Shawna Marie, 26, of Altadena, arrested on 07/25/2008 for burglary.

Male juvenile, 16, of Los Angeles, arrested on 07/25/2008 for grand theft: auto.

Buitrago, Eugenio David Gomez, 45, of San Gabriel, arrested on 07/25/2008 for displaying unauthorized disabled person placard.

Morales, Martin Sanchez, 38, of Los Angeles, arrested on 07/25/2008 for driving without license.

Crime Summary Burglary:

Occurred between 1530 on 07/19/2008 and 0730 on 07/21/2008 in the 9000 block of Wilshire Blvd.

No suspect information
Suspect(s) entered building, gained access to keybox and stole medicine out of cabinet.

Occurred between 1500 on 07/25/2008 and 0930 on 07/26/2008 in the 200 block of S La Cienega Blvd.

No suspect information
Unknown suspect (s) threw red brick paver through victim two's window entering

victim one's location, once inside suspect(s) removed money from victim one's secured drawer and then fled through same point of entry with property.

Loss: \$ 150

Occurred between 1945 on 07/26/2008 and 0244 on 07/27/2008 in the 200 block of S. Robertson Blvd.

No suspect information
Unknown suspect used Unknown hard object to enter locked public bathroom, used unknown cutting tool to cut wall between the bathroom and store, entered victim one, removed victim two's property and left in unknown direction.

Loss: \$ 106,000

Occurred between 1500 on 07/21/2008 and 1510 on 07/21/2008

In the 300 block of S Maple Drive
Suspects:
Female white, 40, 5'05", 160 lbs, blonde/strawberry hair
Male Hispanic, 12, 5'03", 140 lbs, brown hair

Unknown female uses false friendship of victim wife to obtain permission from victim to enter location. Suspect then removes property while victim sits in wheelchair.

police blotter cont. on page 7

letters cont. from page 3

instance, I had not been contacted by Rudy Cole to confirm or dispel any of these rumors. The school administration also has no record of any attempts by Rudy to reach out to me.

I deeply respect the service that the Weekly provides to Beverly Hills residents and I appreciate the encouragement and support I've received from publisher Josh Gross. At the same time, I cannot sit idly when reading false and deliberately planted accusations within its pages. Responsible reporting involves fact checking and I hope that in the future this practice will be followed.

Myra Demeter, Ph.D.
President
Beverly Hills Board of Education

COLE RESPONDS

I did try to reach Ms. Demeter through the district office without success and she does not have a listed phone. The Weekly probably had her number, but I was on deadline and had confirmed my story with some reliable sources.

However, Ms. Demeter seems to have forgotten that earlier this year she applied for appointment to a vacancy on the Community College Board of Trustees; and, had she been accepted, would have had to resign immediately as a member of the BH Board of Education. As far as we know she applied without notifying the district or her colleagues. Not exactly the actions of someone "who has no intention of leaving." But I accept her denial.

briefs cont. on from previous page
romantic drama about the thwarted love between two young men, received eight Academy Award nominations, including best picture. It received Oscars for best director (Ang Lee), best adapted screenplay (Larry McMurtry and Ossana) and best original score (Gustavo Santaolalla).

Its other nominations were for best actor (Heath Ledger), best supporting actor (Jake Gyllenhaal), best supporting actress (Michelle Williams) and cinematography (Rodrigo Prieto).

The Oscar-nominated animated shorts "Badgered" and "9" will be shown prior to "Brokeback Mountain."

Tickets are \$5 for the general public and

\$3 for Academy members and may be purchased online at www.oscars.org, in person at the Academy during regular business hours or on the night of the screening when the doors open at 6:30 p.m.

"Brokeback Mountain" will be shown beginning at 7:30 p.m. with pre-show elements beginning at 7 p.m.

The series consists of the movie from each year from 1993 to 2007 that received the most nominations without winning the best picture Oscar.

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

—Steven Herbert

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from the hills of beverly



Audit Gives Chamber Good Marks

Assorted other subjects

By Rudy Cole

The KH Consulting Group audit of the Beverly Hills Chamber of Commerce has been completed and delivered to the city for study and evaluation (see cover story, page 9).

A very cursory look at this really outstanding report has some important findings: The city is getting its money worth and the Chamber is delivering the services the city supports financially.

On the critical issue of separation of the Chamber and the Convention and Visitor's Bureau, the report cautions a very deliberative and thoughtful approach, listing both advantages and disadvantages of a split.

Are staff salaries too high? Not according to the report. Are there improvements needed in both CVB and Chamber? Yes, but with more community and business interest involvement.

First, the City Council should not act on any issue including separation until the Chamber has had a full opportunity to

study and respond to the audit.

We too need more time to evaluate the audit which was released yesterday.

Putting aside some private motives and personal issues some may have with the Chamber, the audit is a very healthy means of better understanding the Chamber's role in our community.

Wednesday the Los Angeles Times admitted the following errors: An affirmative action initiative pushed by **Ward Connerly** has not stalled in Nebraska, but in Oklahoma; **Cameron Silver** is the sole owner not co-owner of Decades; the federal deficit is not \$9.5 trillion, that is the overall federal debt, not a yearly deficit; a "home of the week" in La Jolla is not in Orange County, but San Diego County and a new James Brown DVD and an Elvis Presly CD due on "that day" but in reality would not be ready until August 5, 2008.

scandals that monument to oil greed contained.

Now it is a pleasure to recommend the current offering at the Reuben Cardova Theatre, **Neil Simon's** Pulitzer and Tony award winner "Lost in Yonker's." Directed by the talented **Howard Teichman**, it has an outstanding cast.

The play follows the relationships of a very dysfunctional family, is there a play about one that is functional?, and is set in Yonkers, of course, in 1942.

The young Neil Simon character, played by **Bridger Zadina**, and his older brother, portrayed by **Zav Herschfield** almost, but not quite, stole the show with their flawless performance. Not a missed line, none. Never a break in character, the two held their own with the more experienced cast members.

Their hapless widowed father, played by **Scott Facher** and their uncle Louie, by **Larry Ohlson**, were solid if slightly too stereotypical performances, especially the latter who was a gangster wannabe. Some slight subtleties would have helped.

On the other hand, the three female roles were even more stereotypical but incredibly brilliant nevertheless.

As the dominant, conniving mother and grandmother, **Nan Tepper** gives, not only a chilling interpretation of a matriarchal tyrant, she does it with such credibility that you know she must have been very real. Hardly ever sympathetic, ruthless and selfish at best, the grandmother is yet understandable. Credit Tepper for this wonderfully nuanced performance.

The lead character, Bella, has an even more challenging role: An emotionally challenged young woman striving to find some happiness in a world controlled by her mother and aware of her needs and limitations. A tough role, but one done with great sensitivity, flair and even humor by **Maria Spassoff**. Her need for love and affection which she transfers to her nephews is acted with great compassion and believability.

But there was a show stopper. Although only a minor character, another aunt, with her own mental limitations, played by **Amy Tolsky**, does a mid sentence voice change I can't begin to describe. A fantastic vocal trick, it brought the best laugh of the evening.

See it, and enjoy. Cordova Theatre at the high school, reservations 310.364.0535. (In September, a Theatre Forty original, "The Color of Rose" the life and times of Rose Kennedy, will be presented with **Gloria Storck**, **Jeanmarie Simpson** and **Meredith Bishop** doing the Kennedy matriarch's various ages. Produced by **Chuck Fries** and **David Stafford** and written by **Katherine Bates** from "a concept" created by Fries.)

How can five school board members with very opposing views on an issue all be right? In a way, I think their reaction to the hiring of an assistant principal for one of the elementary schools did achieve that impossible feat.

Two board members, **Brian Goldberg**
rudy cont. on next page

How many mistakes did I make last week? Enough, but after all The Times has more space to err. First, I am sorry I was not able to reach **Myra Demeter** before reporting on rumors that she was going to resign (see letters, page 5). I probably should have tried harder.

Or I could have used the **Drew Pearson** ploy. In a radio show the famed political gossip columnist once said the following: "I predict that the White House will firmly deny that (a cabinet member) will shortly resign. The next day President **Harry Truman** attacked Pearson for not getting it right and denied there would be a resignation. How did Pearson react? "As I predicted correctly, the White House denied my story."

Certainly, whether or not the reports I had been hearing from many sources were accurate, Demeter would have denied she was leaving. But I will take her at her word that this was never her intent. She now told me that not only is she not leaving, she is considering running for a third term. Well, let's not go overboard here.

Other mistake: Last week two readers named Richard had varying degrees of anger regarding something I wrote. I asked if there was one more Richard who could find fault. There was, but he was gentle. When I said **Richard Rosenzweig**, who has probably been president of every major Beverly Hills organization except Camp Fire Girls, had not served on a commission - his wife **Judy Henning** holding that distinction, I was very wrong. Richard was indeed president and member of the City Fine Art's Commission and later Ms. Henning also served on the same commission.

Another reader again mistakes what I wrote re: Hilton referendum. I did not, and would not, deny the right of citizens to circulate a referendum that would overturn a council action. What I opposed was a demand that the council not vote but submit the proposal to an election. In other words, having the council initiate a vote instead of doing so by petition circulation.

The democratic process and a system of government by representation is our best protection against hysteria or bigoted mob rule. That's inherent in our constitution.

Theatre Forty is really a community gem and merits our support, but it is also a wonderful way to enjoy theatre. For those of you who have not had a Theatre Forty experience, this is not "community theatre" or amateur night at the civic center, this is a highly regarded, very professional group.

Not all of their productions are winners, but their ratio of critical acclaim to pans is very high. A recent mild disaster was a musical which probably was not appropriate for the theatre's venue. Mercifully, it was yanked after one performance. A great success has been the long-running "The Manor" at historic Greystone, and the

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police blotter cont. from page 5

Loss: \$ 500

Occurred between 0030 on 07/22/2008 and 0530 on 07/22/2008 in the 9900 block of Robbins Dr.

No suspect information

Suspect (s) climbed in office window at rear of apartment and stole laptop and purse with contents.

Loss: \$ 1,400

Occurred between 1137 on 07/23/2008 and 1137 on 07/23/2008 in the area of Gregory Way/S Swall Dr.

No suspect information

Suspect walks onto private property possibly attempting to gain access to residence through rear door.

Occurred between 1105 on 07/23/2008 and 1107 on 07/23/2008 in the 200 block of S Clark Dr.

No suspect information

Suspect walks onto private property possibly attempting to gain access to residence through side door/rear window.

Occurred between 1407 on 07/24/2008 and 1422 on 07/24/2008 in the 800 block of N Bedford Dr.

No suspect information

Suspect(s) entered residence through back door by unknown means, stole vase, currency and watch and fled in unknown direction.

Loss: \$ 7,150

Occurred between 1645 on 07/25/2008 and 1649 on 07/25/2008 in the 300 block of S Peck Dr.

No suspect information

Suspect(s) entered victim's apartment through unlocked front door. Suspect placed victim's personal items inside of her bag.

Loss: \$ 0

Carjacking:

Occurred between 0330 on 07/26/2008 and 1600 on 07/26/2008 in the 1000 block of Loma Vista Dr.

Suspects:

Male white, 18

Male white, 30, black hair

Known suspect threw rock through front window of house, entered and removed property without permission.

Loss: \$ 3,535

Occurred between 1612 on 07/23/2008 and 1613 on 07/23/2008 in the 300 block of N Beverly Dr.

Suspect:

Male black, 20, 5'08", 145 lbs, black hair, brown eyes

Suspect entered store with black or blue bag on shoulder, immediately went to men's cologne section and placed property in bag and then fled store without paying.

Loss: \$ 650

Occurred between 1100 on 07/23/2008 and 1105 on 07/23/2008 in the 8500 block of Wilshire Blvd.

Suspect:

Female white, 20, 5'08", 130 lbs, brown hair, brown eyes

Suspect has conversation with victim and then takes keys to a BMW while victim is detailing a vehicle. S gets into vehicle and tries to steal it when victim stops her. Suspect slashes victim with a box cutter and flees on foot.

Assault:

Occurred between 1700 on 07/21/2008 and 1717 on 07/21/2008 in the 300 block of N Oakhurst Dr.

No suspect information

Suspect striking boyfriend in head with shaving gel can

Occurred between 2050 on 07/21/2008 and 2055 on 07/21/2008 in the 200 block of N Oakhurst Dr.

No suspect information

Boyfriend/girlfriend involved in verbal altercation suspect throws object at victim causing redness to cheek/forearm

Occurred between 0200 on 07/21/2008 and 0300 on 07/21/2008 at an Unknown location.

Suspects:

Male white, 29, 5'10", 180 lbs, brown hair, brown eyes

Male white, 28

Suspect punched victim on the nose using his fist

Theft/grand:

Occurred between 1200 on 06/28/2008 and 1200 on 07/14/2008 in the area of San Ysidro Dr/ Tower Rd.

No suspect information

B/t above times, unknown suspect removed city fire hydrant caps

Loss: \$ 1,200

Occurred between 0045 on 07/23/2008 and 0050 on 07/23/2008 in the 300 block of N Rodeo Dr.

No suspect information

Unknown suspects stole victim's unattended wallet while victim went outside to smoke.

Loss: \$ 20,700

Occurred between 0900 on 07/12/2008 and 2000 on 07/12/2008 in the 9600 block of S Santa Monica Blvd.

No suspect information

Suspect(s) removed two iPhone cellular phones from store inventory by unknown means.

Loss: \$ 898

Occurred between 1658 on 07/21/2008 and 1700 on 07/21/2008 in the 9600 block of Wilshire bl.

Suspect:

Male asian, 5'06", 200 lbs, black hair

Suspect(s) entered open department store and concealed lv handbag inside another bag. Suspect(s) fled location without paying for merchandise.

Loss: \$ 2,540

rudy cont. on from previous page and **Steven Fenton**, faulted the administration for not giving current staff a better opportunity to apply for the job while board members **Myra Lurie**, **Nooshin Meshkaty** and president **Myra Demeter** strongly defended the intense review process.

What was right about their differences was that, first, the methods used by the district to fill vacancies are laborious and aimed at finding the best possible administrators. In that process, it should consider assuring that our very able school superintendent, **Kari Mc Veigh**, has a team member with whom she can work. That has been a criteria for every selection for top jobs for several generations of school chiefs. It seems, from what we have been told, that the person selected has outstanding credentials and will be a great asset to the district.

However, and here's where the process needs to react to Fenton and Goldberg's position, the district should find methods of assuring that advancement opportunities are not denied to current staff. There needs to be some hope that one day a teaching job can mean better pay and more responsibilities and advancement.

True, other districts raid our schools and there is considerable movement among management level educators. It is also true that sometimes our schools need a new approach and new ideas – the outside argument does have merit. But some assurance of incentives and, at least equal opportunities for promotion, should be a rule for

the district.

The school district is still wrestling with setting a date for the massive, largest in our history bond election and whether that should come this November or in conjunction with the city council election in March.

Although strongly supporting the bonds, member Steven Fenton said there is not sufficient time to organize a successful election drive. Fenton points out that "not one dollar" has been raised for the campaign and that "with the referendum (Hilton) and the presidential election "it will be very hard to get our message heard."

Fenton makes sense, but there are other considerations. A November vote would not cost the district anything and may, and this is critical, not require the same number of "Yes" votes – nearly 12 percent less than a March, 2009 election. If that is accurate, I think Fenton and Goldberg would agree and even knowing the time challenges, support a November vote.

As for election confusions, trust me, the next council race is going to be off the wall in distractions. I would not want the school bonds and education issues tossed into that mix.

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

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BHHS Football Team Wins Tournament

Norman girls' basketball team finishes third in tournament.

By Steven Herbert

The Beverly High football team concluded its summer play by winning all seven of its games in the Arroyo Grande Tournament July 18-19, winning the tournament.

The Normans defeated Lompoc, San Luis Obispo, Morro Bay and Atascadero July 18 and Arroyo Grande, Santa Maria St. Joseph and Paso Robles July 19 in seven-on-seven touch football games played in T-shirts and shorts.

"We played great," Beverly Hills coach Carter Paysinger said. "[Quarterbacks] Dex Lucci and Josh Newman did a real good job of reading their keys and making the right decisions. Our receivers ... understood better what their counters were to the defenses that they faced. Our kids have shown improvement in all the things we look for at the end of the summer."

Receiver Daniel Bradbury "has had a tremendous summer and finished it off well with this tournament," said Paysinger, who also praised the play of running back-receiver Kenny Bassett and receiver Harrison Hopp.

The Normans played "very, very well" defensively in the tournament, said Paysinger, who praised the play of safety Anthony Fortier and cornerback Willie Wood.

Entering the Arroyo Grande Tournament, "we felt like we were behind and not as far along as we should be, then this weekend showed maybe they were not as far as behind as we thought," Paysinger said. Beverly Hills ended its summer practices July 22, while the so-called dead period, where on-field instruction is prohibited, began July 23. During the dead period, players run and lift weight under supervision of coaches, who are not paid during the period.

The Normans are scheduled to begin fall practice Aug. 21 and play host to

Marshfield (Mass.) Sept. 6 at Nickoll Field in their season opener.

Girls' Basketball Beverly Hills Shootout

The Normans concluded the tournament by defeating Los Angeles Washington, 59-28, in Sunday's third-place game in what coach Charles Solomon called their "best win of summer," with sophomore forward Morgan Mason scoring 21 points and senior guard Sophie Payson 15.

Beverly Hills led 21-15 at halftime and 28-18 with 12 minutes to play, as it avenged a defeat in last month's semifinals of the Watts Summer Games and won its third consecutive game.

The Normans were "unbelievable" on defense, Solomon said.

Beverly Hills began the tournament by winning two of three games in pool play, losing to Brea Olinda, 42-40, Friday but defeating Chatsworth Sierra Canyon, 70-29, and Palos Verdes, 53-38, both Saturday.

The Normans had the lead and ball with 20 seconds to play against Brea Olinda, ninth in Max Preps.com's final 2007-2008 Southern Section rankings, but committed a turnover. Mason scored 22 points.

Mason scored 24, Payson 16 and senior forward Javonna Young 15 against Sierra Canyon in a game Beverly Hills broke out to a 28-6 lead.

Young was named to the all-tournament team.

The tournament was played at the Swim-Gym.

San Diego Classic

Beverly High lost five of seven games, including its last three by a total of 10 points, in the tournament which bills itself as the nation's largest high school girls' basketball tournament.

"The overall effort over seven games was really strong," Normans coach Charles Solomon said. "I just thought the ball didn't bounce our way at the end of games."

The Normans concluded the tournament with a 47-44 loss to Mesquite (Ariz.) after leading for most of the game; a 51-46 loss to Laguna Hills in a game they led until the final minute, both July 19, and a 41-40 loss to Mission Hills Alemany July 20.

"It was heartbreaking how we ended a lot of close games," Solomon said. "We just couldn't finish. I don't know if we were tired."

Beverly Hills began the tournament with a 43-26 victory over Pomona Diamond Ranch July 17 in a game it led 43-26 at halftime.

The Normans lost to Santa Ana Mater Dei, 49-45, July 18 in what Solomon said was the team's "best game of the tournament."

Beverly Hills led for the first 36 minutes of the game, played with two 20-minute halves of running time. The Normans led 29-20 with 11 minutes to play. The Monarchs, who would finish third in the tournament's 3A Division, took a one-point lead with 3 1/2 minutes to play 49-45. Sophomore guard Kaleena Mosqueda-Lewis, described by Solomon as the "best player I've ever seen," scored all of Mater Dei's final 12 points.

Beverly Hills "completely laid an egg" later on July 18 in a 47-33 loss to Arroyo Grande in "the worst game I've ever seen our kids play," Solomon said.

The Normans began play July 19 by defeating Corcoran, 48-29.

Payson was named to the all-tournament team, and made 38 3-point baskets, including a combined 17 in the games against Corcoran and Mesquite, Solomon said.

Mason was the Normans' leading scorer and best player, despite spraining her right ankle in the Corcoran game.

The Normans played their first three tournament games at RIMAC Arena at UC San Diego and final four at Aztec Recreation Center at San Diego State.

Redondo Union High School Girls Basketball Varsity Summer League

Beverly Hills defeated Gardena Serra, 45-31, July 7, avenging an eight-point loss in a game played in the spring in a game the Normans were shorthanded.

"I thought we played very hard,"

Solomon said. "They're a very good team."

Mason, Payson and senior guard Didi Younesi drew praise from Solomon for their play.

Beverly Hills defeated Inglewood St. Mary's, 65-20, July 9.

What's Next?

The Normans are scheduled to begin play in the Best in the West Tournament at Gahr High School in Cerritos today against Bellflower. Beverly Hills is scheduled to continue tournament play Friday against Arcadia and Saturday against San Juan Capistrano JSerra. The tournament is set to conclude Sunday.

Junior Golf

Westfield PGA Section Championship

Alex Choi, a June Beverly High graduate, finished in a three-way tie for fourth in the boys 16-18 division, with a one-over-par 145, one shot behind third-place finisher Paul Lim of Torrance.

Choi shot a two-under-par 70 in the first round July 14, giving him sole possession of fourth place, three shots behind Nicholas Kelley of Moreno Valley and two behind Mark Hicks of Bermuda Dunes and Lim. Choi shot a three-over-par 75 in the final round July 15, with consecutive bogeys on the 13th through 16th holes. Kelley won with a six-under-par 138, two shots ahead of Hicks.

The tournament was played on the Champions Course of the East Valley Golf Club in Beaumont.

Junior Tennis

Beverly Hills Junior Tournament

Jackson Leipzig of Beverly Hills reached the semifinals of the boys' 12 and under singles division, defeating Sebastian Barahal of Kailua, Hawaii, 6-0, 6-2, in the round of 16 and Ragav Muthuramalingam, 6-0, 6-2, in the quarterfinals, before losing to eventual champion Gabriel Rapoport, 6-2, 6-1, in the semifinals.

Rapoport was seeded second.

The tournament concluded July 13 at La Cienega Tennis Center.

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



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AUGUST 16TH - 26TH



coverstory

LOCAL BUSINESSES SAY CHAMBER AUDIT RESULTS ARE OVERDUE

Results recommend more focus on day visitors to city

By Jacquelyn Ryan



Barry Brucker



Dan Walsh



Kathy Smits

Beverly Hills no longer has the exclusivity of being the high-end retail shopping area it once was in the past. Now, one can find a Saks 5th Avenue or Tiffany & Co. in a dozen other cities across the state and country. So it's time for the city, Chamber of Commerce and Convention and Visitors Bureau to work on marketing the Beverly Hills brand in other ways and encourage more day visitors from nearby cities, according to the results of an external performance audit conducted on the Chamber of Commerce that were released on Tuesday.

K&H Consulting, who conducted the Chamber's audit, found in part that the city and Chamber need to create a strategic business plan for the many different divisions and organizations in the city in order to have a standard on which to measure success and set goals, including increasing day visitors to Beverly Hills.

"We look at day visitors as vital to our economy. Though [day visitors] have been a segment that the CVB has not traditionally focused on, we have been mindful of them. We have been trying to attract visitors to SoBev, for instance. But we don't think about what kind of visitor they are. So

the recommendation that attention be drawn to day visitors is a good one," said the Chamber's CEO Dan Walsh. "It's a matter of funding. We need to have the funding to produce events that attract day visitors."

K&H president Gayla Hartsough noted that increased competition has made an impact on bringing day visitors and tourists to Beverly Hills and suggested that the Convention and Visitors Bureau (CVB) create an Advisory Group that would oversee the CVB's specific needs.

An advisory board for the CVB is "something worthy of consideration," according to Walsh, who said that the CVB currently has a dedicated board member overseeing it.

"This is being released at the same time that I am reviewing the Economic Impact Study, and actually we've seen tremendous growth in day visitors in the past three years according to the study," said CVB's Director Kathy Smits, who also said that there is currently an informal

advisory system in place for the CVB.

The audit results do not strongly suggest that the Convention and Visitor's Bureau, a division of the Chamber that was one of the central focuses of the audit, break off from the Chamber. Many of the improvements can be done while it continues to function in the Chamber, according to Hartsough.

However, Mayor Barry Brucker understood the results in a very different way.

"[The audit results showed that] virtually no other CVBs are run by their Chambers. And I believe that the underlying analysis suggests that we should have an independent CVB and board of directors," said Brucker, who was also on the ad hoc committee in connection with the audit. "The KH report kindly and in a very soft-shoed approach sent the message that things are not done per normal business standards."

Many local business owners said they are concerned with seeing the CVB step up its marketing and promotions of Beverly Hills and bring more tourists, visitors and their money to Beverly Hills, regardless of if it remains in the Chamber.

"I don't know if you make bureaucracy bigger that you make it better. I think the Visitor's Bureau could stay in the Chamber if [the city would work] to make it more effective," said owner of restaurant The Farm at Beverly Hills Fran Berger, who like many local business owners interviewed by the Weekly said she doesn't have much of a relationship with the CVB.

Berger's restaurant doesn't necessarily rely on tourists, but it does rely on locals and people in nearby cities coming to explore and dine in Beverly Hills. But both international tourists and residents of, say, Burbank could stand to see some better advertising of and accommodations in Beverly Hills, Berger believes.

"The [CVB] needs to do more to promote what's unique about Beverly Hills. There's no shopping here that you can't get elsewhere. You can go to Saks or Nordstroms anywhere. What we do have is unique restaurants and unique events," said Berger, who would also like to see more parking and more nightlife events in the city.

The results of the audit and other local business owners support Berger's sentiment.

"In a down economic time, in a city like Beverly Hills, they should advertise more," said Beverly Hills Diner owner Masood Moaven. With a restaurant that largely caters to the tourist crowd, he feels that the tourists, who do come into his restaurant, come in mostly by chance.

Steven Lococo, co-owner of Borrelli Salon on Burton Way, is a member of the Beverly Hills Chamber of Commerce and the West Hollywood Chamber of Commerce. Lococo said that in West Hollywood, the Convention and Visitors Bureau is a separate entity that he has worked with many times to bring in businesses from Atlanta, New York and other domestic locations.

"A Convention and Visitors Bureau is very important to any city structure. You need that PR machine to always reach out. In my experience in West Hollywood, the [Chamber and the CVB] are separated and it works incredibly well. [On the other hand,] I don't know the inner working of the [Chamber and CVB] in Beverly Hills, but I would think that it would be beneficial to all

be under one roof so you can stay in the loop about what's going on," said Lococo, who is an active member of the Beverly Hills Chamber.

By all accounts, Beverly Hills is a small town, but the council compares the city to bigger urban areas like New York, London, Chicago and Miami. And the consulting firm compared Beverly Hills to both larger cities, like Atlanta, and to smaller, upscale cities, like Catalina, Sedona and Palm Beach, said Hartsough. Of the 11 smaller cities included in the survey, nine of them had independent Convention and Visitors Bureaus.

For instance, even neighboring "small" city Santa Monica has a Convention and Visitors Bureau that is an independent non-profit organization, with an 11 member board of directors. It is fully funded by the city of Santa Monica.

It may be most cost-efficient to continue to house the CVB in the Chamber, said Hartsough. She estimated that it would cost the city \$120,000 to \$150,000 if it transitioned to an independent entity. She added, however, that it is important to weigh what the financial return might be to the city to have an independent CVB.

The audit results cautioned against making the CVB an entity of the city.

But even before the results of the audit were released, Mayor Barry Brucker felt that the CVB should be an independent entity with its own board of directors devoted to marketing Beverly Hills. Brucker said he envisions a board of directors made up of hoteliers, restaurateurs, retailers and convention marketers who will use the city's multi-million dollar funding for the CVB alone.

"I'm not anti-Chamber. But I truly believe that with an independent CVB that the Chamber may become more motivated because they have such an exceptional chairperson in Vicky Mense and an executive board of very bright people, some who I consider personal friends. If the CVB were separated, than I believe that the Chamber would sustain themselves and that the Chamber would be stronger and have more members at the end of the day, because they'd reach out more to the business community," said Brucker, who said he would transition the separation between the CVB and Chamber slowly over a 12 to 18 month period.

The audit results stressed the need for a strategic plan across the board, no matter what the actual plan may be. While CVB Director Smits takes the suggestion in a constructive way, she felt that the audit didn't give enough "credence" to the large amounts of planning and collaboration that occur currently at the Chamber and CVB.

"[The audit results] provide an analysis of the pros and cons, and we are evaluating them thoughtfully," said Walsh. "The goal here is to make continuous improvements. We are going to take our time mindfully considering them. We are anxious to hear from the [City Council]," said Walsh.

The consulting firm and ad hoc committee made up of Mayor Barry Brucker, Councilmember Linda Briskman, City Manager Rod Wood, Assistant City Manager Katie Lichtig and Alison Maxwell, will make presentations to the City Council at the next council meeting on Aug. 5.



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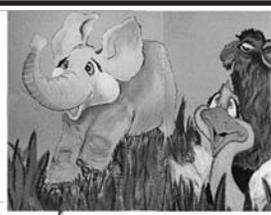
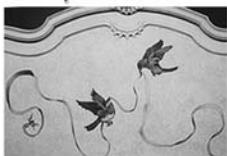
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ORDER TO SHOW CAUSE FOR CHANGE NAME
Filed: June 12, 2008
Case Number: LS017457

Petitioner:
ROOHOLLAH JOHN-PAUL YERMIAN
6230 Sylmar Ave.
Van Nuys, CA 91401
Superior Court of California
6230 Sylmar Ave.
Van Nuys, CA 91401
Northwest District

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

NOTICE OF HEARING
July 2nd, 2008
8:30 AM
Dept. A
Room 510

Signed: Pamela M. Schnegg

FICTITIOUS BUSINESS NAME STATEMENT: 20081170515
The following person(s) is/are doing business as: STUDIO TALLORING, 11233 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 7/31/03. Signed: Albert Sarkisyan, 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: 7/10/08. 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, 7/10/2008, 7/24/08, 7/31/2008-937

FICTITIOUS BUSINESS NAME STATEMENT: 20081170524
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, 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: 7/10/08. 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, 7/10/2008, 7/24/08, 7/31/2008-938

FICTITIOUS BUSINESS NAME STATEMENT: 20081170523
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. FLORENCIA M. BRAZA, 17530 Devonshire St. Northridge, CA. 91325. The business is conducted by: A GENERAL PARTNERSHIP. Registrant has not yet commenced to transact business under the fictitious business name or names listed here in. Signed: Allan C. Braza/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: 7/10/08. NOTICE - This fictitious 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, 7/10/2008, 7/24/08, 7/31/2008-939

FICTITIOUS BUSINESS NAME STATEMENT: 20081170522
The following person(s) is/are doing business as: THREED LEGGED DO 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 Wisch, 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: 7/10/08. 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, 7/10/2008, 7/24/08, 7/31/2008-940

FICTITIOUS BUSINESS NAME STATEMENT: 20081170521
The following person(s) is/are doing business as: AGUIRRE LEVINGTON 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: 7/10/08. 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, 7/10/2008, 7/24/08, 7/31/2008-941

FICTITIOUS BUSINESS NAME STATEMENT: 20081170520
The following person(s) is/are doing business as: WWW.MERCADOTOPPERANO.COM, 10906 Magnolia Blvd. #126, North Hollywood, CA. 91601. MIRTHA ROSE, 10906 Magnolia Blvd. #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: 7/10/08. 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, 7/10/2008, 7/24/08, 7/31/2008-942

FICTITIOUS BUSINESS NAME STATEMENT: 20081170519
The following person(s) is/are doing business as: TOM'S JR. FAMOUS CHILI BURGERS, 9756 Glendale Blvd. Sun Valley, CA. 91352. JESUS RAMIREZ, 14008 La Rue St. San Jacinto, 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 01/20/07. 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: 7/10/08. 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, 7/10/2008, 7/24/08, 7/31/2008-943

FICTITIOUS BUSINESS NAME STATEMENT: 20081170518
The following person(s) is/are doing business as: AGA TILE CONSTRUCTION, 337 N. Isabel St. #8, Glendale, CA. 91206. ARMEN GRIGORYAN, 337 N. Isabel St. #8, Glendale, CA. 91206. The business is conducted by: an INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here in on 03/07/03. 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: 7/10/08. 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, 7/10/2008, 7/24/08, 7/31/2008-944

FICTITIOUS BUSINESS NAME STATEMENT: 20081170517
The following person(s) is/are doing business as: GRANADA PALMS APARTMENTS, 17211 Chatsworth St. Granada Hills, CA. 91344. DONALD J. RANSOM, 19450 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: 7/10/08. 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, 7/10/2008, 7/24/08, 7/31/2008-945

FICTITIOUS BUSINESS NAME STATEMENT: 20081170516
The following person(s) is/are doing business as: VAW INTERIOR DESIGN, 13059 Doran St. #104 Van Nuys, CA. 91401. VARVARA MKRTCHYAN, 13059 Doran 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 Mkrtychyan, Owner. The registrant(s) declared that all information in the statement is true and correct.

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FICTITIOUS BUSINESS NAME STATEMENT: 20081191054
The following person(s) is/are doing business as: B&P 1555 Yagnes St. North Hollywood, CA. 91606. ARMEN SARKISYAN, 1555 Yagnes St. North Hollywood, CA. 91606. The business is conducted by: an INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Armen Sarkisyan, 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: 7/3/08. 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, 7/10/2008, 7/24/08, 7/31/2008-951

FICTITIOUS BUSINESS NAME STATEMENT: 20081191055
The following person(s) is/are doing business as: VALLEY VNS CHICKEN, 10201 Reseda Bl. #102, Northridge, CA. 91324. KIM KANG, 19451 Kilfinan St. Northridge, CA. 91326. 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: Kim Kang, 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: 7/3/08. 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, 7/10/2008, 7/24/08, 7/31/2008-952

FICTITIOUS BUSINESS NAME STATEMENT: 20081191056
The following person(s) is/are doing business as: BLONDAGE, 342 S. Cochran Ave. #408, Los Angeles, CA. 90036. CINDY WERNER, 342 S. Cochran Ave. #408, Los Angeles, CA. 90036. 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: Cindy Werner, 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: 7/3/08. 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, 7/10/2008, 7/24/08, 7/31/2008-953

FICTITIOUS BUSINESS NAME STATEMENT: 20081191057
The following person(s) is/are doing business as: HYE LOCK AND KEY, 11005 Babbitt Ave. Granada Hills, CA. 91344. ARUTYAN TAYMIZYAN, 11005 Babbitt Ave. Granada Hills, CA. 91344. The business is conducted by: an INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Arutyun Taymizyan, 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: 7/3/08. 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, 7/10/2008, 7/24/08, 7/31/2008-954

FICTITIOUS BUSINESS NAME STATEMENT: 20081191058
The following person(s) is/are doing business as: VALIATION, 19380 Rinaldi St. #529, Porter Ranch, CA. 91326. KENDRICK JACKSON, 19380 Rinaldi St. #529, Porter Ranch, CA. 91326. 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: Kendrick Jackson, 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: 7/3/08. 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, 7/10/2008, 7/24/08, 7/31/2008-955

FICTITIOUS BUSINESS NAME STATEMENT: 20081209331
The following person(s) is/are doing business as: ROCK ICON CLOTHING, 161 East Jefferson Blvd. Los Angeles, CA. 90012. JADE E. WILLIAMS, 826 W. 99th St. #5, Los Angeles, CA. 90044. ERIC D. MYERS, 826 W. 99th St. Los Angeles, CA. 90044. The business is conducted by: A CORPORATION. Registrant has not yet commenced to transact business under the fictitious business name in. Signed: Odysseus Demetriadi, 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: 7/10/08. 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, 7/24/08, 7/31/08, 8/27/2008 - 956

FICTITIOUS BUSINESS NAME STATEMENT: 20081170733
The following person(s) is/are doing business as: LAURA RAQUEL CETILIA, LAURA CETILIA, 1820 W. Madison Ave. Montebello, CA. 90640. LAURA RAQUEL THOMAS, 1820 W. Madison Ave. Montebello, CA. 90640. The business is conducted by: AN INDIVIDUAL. The registrant has not yet commenced to transact business under the fictitious business name in. Signed: Laura Thomas, 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: 7/10/08. 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, 7/24/08, 7/31/08, 8/27/2008 - 957

FICTITIOUS BUSINESS NAME STATEMENT: 20081170732
The following person(s) is/are doing business as: MARK JONATHAN CETILIA, MARK CELIA, 1820 W. Madison Ave. Montebello, CA. 90640. MARK JONATHAN KELLOGG, 1820 W. Madison Ave. Montebello, CA. 90640. The business is conducted by: AN INDIVIDUAL. The registrant has not yet commenced to transact business under the fictitious business name in. Signed: Mark Jonathan Kellogg, 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: 7/10/08. 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, 7/24/08, 7/31/08, 8/27/2008 - 958

FICTITIOUS BUSINESS NAME STATEMENT: 20081209225
The following person(s) is/are doing business as: ROXANA BEAUTY SALON, 15242 Parthenia St. Northridge, CA. 91343. ROXANA D. FLORES BELTRAN, 15242 Parthenia St. Northridge, CA. 91343. The business is conducted by: AN INDIVIDUAL. The registrant has not yet commenced to transact business under the fictitious business name in. Signed: Roxana Flores Beltran, 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: 7/8/08. 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, 7/24/08, 7/31/08, 8/27/2008 - 959

FICTITIOUS BUSINESS NAME STATEMENT: 20081209225
The following person(s) is/are doing business as: REBEL KINGS ENTERTAINMENT, 6312 10th Ave. #1, Los Angeles, CA. 90043. SADOR FESSAHAYE, 6312 10th Ave. #1, Los Angeles, CA. 90043. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced to transact business under the fictitious business name in. Signed: Sador Fessahaye, 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: 7/8/08. 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, 7/24/08, 7/31/08, 8/27/2008 - 960

FICTITIOUS BUSINESS NAME STATEMENT: 20081209224
The following person(s) is/are doing business as: NEW SOUND DJ, 14417 Chase St. Panorama City, CA. 91402. OGANES GUMROYAN, 14417 Chase St. Panorama City, CA. 91402. The business is conducted by: AN INDIVIDUAL. Registrant has not yet commenced to transact business under the fictitious business name in. Signed: Oganeyan Gumroyan, 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: 7/8/08. 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, 7/24/08, 7/31/08, 8/27/2008 - 961

FICTITIOUS BUSINESS NAME STATEMENT: 20081140171
The following person(s) is/are doing business as: OAK CONSULTING, 19242 Santa Rita St. Tarzana, CA. 91356. OREL ORI KASHAHOFF, 19242 Santa Rita St. Tarzana, CA. 91356. The business is conducted by: an INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here in on 2/10/03. Signed: Ori Kashahoff, 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: 6/26/08. 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: 7/10/2008, 7/24/08, 7/31/2008-954

FICTITIOUS BUSINESS NAME STATEMENT: 20081140171
The following person(s) is/are doing business as: NOYAN DISTRIBUTION AND WHOLESALES, 515 S. Flower St. 36th Floor, Los Angeles, CA. 90071. SILVA BABAYEVA, 10512 Prynthon Ave. Tujunga, CA. 91042. The business is conducted by: an INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here in on 4/23/03. Signed: Silva Babayeva, 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: 6/26/08. 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: 7/10/2008, 7/10/2008, 7/24/08, 7/31/2008-955

FICTITIOUS BUSINESS NAME STATEMENT: 20081191057
The following person(s) is/are doing business as: ISRACOM, 24028 Inpomer St. West Hills, CA. 91304. GLAD MIRON, 24028 Inpomer St. West Hills, CA. 91304. The business is conducted by: an INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here in on 6/18/03. Signed: Glad Miron, 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: 6/26/08. 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: 7/10/2008, 7/10/2008, 7/24/08, 7/31/2008-956

FICTITIOUS BUSINESS NAME STATEMENT: 20081191067
The following person(s) is/are doing business as: NORMAN SPYLO CO, 18707 Napa St. Northridge, CA. 91324. ELM DRIVE INDUSTRIES, INC, 18707 Napa St. Northridge, CA. 91324. The business is conducted by: A CORPORATION. Registrant has not yet commenced to transact business under the fictitious business name or names listed here in on 01/20/07. Signed: Mevin P. Spitz, Vice 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: 7/3/08. 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, 7/10/2008, 7/24/08, 7/31/2008-957

FICTITIOUS BUSINESS NAME STATEMENT: 20081191051
The following person(s) is/are doing business as: WATER FOR U, 7100 Havenhurst Ave. Unit #, Van Nuys, CA. 91406. ARAMAYS ZENZHARDZHYAN, 7100 Havenhurst Ave. Unit #, Van Nuys, CA. 91406. The business is conducted by: an INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here in on 7/8/03. Signed: Sukias Mikayelyan, 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: 7/3/08. 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, 7/10/2008, 7/24/08, 7/31/2008-958

FICTITIOUS BUSINESS NAME STATEMENT: 20081191052
The following person(s) is/are doing business as: S & S ELECTRIC, 5627 Buffalo Ave. #3, Sherman Oaks, CA. 91423. ANNE MARIE JORDAN, 6136 Fulton Ave. #3, Van Nuys, CA. 91406. The business is conducted by: an INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here in on 7/8/03. Signed: Sukias Mikayelyan, 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: 7/3/08. 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, 7/10/2008, 7/24/08, 7/31/2008-959

FICTITIOUS BUSINESS NAME STATEMENT: 20081191053
The following person(s) is/are doing business as: ANABELLE ELECTRIC, 14500 Roscoe Blvd. #10 Floor Panorama City, CA. 91402. CRISPOLLO J. ZORILLA JR, 14925 Labrador St. North Hills, CA. 91403. ANABELLE ZORILLA, 14925 Labrador St. North Hills, CA. 91403. ELYSAC AN. SIDLIAN, 13547 Ventura Blvd. Unit 306, Sherman Oaks, CA. 91420. The business is conducted by: A GENERAL PARTNERSHIP. Registrant has not yet commenced to transact business under the fictitious business name or names listed here in on 7/5/03. Signed: Crispulo J. Zorilla 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: 7/3/08. 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, 7/10/2008, 7/24/08, 7/31/2008-960

FICTITIOUS BUSINESS NAME STATEMENT: 20081228474
The following person(s) is/are doing business as: BOLTON CONSTRUCTION, 610 E. Providence Ave. #H, Burbank, CA. 91501. MAEIS ISAGHOLYAN, 610 E. Providence Ave. #H, Burbank, CA. 91501. The business is conducted by: AN INDIVIDUAL. The registrant has not yet commenced to transact business under the fictitious business name in. Signed: Maeis Isagholyan, 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: 7/10/08. 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, 7/24/08, 7/31/08, 8/27/2008 - 978

FICTITIOUS BUSINESS NAME STATEMENT: 20081228473
The following person(s) is/are doing business as: QUICK TIMES AND CAR SERVICE, 6565 Lankershim Blvd. N. Hollywood, CA. 91606. JUAN PINEDA, 6565 Lankershim Blvd. N. Hollywood, CA. 91606. SARA BAAMA, 6565 Lankershim Blvd. N. Hollywood, CA. 91606. The business is conducted by: AN INDIVIDUAL. The registrant has not yet commenced to transact business under the fictitious business name in. Signed: Juan Pineda, 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: 7/10/08. 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, 7/24/08, 7/31/08, 8/27/2008 - 980

FICTITIOUS BUSINESS NAME STATEMENT: 20081228472
The following person(s) is/are doing business as: QUINTES TIMES AND CAR SERVICE, 6565 Lankershim Blvd. N. Hollywood, CA. 91606. JUAN PINEDA, 6565 Lankershim Blvd. N. Hollywood, CA. 91606. SARA BAAMA, 6565 Lankershim Blvd. N. Hollywood, CA. 91606. The business is conducted by: AN INDIVIDUAL. The registrant has not yet commenced to transact business under the fictitious business name in. Signed: Juan Pineda, 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: 7/10/08. 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, 7/24/08, 7/31/08, 8/27/2008 - 981

FICTITIOUS BUSINESS NAME STATEMENT: 20081228471
The following person(s) is/are doing business as: DEEP CARPET CLEANING, K

Documents made in any other manner will not be binding, and Bidder shall not rely upon such interpretations, corrections and changes. The City's Representative will not be responsible for oral clarification.

10. All responses to this RFB accepted by the City of Beverly Hills (City) shall become the exclusive property of the City, at such time as the City Manager recommends a contractor to the City Council, and such recommendation, with any recommended contract appears on the Council agenda.

All proposals are public records, with the exception of those element of each proposal which are defined by the contractor and plainly marked as "Trade Secret", "Confidential" or "proprietary". Each element of a proposal which a contractor desires not to be considered a public record must clearly mark as set forth above, and any blanket statement shall not be sufficient and shall not bind the City in any way whatsoever. If disclosure is required or permitted under the California Public Records Act or otherwise by law, the City shall not be in any way liable or responsible for the disclosure of any such records or part thereof.

Background

The City of Beverly Hills is a residential community located in the western area of Los Angeles County with a population of about 35,000. It is 5.7 Square Miles and it has about 100 miles of all paved streets. The daytime population increases to about 170,000 due to employment and business activities mostly concentrated within the business district and the commercial stretch of Wilshire Boulevard.

The City began its sign replacement program back in the year 2000. The first phase was to replace and upgrade all traffic regulatory, warning and guide signs. The second phase which is the focus of this RFB is concentrating on replacement of regular and standard parking signs (CA R-32) series and (CA R-26) series and "street cleaning" parking prohibition signs mainly within residential streets. There are 1700 signs that need to be replaced and a few added presently missing. The project includes procurement of 300 reserved signs according to the inventory list to be delivered to the City for future repair and maintenance.

The City has other parking programs that require special types of signs such as Preferential Parking Permit signs and "overnight" parking permit signs and other specialized parking combination signs. However, replacement and modifications of these signs will be implemented in the future as a separate phase and they are not listed in the attached inventory and are not to be included in this RFB.

Scope of Work

The contractor will perform the following tasks to help achieve the project goal:

Task One: Fabrication and/or furnishing of standard parking signs

Activities:
Fabricate and/or furnish 2000 high quality standard size parking signs according to the attached specifications and inventory. These State of California Approved regulatory signs including R-32, R-26, R-30A and R-30A modified for street cleaning signs.

Task Two: Installation of parking signs

Activities:
Remove the existing and install "1700" parking signs per detailed inventory attached and according to the attached specifications and practice applicable to State and local regulations and standards pertaining to traffic and parking sign installations.

The overwhelming majority of these 1700 signs are posted on the street light poles along the residential areas. There are some signs that are posted on sign posts. This project does not include procurement and re-installation of "sign posts". The contractor shall notify the project coordinator with a list and location of any sign post which is not in a proper condition to be used for replacement of a new sign and the City will make arrangements to replace or repair the sign post either individually or collectively parallel to contractor's approved schedule.

CITY PROVIDE SERVICE

The City of Beverly Hills, Department of Public Works & Transportation shall assist the contractor with the following:

Assist the contractor by providing all available information pertinent to the project. Provide background information and procedures for installation. Arrange for access to and make provisions for contractor to work within Beverly Hills and issue a non-fee street use permit allowing the contractor to perform services. Designate a Project Coordinator to function as the principal liaison between the City and the contractor.

PROJECT ADMINISTRATION

City of Beverly Hills is the contracting agency for this project and all funds are budgeted within Public Works & Transportation Department Capital Improvement

Program of the FY 08-09 funds. Award of the contract will be subject to review and approval of City Council of the City of Beverly Hills and its staff. The Division of Transportation of the Public Works & Transportation Department will oversee the project through its completion.

PERIOD OF SERVICE

The City anticipates 150 days for fabrication, procurement and installation of parking signs from the date of "Notice to Proceed" following the award of the Contract and issuance of Purchase Order by the City Council. The contractor shall provide a detailed schedule of work (hours and days of operation are 8am-5 pm, Monday through Friday) to be reviewed and approved by the City designated Project Coordinator. Certain holidays will be observed when no works will be scheduled. The list of observed holidays is provided on attached Special Provisions -Sec. 2.

GENERAL REQUIREMENTS

SINGLE CONTRACT

The City intends to award the service contract for this project to one firm. A single Project Manager will be designated by the selected firm to manage and coordinate all services related to the project. The Project Manager shall be the primary point of contact with City staff. The Project Manager may be called upon to support the City at the City Council/Commissions Meeting(s) as the need arises.

The vendor's plan for successful and timely completion of the project is critical. The selected vendor will be required to prepare a detailed work breakdown structure, including schedule and cost breakdown for each two tasks. The selected contractor will be required to submit a monthly report with each monthly invoice. The report shall identify any issues or anticipated issues that may impact the project scope, budget or schedule.

NON-DISCRIMINATION

The Contractor shall not discriminate in the hiring of employees or in the employment of sub-contractors on the basis of race, culture and sexual orientation.

CERTIFICATE OF INSURANCE

Proof of insurance is not required to be submitted with your proposal, but will be required prior to the City's award of the contract. Professional Liability, Worker's Compensation and Employer's Liability insurance are required. In addition, certificates of General Public Liability (\$1,000,000.00 limits) and Automobile (\$1,000,000.00 limits) insurance shall name "the City of Beverly Hills" as additional insured on both documents.

INSTRUCTIONS AND QUESTIONS

Questions regarding this RFB should be directed only to the person designated below on a **fax** or **e-mail** format. Do not contact any other City employee or official regarding this RFP.

Bijan Vaziri PE, Traffic Engineer
FAX: 310-278-1838
e-mail: bvaziri@beverlyhills.org

ADDENDA

If any person contemplating submitting a proposal of the items or services listed herein is in doubt as to the true meaning of any part of this RFB, he/she may submit to the City representative(s) identified above, a written request for an interpretation or correction thereof. Any interpretation or correction of city specifications will be made only by addendum, duly issued by the City representatives(s) identified in Section 11, above. Copies of such addenda will be mailed or delivered to those persons who have received a set of specifications.

WITHDRAWAL OF THE BID

Any bidder may withdraw its proposal, either personally or by telegraphic or written request at any time prior to the time set for the opening of the bid.

RESOLUTION NO. 08-R-12616 RESOLUTION OF THE COUNCIL OF THE CITY OF BEVERLY HILLS DECLARING AND IMPLEMENTING WATER CONSERVATION STAGE "A"

The City Council of the City of Beverly Hills does resolve as follows:

Recently, the Governor has declared a drought in the State of California and the Metropolitan Water District has declared a Water Supply Alert. In light of this water emergency and for the reasons set forth in the agenda report presented to the City Council on July 15, 2008, the City Manager has determined that a five percent (5%) reduction in potable water use is required and that water conservation Stage "A" be declared and implemented by the City Council. Beverly Hills Municipal Code Section 9-4-301 provides that the City Manager or his designee is authorized to implement certain water conservation measures after holding a public hearing before the City Council.

On July 15, 2008, the City Council held a duly noticed public hearing to consider the recommendations of the Environmental Utilities Manager to implement water conservation Stage "A." After receiving oral and written testimony, including the agenda report, the City Council hereby determines as follows:

(a) Water Conservation Stage "A" is hereby declared throughout the City of Beverly Hills and the City Council hereby directs that the Environmental Utilities Manager implement Water Conservation Stage "A" as set forth herein.

(b) The Environmental Utilities Manager and/or appropriate City Staff shall hereby communicate to residents, visitors and businesses of the following voluntary water conservation measures for implementation: (i) restaurants shall serve water upon request only; (ii) all public restrooms in the city and private bathrooms in hotels shall notify patrons and employees of water conservation goals; (iii) plumbing and irrigation leaks shall be repaired as soon as possible; the city may issue notices to repair visible leaks; (iv) irrigation shall be reduced between dusk and dawn or 8pm to 8am; (v) no wash-down of paved areas shall occur except to alleviate immediate fire or sanitation hazards; (vi) operation of non-recycling fountains shall be reduced; and (vii) use of reclaimed water for construction purposes shall be encouraged. In addition to these elements, the City Council hereby authorizes the City Manager or his designee to implement other voluntary water conservation elements as determined by the City Manager as necessary in order to encourage behavioral changes in day to day life to achieve a five percent (5%) reduction in potable water. In accordance with Beverly Hills Municipal Code Section 9-4-303.B, the City Council hereby directs the City Clerk to publish this Resolution at least once in a newspaper of general circulation within the city and to post this Resolution in at least three (3) public places and continue to post this Resolution until such time as the restrictions set forth herein are repealed by resolution of the City Council.

The City Clerk shall certify to the adoption of this resolution and shall cause this resolution and his certification to be entered in the Book of Resolutions of the Council of the City.

Adopted: July 15, 2008

BARRY BRUCKER
Mayor of the City of
Beverly Hills, California

ATTEST:
(SEAL)
BYRON POPE
City Clerk

APPROVED AS TO FORM:

LAURENCE S. WIENER
City Attorney

APPROVED AS TO CONTENT:

DAVID D. GUSTAVSON
Director of Public Works and Transportation

NOTICE TO BIDDERS Construction of SEWER PIPELINE REHABILITATION FOR VARIOUS LOCATIONS

Within the City BEVERLY HILLS, CALIFORNIA

BIDS - Sealed Proposals for the Construction of Sewer Pipeline Rehabilitation for Various Locations within the City of Beverly Hills, California, will be received up to the hour of 2:00 p.m., on **August 26, 2008** at the office of the City Clerk of the City of Beverly Hills, located in Room 190 of City Hall at 455 North Rexford Drive, Beverly Hills, California. Bids will be publicly opened at 2:00 p.m. on the above-mentioned date in the office of the City Clerk of said City Hall.

SCOPE OF THE WORK - The work to be done shall consist of furnishing all the required labor, materials, equipment, parts, implements and supplies necessary for, or appurtenant to, the construction and completion of the sewer improvement project in accordance with Project No. 5072, Sheets 1 through 16 and the Specifications prepared for this project.

In general terms, the contract work for this project shall consist of the following items of work:

<u>ITEM NO.</u>	<u>ESTIMATED QUANTITY</u>	<u>DESCRIPTION</u>
<u>Overall Project Bid Items</u>		
1.	1 Lump Sum	Trench and Excavation Safety Measures
2.	1 Lump Sum	Prepare and Implement Sewage Spill Prevention and Response Plan
3.	1 Lump Sum	Traffic Control
4.	1 Lump Sum	Bypass Pumping
<u>Lining Project Bid Items</u>		
5.	2,793 Linear Feet	Sewer Cleaning
6.	2,793 Linear Feet	Pre-Rehabilitation Video
7.	16 Linear Feet	Provide and Install 6-inch Cured-In-Place Pipe
8.	2,777 Linear Feet	Provide and Install 8-inch Cured-In-Place Pipe
9.	77 Each	Restore Service Lateral Connection
10.	2,793 Linear Feet	Post-Rehabilitation Video
<u>Point Repair/Replacement/Realignment Project Bid Items</u>		
11.	1,179 Linear Feet	Pre-Rehabilitation Video
12.	42 Linear Feet	Remove and Dispose of 6-inch Extra Strength VCP Sewer
13.	296 Linear Feet	Remove and Dispose of 8-inch Extra Strength VCP Sewer
14.	25 Linear Feet	Abandon Existing 6-inch Extra Strength VCP Sewer
15.	12 Linear Feet	Construct 6-inch Extra Strength VCP Sewer
16.	337 Linear Feet	Construct 8-inch Extra Strength VCP Sewer
17.	2 Each	Construct 48-inch Pre-Cast Manhole
18.	5 Each	Reconnect Lateral Connection
19.	998 Linear Feet	Post-Rehabilitation Video

Copies of the Plans, Specifications and Proposal Form may be inspected and obtained at the office of the City Engineer at 345 Foothill Road, Beverly Hills. There is no charge or deposit required for this material, therefore, they are not to be returned to the City for refund. Each bidder shall furnish the City the name, address, and telephone number of the firm requesting bid documents.

Copies of the Plans, Specifications and Proposal Form may be inspected and obtained at the office of the City Engineer at 345 Foothill Road, Beverly Hills. There is no charge or deposit required for this material; therefore, they are not to be returned to the City for refund. Each bidder shall furnish the City the name, address, and telephone number of the firm requesting bid documents.

References in the project specifications to specific sections of the Standard Specifications refer to the book of "Standard Specifications for Public Works Construction", 2006 Edition, written by a Joint Cooperative Committee of the Southern California Chapter of the American Public Works Association and Southern California District of the Associated General Contractors of California. Contractors wishing to obtain this book may purchase copies directly from the publisher, Building News, Inc., 1612 South Clementine Street, Anaheim, California, 92802; (800) 873-6397.

LIQUIDATED DAMAGES - There will be a One Thousand Dollar (\$1,000) assessment for each calendar day that work remains incomplete beyond the time stated in the Proposal Form. Refer to the Proposal Form for specific details.

PREVAILING WAGES - In accordance with the provisions of Section 1770 et seq, of the Labor Code, the Director of Industrial Relations of the State of California has determined the general prevailing rate of wages applicable to the work to be done.

The Contractor will be required to pay to all workers employed on the project sums not less than the sums set forth in the documents entitled "General Prevailing Wage Determination made by the Director of Industrial Relations pursuant to California Labor Code, Part 7, Chapter I, Article 2, Sections 1770, 1773, 1773.1."

A copy of said documents is on file and may be inspected in the office of the City Engineer at 345 Foothill Road, Beverly Hills, California 90210.

Attention is directed to the provisions of Sections 1777.5 and 1777.6 of the Labor Code concerning the employment of apprentices by the Contractor or any subcontractor under him. The Contractor and any subcontractor under him shall comply with the requirements of said sections in the employment of apprentices.

Information relative to apprenticeship standards and administration of the apprenticeship program may be obtained from the Director of Industrial Relations, San Francisco, California, or from the Division of Apprenticeship Standards and its branch offices.

PAYROLL RECORDS - The Contractor's attention is directed to Section 1776 of the Labor Code, relating to accurate payroll records, which imposes responsibility upon the Contractor for the maintenance, certification, and availability for inspection of such records for all persons employed by the Contractor or by the Subcontractors in connection with the project. The Contractor shall agree through the Contract to comply with this section and the remaining provisions of the Labor Code.

INSURANCE AND BOND REQUIREMENTS - The Contractor shall provide insurance in accordance with Section 3-13 of the City of Beverly Hills, Public Works Department, Standard Contractual Requirements, included as part of these Specifications. All subcontractors listed shall attach copies of the Certificate of Insurance naming the Contractor as the additional insured as part of their insurance policy coverage. In addition, the Contractor shall guarantee all work against defective workmanship and materials furnished by the Contractor for a period of one (1) year from the date the work was completed in accordance with Section 2-11 of the Standard Contractual Requirements. The Contractor's sureties for the "Performance Bond" shall be liable for any work that the Contractor fails to replace within a specified time.

GENERAL INSTRUCTIONS - Bids must be submitted on the Proposal Form prepared for this project and shall be delivered at the office of the City Clerk within a sealed envelope supplied by the City and marked on the outside as follows: "PROPOSAL FOR SEWER PIPELINE REHABILITATION FOR VARIOUS LOCATIONS."

THE CITY RESERVES THE RIGHT TO REJECT ANY BID OR ALL THE BIDS AND TO WAIVE ANY INFORMALITY OR IRREGULARITY IN ANY BID, BUT IF THE BIDS ARE ACCEPTED, THE CONTRACT FOR THE IMPROVEMENT WILL BE LET TO THE LOWEST RESPONSIBLE BIDDER FOR THE PROJECT AS A WHOLE.

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256-Locksmith
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LEGEND

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262-Painting
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266-Plumbing
267-Piano Tuning
268-Roofing
270-Sandblasting
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276-Tile
278-Tree Service
280-Tutoring
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286-Windows
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289-Lessons
290-Trainer

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302-House Unfurnished

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308-Condominiums
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310-Rooms
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710-Medical Supplies
715-Coins & Stamps
720-Computers
725-Furniture

726-Miscellaneous
730-Musical Instruments
735-Office Furniture
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800-Real Estate Loans
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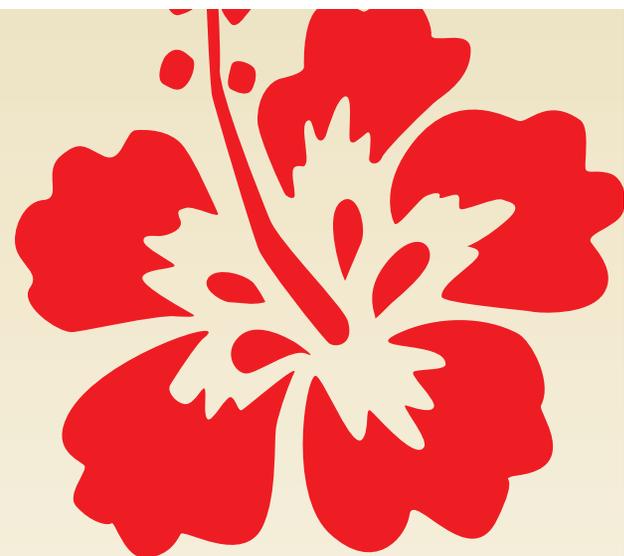
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