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Issue 474 • October 30 - November 5, 2008



Our election endorsements • pages 12-13



letters & email

“Columnist Faces North, Homeowner Group That Is” [Issue #473]

Who and what is Rudy Cole?

I read his column only occasionally and generally find them distasteful because of his snippy attitude and his unsupported positions. I see no great intelligence or depth in this man.

I specifically attended the Beverly Hills North Homeowners Association meeting to give him a chance by hearing him speak and by asking him some questions relating to what he said.

[Former Mayor] Bob Tanenbaum spoke, presented his position, questioned aspects of the project, produced easily understood numbers to establish his position and presented an excellent common sense argument besides.

Rudy Cole spoke in gross generalities, parroted the broadest Yes on H numbers, provided no evidence to corroborate the correctness of those numbers and spent no time addressing or refuting Mr. Tanenbaum’s assertions.

When he finished, he ran away like a coward without explanation.

When reading his October 23 column, he explained he left to provide additional difficulty to the Beverly Hills Police by adding another body to a situation which clearly did

not need another body. He then says how much he trusts and admires the BHPD which he doesn’t seem to have trusted enough to do their job without his meddling.

I really do not know what to make of his October 23 column. He dishes the dirt about a purported riff between Larry Larson and Bob Tanenbaum. He bemoans the lack of an impartial fact finding group but sees no need to get his hands dirty by spending time researching and finding the facts himself as any good reporter would do. But he does find time to continually parrot the unsubstantiated Yes on H party line. He then takes pokes at the Peninsula Hotel saying they are mad because they couldn’t be bigger and at the Beverly Hills Hotel for having insufficient parking as if that is an excuse for the Hilton to follow in their footsteps. He also states there is nothing to worry about even

though the Hilton would not guarantee free onsite parking for their employees. It would seem he believes Mr. Greenspan’s arguments about businesses policing themselves. It came back to bite Greenspan and if we listen to Cole’s naive arguments it will come back to bite us.

When I look at the more than a solid page of copy for this drivel in your October 23 issue it makes me shudder.

Again, I may be missing something, but if I am, please tell me — who and what is Rudy Cole and what is supposed to be the purpose of his column?

I, and I believe many other readers, would like to know.

Tom Roberts
Beverly Hills

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WHAT’S ON YOUR MIND?

You can write us at:
140 South Beverly Drive #201
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You can fax us at:
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editor@bhweekly.com



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BY KRISTEN LAZARIAN
DIRECTED BY MICHAEL CONNORS



JUST DROPPING BY SANTA MONICA BOULEVARD

Former President Bill Clinton took a break from campaigning for Democratic presidential nominee Sen. Barack Obama to drop by Beverly Hills' Affaire in the Gardens Art Show this month. Beverly Hills Lead Park Ranger Chae Yi (left) got a chance to say hello.

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BHUSD superintendent McVeigh to leave Beverly Hills

McVeigh is finalist for position in Northern California

By Jacquelyn Ryan



Kari McVeigh

BHUSD superintendent Kari McVeigh is rumored to be a finalist for a position as the superintendent of the New Haven Unified School District (NHUSD), an approximately 12,000-student, 12-campus district in a largely working-class section of the San Francisco Bay Area.

The NHUSD's Board of Education is scheduled to officially announce the appointment of the new superintendent tomorrow. The new superintendent would be expected to start almost immediately.

McVeigh joined BHUSD as superintendent in 2006 from San Diego Unified. Since her arrival, McVeigh has received mixed reviews from BHUSD teachers. The BHUSD Board of

Education recently tabled a discussion to extend McVeigh's contract, which expires Sept. 30, 2009. McVeigh had previously taught for many years in Las Vegas.

The NHUSD Board, utilizing the California School Boards Association's executive search service, screened 21 candidates for the superintendent position, according to area newspaper The Argus.

Two finalists met with the NHUSD Board last Saturday after the candidates were evaluated by the district's Superintendent Selection Advisory Council, a 20-member panel including a student board representative, seven parents, four teachers, four classified employees, three principals and the executive director of the New Haven Schools Foundation, according to The Argus.

The New Haven Board of Education came to visit the BHUSD and Board of Education last week. It's common practice for a Board seriously considering a particular candidate to

visit the candidate's current district.

NHUSD's former superintendent Dr. Pat Jaurequi headed the district from 2004 until August 2008 when she left to become superintendent of San Juan Unified School district in Sacramento County. Jaurequi's contract with NHUSD did not expire until 2010.

"I wasn't looking to leave, and I've turned down opportunities when I've been recruited in the past," said Jaurequi in a prepared statement. "My husband and I have our permanent home not far from [San Juan], and he just started a job in that area."

NHUSD's deputy superintendent David Pava is currently acting as New Haven's interim superintendent.

The NHUSD, which covers Union City and Hayward in Alameda County, has seven kindergarten-to-fifth grade elementary schools: Alvarado, Eastin, Emanuele, Hillview Crest, Kitayama, Pioneer and Searles; two middle schools: Alvarado and Cesar Chavez; and two high schools: James Logan and Conley-Caraballo, which serves alternative education and continuation students. Seventy-five percent of the NHUSD student population identified as a minority.

In Union City, the average household earned around \$78,000 annually and the average home sold for \$400,000, according to 2006 U.S. Census data.

Jaurequi's yearly salary was approximately \$197,250 at New Haven. McVeigh currently earns \$200,000 annually at BHUSD, a five-school, 5,000-plus-student district.

If McVeigh leaves the district, the BHUSD Board of Education could promote one of its three assistant superintendents to the job of interim superintendent or it could seek other outside candidates for the position.

McVeigh and the NHUSD Board president Kevin Harper could not be reached for comment by press time.

briefs



Rod Wood

City Manager Wood says city not on hiring freeze


Beverly Hills City Manager Rod Wood says that the city is not on a "wide-spread hiring freeze," but has put on hold hiring for vacant positions that have not begun the interview process, according to an e-mail sent to city employees on Friday.

"In unpredictable times, it is incumbent upon us, and all responsible organizations, to plan for various economic situations. As such, I've asked our department heads to consider different scenarios so that we are not caught by surprise in the event of continued economic challenges," said Wood in the e-mail.


No staff cuts were announced but city officials are evaluating where to cut back in spending in face of the financial squeeze.

"It is important that city government take steps to reign in costs and improve productivity, just as private businesses, non-profits, and families are doing. Any decisions affecting programs, budget and personnel would be thoroughly considered and evaluated by City staff and the City Council," said Wood.

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PAINTING BY JEREMIAH GOODMAN




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NOTICE OF ELECTION

NOTICE IS HEREBY GIVEN that a General Municipal Election will be held in the City of Beverly Hills on Tuesday, March 3, 2009, for the following Officers:

For Three (3) Members of the City Council (Full term of four years)
For a City Treasurer (Full term of four years)

The nomination period for these offices begins on Monday, November 10, 2008 and closes on Friday, December 5, 2008 at 5:00p.m.

If nomination papers for an incumbent officer of the city are not filed by December 5, 2008 (the 88th day before the election), the voters shall have until the 83rd day before the election, December 10, 2008 at 5:30pm, to nominate candidates other than the person(s) who are the incumbents on the 88th day before the election, for that incumbent's elective office. This extension is not applicable where there is no incumbent eligible to be elected.

If no one or only one person is nominated for an elective office, appointment to the elective office may be made as prescribed by § 10229, Elections Code of the State of California.

The polls will be open between the hours of 7:00 a.m. and 8:00 p.m.

City Clerk
Dated: October 30, 2008



Phillip West

Highlights and Norman News go to St. Louis

Twenty students on the Beverly High's Highlights newspaper and Norman News staff next month will travel to St. Louis,

Mo., to take compete with high schools nationwide at the Journalism Education Association/National Scholastic Press Association (JEA/NSPA) High School Journalism Convention.

Held Nov. 16 to 19, the JEA/NSPA convention brings out around 4,500 high school students to enjoy seminars and educational workshops as well as "write-offs" and "design-offs" or individual writing and designing competitions.

Twelve Beverly High students will enter writing competitions at the St. Louis event with an additional two students will submit an investigative report on recycling in Beverly Hills for the competition, according to Beverly High English and journalism teacher Phillip West.

In the past, Highlights has won for best newspaper overall and several journalism staff members have won the top individual writing prize.

The journalism students at Beverly High "warmed up" for the national competition by attending a recent regional competition at the California State University, Northridge campus.

Competing with 20 Los Angeles-area schools, the six Beverly High students each took home one of the competition's 20 awards, West said.

The event in St. Louis is JEA/NSPA's East Coast competition. The West Coast competition will be held in Phoenix in March; Beverly High hopes to attend.

The students will be chaperoned in St. Louis by Phillip West and former journalism teacher Mimi Nguyen.

The Battle for Beverly Hills goes online

A nine-minute video titled "The Battle for Beverly Hills" that depicts several prominent Beverly Hills figures describing their opposition to Measure H is abuzz in Beverly Hills, garnering over 1,000 views since it premiered on Youtube this week.

The video's writer and director Beverly Hills resident Deborah Blum, a documentary filmmaker for the History and Discovery channels, said she felt she had to create the video to inform her fellow residents of the impending "megabeast," a Waldorf=Astoria hotel and two condo buildings, that could be erected on the Beverly Hilton lot on corner of the busy Wilshire and Santa Monica boulevards if Measure H passes.

Three weeks ago, the Beverly Hilton's Yes on Measure H campaign released its own video, which was delivered to Beverly Hills residents and eventually also made its way onto Youtube. Their video includes prominent Beverly Hills

figures and some local experts discussing merits of the project.

Oasis West Realty president Ted Kahan says the Battle for Beverly Hills video is "filled with half-truths."

One example of a half-truth, Kahan says, is the No on H video's example use of the Four Seasons. Unlike the Hilton plan, the Four Seasons was built without condominiums. What's not mentioned in the video is that Four Seasons has a medical office building with 90 doctors and a professional TV studio that brings in steady traffic, according to Kahan.

The Battle for Beverly Hills also discusses the effects the project could on El Rodeo School and its students. The video suggests that the BHUSD will have to pay for mitigation and environmental monitoring costs out of its general fund during the project's five-year construction period, taking money out of classrooms.

Kahan says that the Hilton will pay all the mitigation and environmental monitoring costs without financial limit and separate from the \$1.6 million already guaranteed to the school district from the project.

But Board of Education member Brian Goldberg said that the Board will have independent monitoring "to go above and beyond to protect our kids." The district estimates monitoring and mitigation as well as a legal representative from the school district to attend city and Hilton meetings could cost \$5.4 million to \$10.3 million.

The Weekly obtained a March 20 letter

from the BHUSD's lawyers Gaines & Stacey, LLP, in which the District requested that the Hilton cover those costs, up to \$10.3 million. The Hilton declined.

Both videos can be found on Youtube.



Henry Waxman

Waxman named in top 10 congressional leaders

Esquire magazine named Rep. Henry Waxman (D-Los Angeles), who represents Beverly Hills in the 30th district, as one of the top 10 congressional representatives in the country.

"Someone must count the costs of this presidency, and Waxman has for years been the most consistent voice in Congress not just calling for Bush-administration malfeasance and constitutional vandalism to be investigated but -- with his army of investigators -- actually doing something about it. In that, he has been virtually alone," reads Esquire's article.

Rep. Waxman, chairman of the Committee on Oversight and Government Reform, has worked to counter the Bush Administration's efforts to diffuse congressional oversight and roll back health and environmental laws. Waxman has launched investigations of White House ties to Enron, contract abuses in Iraq, and the politicization of science. He has also fought for dis-

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DO NOT BELIEVE THE HILTON'S SCARE TACTICS

False information is being spread by the Courier

The innuendo about any cuts in City services if Measure H does not pass is completely FALSE.

MAYOR BARRY BRUCKER SETS THE RECORD STRAIGHT:

- * Says Mayor Brucker: "There are NO cuts or freezes on any existing positions. "
- * Says Mayor Brucker: "The Council has NEVER discussed cutting Police, Fire, Paramedic, Library or Roxbury Senior Center."
- * Says Mayor Brucker: " Our City services continue to be maintained at the first rate level.

This council has never wavered from that commitment to the community and unlike the inference (in Courier's misleading reporting) it is not dependent on any single development project happening."

The Hilton expansion represents the single biggest windfall for lobbyists and special interests in the history of Beverly Hills. Do not let yourself be manipulated by their propaganda machine.

See what your neighbors think of the Hilton expansion by going to www.justtoobig.com or see real-life drama in 90210 and learn the truth about Measure H. Go to YOU TUBE and play this video: "THE BATTLE FOR BEVERLY HILLS."

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Beverly Hills Chamber of Commerce
President, Beverly Hills Education Association (teacher's union)
City of Beverly Hills (by unanimous vote of city council)
Beverly Hills Board of Education (by unanimous vote)
Beverly Hills PTA Council and each PTA and PTSA

A very partial list of the outstanding community leaders who support MEASURE E

BEVERLY HILLS UNIFIED SCHOOL DISTRICT, BOARD OF EDUCATION

President Myra Demeter, PhD
Vice President Nooshin Meshkaty
Board Member Myra Lurie
Board Member Steven Fenton
Board Member Brian David Goldberg, PhD

BEVERLY HILLS CITY COUNCIL

Mayor Barry Brucker
Vice Mayor Frank Fenton
Councilmember Linda Briskman
Councilmember Jimmy Delshad
Councilmember Nancy Krasne

EDUCATION LEADERS

Past PTA President and Current PTA Council Co-President Nadine Neiman
Past PTA President and Current PTA Council Co-President Frannie Rennie
Past PTSA President and Past PTA Council President Aviva Laufer
Past PTA President and PTA Council President, Stacey Raskin
Past PTA President and Past PTSA President, Sue Brucker
Past PTA President Ann Capogrosso
Past PTA President Elizabeth Chait
Past PTA President Sherry Neman
Past PTA President Marc Saleh
Past PTA President Ronit Stone

CIVIC & COMMUNITY LEADERS

Former Mayor Allan Alexander
Former Mayor Dr. Charles Aronberg
Past BHEF President Lili Bosse
Former President, Board of Education Willie Brien, MD
Former Mayor Les Bronte
BHEA President (teacher's union) Chris Bushee
Planning Commission Chair Noah Furie
Founder, Rodeo Drive Association, President Fred Hayman
Beverly Hills Resident's Association, President Alan Kaye
Former President, Chamber of Commerce, Thomas Korey
Former School Board President Virginia Maas
Former President, Board of Education, John Millan
Former President, Board of Education, Lillian Raffel
Former Mayor Vicki Reynolds
Former President, Board of Education Alissa Roston
Former President, Chamber of Commerce Richard Rosenzweig
Former Mayor Maxwell Hillary Salter
Former City Treasurer Joan Seidel
Former Mayor/School Board President Richard Stone
Former Mayor and President Beverly Hills North Homeowner's Association
Robert K. Tanenbaum
Former Mayor Joseph Tilem
Former School Board President AJ Willmer

SCHOOL PTA LEADERS

Judy Benowitz, El Rodeo
Cindy Dubin, El Rodeo
Annette Saleh, Hawthorne
Debbie Isaacman, Hawthorne
Jennifer Terrell Schwartz, Beverly Vista
Susie Roberts, Beverly Vista
Monique Gibbons, Horace Mann
Amy Phillips, Horace Mann

And current presidents of High School PTSA, Mrs. Laufer and Mrs. Roston,
(also listed above)

(Organization listed are for identification purposes only)

Safer more Secure Schools for the Kids, Teachers and Staff, and Every Resident of our Community

"Our city council voted unanimously to support Measure E. We must make our schools safer and more secure. All of our schools are also available for every resident in case of any natural disaster."

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Mayor
City of Beverly Hills

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from the hills of beverly



Some Personal Endorsements

In and out of Beverly Hills
By Rudy Cole

Well, it is really almost over, this seemingly endless process of electing a president of the United States. From the Iowa caucuses to the New Hampshire primary to super Tuesday and a wide field of candidates to the final two, America will at long last learn who will lead us through some of the most difficult years in most of our lifetimes, no matter who moves into the oval office.

Despite the polls, I am not convinced this will be a slam dunk for **Barack Obama**. He could have ended his campaign sounding more presidential, less confrontational and exhibiting more warmth, more humor – one of the best tools any candidate can display.

However, the real disappointment in this campaign has been **John Mc Cain**.

He won primaries all over America by appealing to the middle ground, by talking straight on issues and not engaging in demagoguery. Then, when he most need-

ed to reach the independent voter he inexplicably turned sharply to the right, became enmeshed in name calling and hyperbole.

At a time when both he and Obama joined the president in a bail out of the financial institutions of America, he suddenly became a voice for Reagonomics, the trickle down theory, accusing Obama of wanting to “spread the wealth” and wasn’t that exactly what government was doing for Wall Street?

McCain simply came off as mean spirited with nothing positive to offer the American people except very doubtful tax reduction plots. He sounded and looked even less presidential than Obama.

Although the smears never stopped – trying to link Obama to a 1960s radical, to McCain’s credit he never played the race card. But what deck was he using when he pulled **Sarah Palin** as his wild card running mate?

McCain could have and might have won. He has a great war record, a genuine American hero. He was a reformer in the Senate, especially when he joined liberal Democrats on campaign reforms, but he also had a negative record on fiscal policies, too often protecting the wealthy without seeking relief for the middle class.

So, he said he would veto all earmarks. Is that what we really want? Many of the best federal projects were those financing important needs in impoverished areas of our nation. They funded improvements in education. They made money available for local communities to enhance police protection and training. Not all were highways to nowhere. Earmarks were attachments to other legislation proposed by members of congress to benefit their districts, and most were not a waste of tax dollars.

I like and admire **Joe Biden**, he has been an outstanding United States Senator, and on social issues and in foreign affairs, rational and independent.

Israel never had a better friend in the Congress than Biden, however, I think both the country and the Democratic party would have been better served if Biden remained in the Senate and **Hilary Clinton** had been given the Obama nod for vice president. But in a choice between Biden and Palin? Please.

Having said all of that and because he is brilliant, compassionate and a real advocate of the change our nation most needs, I do support Barack Obama for president. Just smile and mean it now and then.

What about some other issues on the ballot, including two major decisions facing our 21,420 voters?

First, state ballot measures. One that may slip by because it is not receiving sufficient attention is an attempt by the anti-choice forces to take one more step in weakening Roe v Wade. An initiative, it would require a waiting period for a minor to obtain an abortion so that the parents can be notified.

It sounds good, but is it? Not all minors live in supportive families, some pregnant young women could even face mental or physical abuse or may have run from that environment. If the young woman has a caring family, they know of her dilemma. In any case, if she is legally old enough to obtain medical help, it is her body and her decision. No one favors abortion, but we should defend the right of all women of all ages to do what they feel is best with their bodies.

The real motive here is not concern for pregnant minors; only a chipping away at legal abortions. Do we really want to send young children into the underworld of medicine and the clothes hanger method? I hope not.

Prop. Eight is ludicrous and the campaign to overturn a state supreme court ruling legalizing gay marriages totally

fraudulent. In one expensive t.v. spot the proponents argue this will force schools to teach the benefits of gay marriage. When they are called by the state superintendent of education, **Jack O’Connell**, on this blatant falsehood, they answer that schools do teach kids about marriage! You have to listen carefully to realize how they work to deceive, even when caught in the Big Lie. True, I am far too traditional to understand the need, and I think marriage is really between a man and a woman, but if gays feel they want the protection of marriages and the courts find our laws discriminatory, we should accept the court’s findings, and it is a very conservative state court that made the ruling.

For Beverly Hills there are also some unfortunate examples of argument by fear or deception. Although an overwhelming number of our city’s leadership supports Measure E, the school bond proposal that will make our schools safer and more secure, some real old fashioned appeals to the dark side have been unleashed by three disgruntled former board members with some personal axes to grind.

What nonsense are they using? They divided up the amount of the bonds by the number of residents and came up with figures that could scare even the most prosperous of taxpayers. Reminds me of the old far right Republicans who tried the same tactics by equally allocating responsibility for the national debt. I remember one of our retirees, living only on social security, who proclaimed, I would like to help, but I don’t think I can.

By spreading out the bond payments and extending the current tax rate, future generations will help pay for the improvements we are asked to approve with our votes. Actually, the impartial analysis by the county counsel you will find on your ballot makes exactly that argument and more.

But the real test of credibility is the amazing list of people in our community who care about the kids and are supporting Measure E. Many differ strongly on other issues, but they give their names when it comes to public education and school safety.

When former mayors **Max Salter**, **Robert K. Tanenbaum**, **Richard Stone** and **Allan Alexander** all agree, we have reached a new milestone in unity of purpose. Add to that an often divided city council with all five members giving their enthusiastic blessing to the bonds, every PTA leader, the Chamber of Commerce, **Chris Bushee**, president of the teacher’s union (BHEA), a very united school board, the Beverly Hills Education Foundation and Dr. **Charles Aronberg**, the former mayor who was often called the conscience of the city, to mention only a few of E supporters and the bonds have all the credibility they need.

Because the issue is safer and more secure schools and because each of our five schools are designated venues for all of our residents in case of any natural disaster, the support of both the Beverly Hills Police Officer’s Association and the Beverly Hills Firemen’s Association should be very convincing.

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Interestingly, the longest serving school superintendent in our history, the person most often cited for bringing our schools into a dedication of excellence, **Kenneth Peters**, has endorsed the bonds, and he has never before permitted his name to be used in any previous bond or parcel tax campaign, except when he was superintendent. Why is this even more significant? Because two of the unhappy board members were on the school board when Peters was the superintendent! Incidentally, in recognition of his contribution to our schools, the high school auditorium is named for Peters.

Again, I am very personally involved in this campaign although most decisions on policy are made by a campaign committee.

Now, to our most hotly contested ballot measure, H for Hilton revitalization.

Even in the E campaign there are differences on the Hilton ballot measure.

What strikes me as most disturbing is the very nasty tone the campaign took from day one. There were personal attacks on the integrity of councilmembers who voted for the project, and a majority did. There were attacks on owner **Beny Alagem** for, among other issues, permitting his name to be used as an honoree by the Maple Counseling Center – not his first time in philanthropy. And why did the anti-development forces suddenly decide that the Hilton, locally owned with a long, honorable tradition of serving our city, deserve all this hatred while not demanding a referendum on a totally for-

eign owned development project right next door, 9900 Wilshire? (That project, and it was exciting, will probably never move forward as first approved)

Whatever your feelings about H, the supporters have not engaged in name calling or personal attacks. The worst that can be said of the Hilton is that it hired every breathing adult and minor child it could find to help in their campaign. But so what? Does that have anything to do with the merits?

Something else to consider: Your vote will not effect past council actions and the Hilton should not be made the target of opposition because of any approval of other developments. Not fair, not rational.

When our great former chief financial officer **Don Oblander**, and he was honored as was the city for sound fiscal policies when he served Beverly Hills, says that Hilton will help us avert a major loss of city revenues, we should listen. Maybe most of this will not come until the hotel opens, but city financial planning is also long range. There are however immediate and significant fees the hotel will pay up front – money we need in this troubling economic times.

The other arguments I have stated before: Not too big, totally inside the Hilton property. Condos are the only way a world class Waldorf=Astoria could be financed, and even most Hilton opponents want that classic hotel name to come to Beverly Hills.

Many of those who actively oppose the

Hilton are sincere, but some others have opposed any change and lined up to fight city hall no matter the issue.

It is indeed a strange committee, now split into two opposing groups.

As for all the excitement created by some overblown stories in another paper, again not the Hilton's fault and, frankly, not all of the reports lacked merit.

Is this right for Beverly Hills? Yes, but make your own decision based on facts, not appeals to emotion or personal vendettas. Just think what a great Waldorf=Astoria will do for the gateway to Beverly Hills and what all those visitor tax dollars will mean to our threatened city coffers.

One last thought: One of the two committees opposing the Hilton calls itself the Right to Decide. Yes, the referendum and initiative are important safeguards in a democracy, but we are a government of law and representative government designed by the Founders to prevent rule by mob or temporal passions. The rule of law, government through elected representatives, is a safeguard for freedom and should never be lightly cast aside, even when emotions run rampant.

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

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closure of the names of the energy industry lobbyists who shaped the White House energy plan and filed suit to force the Administration to released "adjusted" data from the 2000 Census that corrects for the undercount of minorities.

Hawthorne fundraiser at Islands

Munching french fries and burgers at Islands on Nov. 10 will help raise money for Hawthorne School's eighth graders' graduation.

The PTA has arranged for 20 percent of each patron's bill at Islands to go to Hawthorne upon request. Show up at Islands at 350 S. Beverly Dr. on Nov. 10 between 5 and 9:30 p.m. to dine out and help a local school.

The Great House at Greystone

More than 25 interior and landscape designers will restore the famous Greystone Mansion and its grounds in November. So the City of Beverly Hills, Friends of Greystone and Veranda magazine have combined efforts to open the mansion, dubbed "The Great House," to the public for a sneak peek from Nov. 1 to 16.

All proceeds from the tours will support the Friends of Greystone, a broad-based community volunteer organization created to preserve, protect and enhance Greystone Mansion and Park. For more information about times and ticket prices, go to www.greystonemansion.org.

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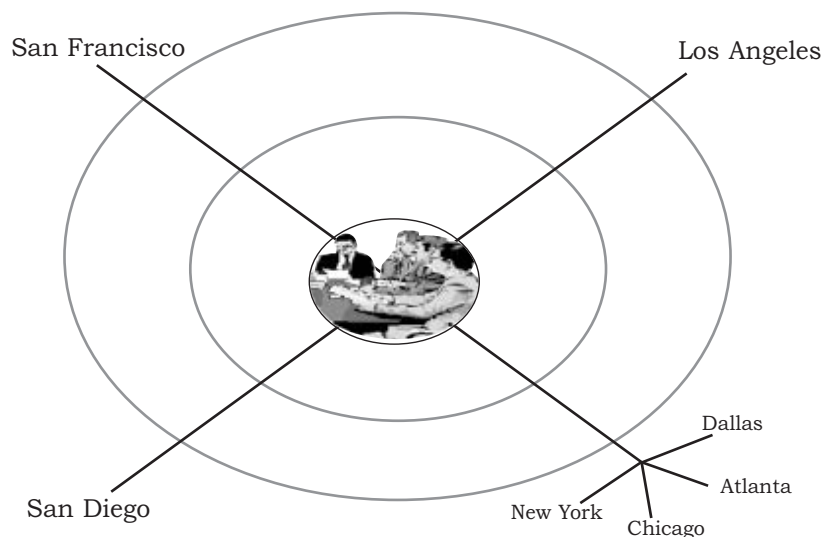
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BHHS Football Team Upsets Previously Undefeated Santa Monica

Normans to play Inglewood Friday night.

By Steven Herbert

Beverly High combined a defense that didn't give up a point over the final three quarters, effective rushing and passing games, a successfully executed trick play and a key takeaway for a 26-10 upset victory over previously undefeated Santa Monica Friday night in an Ocean League football game at Santa Monica College.

The Normans gave little early indication they would be able to defeat the top-ranked team in the Southern Section's Western Division. The Beverly Hills offense was forced to punt and turned the ball over on its first two possessions, leading to a field goal and touchdown for the Vikings on their first two possessions.

Santa Monica (6-1, 1-1 in league play) seemed headed for another score on its third possession. A 46-yard run by Christian Ross put the ball on the Normans' 3-yard line, but was nullified by a penalty. Senior fullback Drew Hammond got the handoff on the next play.

"The guy was running by me and I got tripped from behind," Beverly Hills defensive end Greg Townsend said. "As soon I saw the ball in his right hand I just reached for it. It fell out and I jumped on top of it."

Townsend's fumble recovery gave the Normans the ball on their own 42-yard line. Three plays later they were in the end zone, thanks to Kenny Bassett's 34-yard run, one play after a 19-yard pass from Dex Lucci to Erik Munzer.

Beverly Hills (5-2, 2-0) forced the Vikings to punt on the ensuing possession. Four plays later, Munzer took a lateral from Lucci and threw a 65-yard touchdown pass to Daniel Bradbury, giving the Normans a 13-10 lead, one minute, 33 seconds before halftime.

"Bradbury made a very nice catch," Beverly Hills coach Carter Paysinger said.

The Normans did not allow a point in the

second half. Their offense added to its lead on Bassett's one-yard touchdown run and Lucci's 22-yard touchdown pass to Brandon Bank, both in the third quarter.

Entering the game, Paysinger said his team's offense had to be balanced and its "passing game will have to be a big part of what we do this week."

Both goals were accomplished, with Beverly Hills out-gaining Santa Monica, 401 yards to 265, passing for 251 yards and running for 150.

Bassett ran for 102 yards on 20 carries, while Lucci completed 15 of 22 passes for 186 yards and played "very well." Munzer caught eight passes for 106 yards, also drawing praise from Paysinger.

"Stopping the run" would be "our biggest challenge" against Santa Monica, Paysinger said before the game. It appeared early that the Normans would not be able to meet that challenge, allowing 115 yards on nine carries, a 12.77 average, in the first quarter, including 22-, 23- and 34-yard gains. However, they allowed 94 on 18 carries over the final three quarters, a 5.22 average, with just four plays over eight yards.

"We made the adjustments in the second quarter," Paysinger said after his team's fifth consecutive victory after an 0-2 start. "They were hurting us on trap plays, [so] we brought our linebackers up to the line of scrimmage."

The Vikings did not attempt a pass until midway through the second quarter. They had little success when they turned to passing as Garrett Safron completed three of 10 passes for 56 yards. Safron threw seven consecutive incomplete passes from the second through fourth quarters.

Linebacker David Saedi "had a great game" and center Jordan Adams "played well" for Beverly Hills, Paysinger said.

The loss dropped Santa Monica three

places to fourth in the Western Division poll released Monday, the only Ocean League team in the Top 10.

(Inglewood was among four teams, and the only one from the Ocean League, to also receive votes in the poll after the Top 10. Beverly Hills had received votes the previous week.)

What's Next?

The Normans are scheduled to play Inglewood Friday night at Coleman Stadium in Inglewood in a matchup of the final two undefeated teams in Ocean League play. The opening kickoff is set for 7 p.m.

The Sentinels (4-3, 2-0) "have an awful lot of speed and athleticism," Paysinger said.

"We have to be careful not to kick the ball to certain guys," Paysinger said.

Inglewood receiver Shaquelle Evans "is very, very good, so we have to contain what he does," Paysinger said.

In last season's 25-7 victory over Beverly Hills, Evans returned the opening kickoff 86 yards for a touchdown.

The Sentinels, winners of their last three games, utilize a pro-style offense. Inglewood used an option offense for the first time in the 2007 season against the Normans, something Paysinger said may also happen Friday.

The two teams have one common opponent, winless Hawthorne. The Sentinels defeated the Cougars, 39-0, Friday, seven days after Beverly Hills' 57-8 victory over Hawthorne.

The Normans had a 14-game winning streak against Inglewood from 1985 to 2005, which ended with a 20-0 loss in 2006 when injuries forced them to play their third-string quarterback for much of the game.

Girls' Tennis

Beverly Hills 10, Palos Verdes Peninsula 8

Norman singles players Zarina Pisnoy and Marie Zalameda and Beverly Hills No. 1 doubles team of sisters Brianna and Brittney Morgan completed their sweeps in the third round, while Molly Werner won her lone set to break a 6-6 tie in a nonleague match at Beverly Hills Oct. 13. Zalameda won 6-0, 6-3, 6-1 at No. 1 singles, while Pisnoy won 6-4, 6-1, 6-1 at No. 2 singles. The Morgan-Morgan team won 6-3, 6-3, 6-2. Werner beat Loren Gutierrez, who was playing No. 1 singles for the Panthers, 6-3.

The score was tied 3-3 at the end of the first round and 6-6 at the end of the second.

Palos Verdes Peninsula was ranked sixth in the Southern Section Division I poll released earlier in the day, while the Normans were ranked second in Division II.

Beverly Hills 16, Inglewood Morningside 2

Substitute Samantha Ozeron was a 6-2, 6-3 winner for the Normans, while the Beverly Hills doubles teams of Chynna Samantha and Juliet Azhdam and Taylor Nwankwo and Salome Chemla both won both their sets in an Ocean League match at Beverly Hills Oct. 14.

Norman singles players Rachel Levi and Kemi Olonade both won two of three sets. Hillary Monroy was a 6-0 winner at No. 1 singles in the first round before being replaced by Ozeron.

Beverly Hills won five doubles sets by for-

feit as the Monarchs were only able to field two teams.

Beverly Hills 16, Culver City 2

The Delmar-Monroy doubles team won its sets 6-1, 6-2, 6-2, while Brianna Morgan was a 6-1, 6-1, 6-0 winner for the Normans (9-5, 4-0) in an Ocean League match at Culver City Oct. 16.

Megan Margolin and Werner, both substitutes, both won their two singles sets. Brittney Morgan and Pisnoy both won their lone sets 6-0 before being replaced by substitutes.

Beverly Hills No. 1 doubles team of twins Akasia J-Riggins and Sunia J-Riggins won its sets 6-0, 6-1 before being replaced by substitutes. Samantha Elbaz and Camille Yona won one of two sets at No. 3 singles for Beverly Hills, before being replaced by Olonade and Azhdam, who won their only set, 6-4.

What's Next?

The Normans are scheduled to conclude the regular season by playing at Inglewood Morningside today and playing host to Culver City Monday in Ocean League matches beginning at 2:30 p.m. The team is also scheduled to play host to the Ocean League Singles Tournament Wednesday beginning at 11 a.m.

Girls' Volleyball

Culver City def. Beverly Hills, 25-18, 29-27, 25-12

Brianna Smith had five kills, Tamara Skootsky and Mallory Smith five blocks each and Emily Rosen six digs for the Normans (11-8, 3-2) in an Ocean League match at Culver City Oct. 21.

"It was terrible," Beverly Hills coach Marla Weiss said in describing her team's play. "It was a complete disaster. My team was not mentally prepared. They weren't mentally up to challenge. Definitely a low point in the season."

The Smiths are not related.

What's Next?

The Normans are scheduled to play host to Inglewood today in the Swim-Gym and play at Inglewood Morningside Tuesday in Ocean League matches beginning at 3:15 p.m.

Girls' Cross Country Clovis Invitational

Raquel Hefflin was the top Beverly Hills finisher, finishing 23rd in the large schools race, completing the 5,000-meter course through Woodward Park in Fresno in 19:40 Oct. 11.

The Normans were 16th in the team competition with 421 points, 34 behind 15th-place San Jose Evergreen Valley. Saugus won with 18, with five of the six top finishers.

Hefflin finished two seconds behind Arroyo Grande freshman Hannah Stevens, who finished 22nd. Saugus sophomore Kaylin Mahoney won in 17:40.

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.



Woman Digs Tunnel From Her House to Grocery Store

BEXAR COUNTY— After applying Thera-Gesic® to her sore shoulders, Mary Ann W. dug a 3,927 foot tunnel from her house directly to the entrance of her favorite grocery store. When asked by curious onlookers why she didn't just drive her car there, she painlessly replied, "None of your dang business!"

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letters cont. from page 2

Rudy Cole Responds:

Dear Tom:

I need to warn you that some total idiot is signing your name to Letters to the Editor. My own reputation is so shot his words can't hurt, but I am worried about yours.

If you really did write and mail this, we have a problem: Your reading, learning skills. I would be pleased to recommend some remedial study places.

In any case, I always appreciate hearing from fans - especially the kind that go round and round on the ceiling.

“BHUSD’s Christiansen’s contractor’s license expired in 2005” [Issue #472]

I am currently the Chairman of the Citizens’ Oversight Committee (COC) for Measure K. I was elected the first ever Chairman of the Measure K COC in 2002 and have been a member of the COC throughout the entire Measure K program.

I am also co-chair of the executive committee for Measure E.

On Tuesday November 4th, all 20,000 plus voters in Beverly Hills will have the opportunity to vote for Measure E the school bond proposal #148 on the ballot.

Measure E will provide our students, staff and community with \$334 million for new, modernized, safe and secure school facilities and community emergency shelters.

As a parent, a Beverly Hills resident and one with an in depth understanding of the BHUSD facilities programs, let me make some observations.

FACT – For the last two years, the BHUSD at the direction of the BOE conducted an exhaustive evaluation of the entire physical plant of all five schools and the learning annex.

FACT – This master planning process was a collaborative effort that included parents, community members, teachers and administrative personnel from each campus.

FACT – The District hired a group of professionals with expertise in all aspects of architectural planning, infrastructure requirements and a structural engineering firm that analyzed the seismic and safety risks at each campus.

FACT – The District and its Program Management Company collated the analyses of this planning process and created a very detailed draft Master Plan for the entire District which included the proposed project list, preliminary cost estimates and the planning and construction timeline for each project in the Measure E program.

FACT – MHP, the structural engineer said that five buildings at the High School “do not satisfy all of the provisions of Life Safety as outlined in ASCE 31-03”. They concluded that seismic strengthening of all five buildings would be required to reduce the life-safety hazards associated with each building.

FACT – The high school is an open access campus subject to unauthorized entry and significant security risks to students and staff.

FACT – In 2004, Karen Christiansen was hired as the Program Facilities Manager for BHUSD. In 2006, the District decided to make this position a consulting position and

requested proposals from various construction management companies specializing in school construction. As the company with lowest cost structure by a significant margin with 23 years of specific school construction experience, Ms. Christiansen was hired to manage the completion of the Measure K building program.

FACT – Ms. Christiansen and her company Strategic Concepts, LLC successfully completed on time and on budget, the two most important and expensive (approx. \$56 million) Measure K projects, Beverly Vista Building B and the Science and Technology Center at the High School.

FACT – Ms. Christiansen was single-handedly responsible for obtaining over \$7,500,000 from the State of California to enhance the BHUSD Measure K program.

FACT – The State mandated Oversight Committee is the watchdog for taxpayer’s money. FACT - The Measure K COC created a detailed monthly financial reporting system which analyzes and monitors every penny that is obligated and spent.

FACT – The COC monitors all Board decisions on a real time basis ensuring all funds are spent only on voter approved projects.

FACT – The COC required and received independent financial and performance audits every six months to further insure accuracy and accountability of our taxpayers’ dollars.

FACT – The proposed funding of Measure E will not increase the current property tax rate. The proposed repayment period for Measure E is estimated to end in 2058.

FACT – The proposed Measure E funding is based on an average annual growth rate of 4.5%. Over the past 17 years, the average annual assessed property growth rate is 5.08%. This period includes four years (1994-1997) of negative growth. The average annual growth rate over the last 10 years is 8.04%.

FACT – The repayment of Measure E will be structured so the cost is shared among all current and future property owners who will benefit from the new, improved, safer and more secure facilities for decades to come.

FACT – Go to www.beverlyhillsmeasure.com to verify these facts.

OPINION – Passage of Measure E is urgently required to better ensure the safety and security of our students, staff and community.

OPINION – VOTE YES FOR MEASURE E. OUR CHILDREN ARE DEPENDING ON YOUR VOTE.

**Bruce Horowitz
Beverly Hills**

“New Measure H endorsements from Democratic clubs” [Issue # 472]

The membership of the West Hollywood/Beverly Hills Democratic Club voted nearly unanimously to endorse Yes on Measure H after hearing from the endorsement committee and Beverly Hills members. Key deciding factors included overwhelming support from Beverly Hills residents and Hilton’s commitment to union labor in its day-to-day operations and in the construction of this project. This is a member-driven Democratic Club chartered by the Los

Angeles County Democratic Party. All our endorsements are made in public settings where any Democrat can weigh in and all members are given advance notice and encouraged to participate.

The critics are misinformed. It’s unfortunate that our local Democratic Club, my employer, and I have become the subject of these attacks. My employer represented Warner Center Hilton in the San Fernando Valley in 1985 when I was not even old enough to be in nursery school - it has never represented The Beverly Hilton. Furthermore, no one involved in the decision to endorse Yes on Measure H represents or is paid by any Hilton hotel or the developer.

**Robert Kalonian
President, West Hollywood
Democratic Club
Lead Co-chair, Beverly Hills Democrats**

As an elected member of our School Board I am appalled at the misrepresentation and misuse of our students, staff and facilities to promote Measure H.

My colleagues and I agreed that the school board as an entity would take no official position on Measure H; however we did not restrict individual board members from taking a position. As recently as the Montage Referendum and now with Measure H, individual School Board Members have taken positions for or against development projects in our City. While I agree that most development issues before the City Council will have little or no impact on our schools, the very size, duration and proximity of the Beverly Hilton project to El Rodeo and Beverly Hills High School requires our involvement.

I have watched for weeks as mailer after mailer, phone calls after phone calls, emails after emails have touted the benefits of Measure H for our schools and I can tell you that I do not believe Measure H will benefit our schools. I believe this project will cost the district money!

SCHOOL BENEFIT FEE

A one time school benefit fee was negotiated by the City of Beverly Hills on behalf of the Schools, after the lawyers representing the Beverly Hilton rejected the district’s request for \$10 million to cover the cost of additional mitigation measures. The fee negotiated on our behalf is a one time sum of \$1.666 million. Because the district has concerns regarding the mitigation measures, all five School Board members agreed to set aside the \$1.666 million to help cover the cost of our own independent consultants to monitor and review mitigation measures and participate in meetings between the City of Beverly Hills and the developer. Let me

also be clear that although all five School Board Members do not agree on Measure H, all five of us are committed to protecting the safety of our students and staff. Not one dime of the school benefit fee will be used to support students in the classroom. Based on estimates from our construction consultant; independent monitoring of the project and legal fees will far exceed the \$1.666 million. Depending on the actual duration of the project, the district most likely will have to use general funds to pay for these additional protections for our students and staff. I believe

this project will actually take money out of the classroom!

DEVELOPER FEES

Developer fees are required by law and are not a “gift” to the district. These funds, approximately \$1.47 million, again, are one time funds that have a very specific purpose. These funds can only be used for capital improvements, like building new classrooms to accommodate anticipated new student growth from this development (not sure how kid or price friendly these condos will be). These developer fees cannot be used for general fund expenditures and cannot be used in our classrooms for educational purposes.

ADDITIONAL FUNDS THROUGH BHEF

The School Board and school district are not party to nor have we reviewed the terms of the “deal” negotiated between Mr. Alagem and the Beverly Hills Education Foundation. It is my understanding that if Measure H passes, the condo owners will provide \$3 million to the schools over 30 years from an additional assessment from the condo owners. I have serious concerns about the enforceability of this agreement on future condo owners. These funds are not coming from Mr. Alagem or the Beverly Hilton, but from the future condo owners through a “special” condo assessment fee. The timing, enforceability and conditions of this agreement do not guarantee that the schools will ever receive these funds. We have to “trust” the developer.

CITY REVENUE

Not one cent of the \$12 million in projected new revenue that is being touted by the Beverly Hilton is earmarked for our schools. Let me be clear, no funds from increased Transient Occupancy Tax (TOT) or permit fees generated by this project are earmarked for our schools. The School Board recently secured a new four year Joint Powers Agreement (JPA) with the City of Beverly Hills that included a 20% increase in funds for this school year and guarantees annual cost of living adjustments equal to what City employees will receive over the term of the new contract. The terms of the JPA are not conditioned on passage of Measure H. There will be NO cut in revenue for our schools from the City of Beverly Hills if Measure H does not pass! Just as there will be NO new revenue earmarked for the schools if Measure H passes.

CONCLUSION

I serve on a board elected to protect the interest of our students and staff. Mr. Alagem serves on a board to protect his financial interests. We have two very different perspectives, with two very different goals.

**Brian David Goldberg, Ph.D.
Beverly Hills Unified School District
Governing Board Member**

As your Mayor, I want to allay any fears that may have been conveyed to the public by headlines suggesting that the City of Beverly Hills is in a financial crisis. Let me be clear...the sky is not falling in Beverly Hills!

First and foremost, there are NO cuts or hiring freezes for any existing employee

letters cont. on page 17

**AN OPEN LETTER TO THE COMMUNITY
FROM
FORMER MAYORS ROBERT K. TANENBAUM AND RICHARD A. STONE**

October 7, 2008

Dear Neighbors,

We are voting **NO** on proposition “H” and have been asked by some of our friends and neighbors to put down in words the reasons why we believe that the proposed Hilton project is **NOT** in the best interests of our city. At the outset, please understand that we do not oppose a “conforming use” project, i.e., one consistent with the letter of the Municipal Code and spirit of our City’s General Plan, which might generate additional revenues for our City and add to and, hopefully, enhance the aesthetic quality of the project locale.

Our devotion to our City can best be summed up as a commitment to maintaining and enhancing our quality of life by encouraging and supporting smart, economically sound and code conforming development. We are inspired in this letter to critique the Hilton expansion project because of its unsound financial estimates, its generation of destination gridlock traffic, its inadequate on-site parking, its massive high rise towers, its 5 to 7 years of construction phasing, its generation of toxic and unmitigatable adverse environmental impacts and its negative precedent setting example.

Gridlock Traffic
Beverly Hilton/Waldorf Towers Expansion

In our judgment the single most aggressive breach of our City’s General Plan and Municipal Code height and density standards, and with the potential to alter adversely and permanently the nature and character of our City, is the Hilton/Waldorf Towers expansion project. Directly across the street from residential homes and the El Rodeo School, the Hilton expansion provides for the construction of a 150 foot tower, the proposed site of the 170 room Waldorf Towers Hotel, at the intersection of Wilshire and Santa Monica Blvds, already the busiest and most heavily trafficked corner in the L.A. area!

In addition, the Hilton plans to construct two high-rise condominium towers located at both ends of Merv Griffin Way, one tower 18 stories high on the Santa Monica Blvd. side and a 100 foot tower on the Wilshire Blvd. side. Both towers, taken together, will comprise a total of 90 condo units.

This Hilton project presents our City with a massive expansion plan. The expansion will increase the total square footage (s.f.) from 543,537 s.f. to 970,620 s.f. Notwithstanding that the proposed expansion will increase in size by almost double the square footage, the Hilton experts assert that the Hilton’s proposed expansion will not increase traffic!

Inadequate On-Site Parking

The Hilton is presently under parked. In recent years the Hilton used the Robinsons-May parking facility, but that parking will no longer be available. According to our Municipal Code, if the Hilton were a new project it would require 3,433 parking spaces. Yet, the Hilton is proposing a total of 1,422 parking spaces, or 41% of that which the code requires.

Moreover, the Hilton has no planned on-site free parking for its approximate 700 employees. Given the inadequacy of the Hilton’s on-site parking, please feel free to conclude where Hilton guests and its employees will park in the ordinary course, everyday, and especially, when the Hilton has planned special events. Would it offend your common sense to suggest that our neighborhood streets will become an adjunct parking venue for the Hilton?

Unsound Financial Projections

Hilton expansion advocates aver that the new hotel towers and accompanying existing hotel condo development will substantially increase revenues to the City. So, they argue, even if there is enormous discomfiture inherent during the construction phasing, significant parking deficits, severe height and density issues, increased traffic and unmitigatable adverse environmental impacts, they are all trumped because the City needs the money.

This financial needs and economic project argument is illusory, creating false reliance and expectations. Here’s why: First, the Hilton claims that the expansion project will provide the City with several additional millions of dollars in added revenue:

1. \$6.1 million from the new Waldorf Towers hotel;
2. \$1.6 million from the existing Hilton Hotel, and
3. \$2.55 million from the 90 proposed condos.

Let’s examine each projection to determine whether it satisfies sound financial analysis and simple common sense. In our judgment, the Hilton’s economic assumptions are unsound and profoundly misleading. Each of the cited projected revenue sources lacks the financial capacity to generate the revenue stream that the Hilton alleges. Let’s see precisely why:

2. **Waldorf Towers** — the \$6.1 million contribution to the city is an estimate that the Hilton claims will flow from the 19% transit occupancy tax

(TOT). In order for the Waldorf Towers to spin-off \$6.1 million from a 19% TOT, the Waldorf Towers will have to generate \$32 million in gross room revenue. We assume an average of 75% hotel occupancy yearly; then with 170 rooms, the hotel will have to average a charge of \$700 per night for each hotel room! How many hotels in the L.A. area not only charge \$700 a night for a room, but average \$700 a night year round?

- Hilton Hotel alleged contribution**—The \$1.6 million in additional revenues that the Hilton claims it will add to the City's treasury is equally illusory. In order for the Hilton to generate the \$1.6 million from the TOT bed tax it will have to increase its existing room revenue in the amount of \$11.4 million. The reason is that the TOT at 14% for the existing Hilton Hotel, which is 5% less than the proposed Waldorf Towers, will yield \$1.6 million assuming the Hilton adds \$11.4 million in room revenues at an average 75% occupancy. The thorny problem here is that the Hilton expansion to accommodate, in part, the new Waldorf Towers hotel will reduce its room capacity from 588 rooms to 371 rooms, a net loss of 217 rooms for the Hilton Hotel. So, here's the rub: with a decline of 217 rooms and without making any new improvements, the Hilton wants us to believe that it will increase its room revenue in the amount of \$11.4 resulting in a \$1.6 million TOT, bed tax, contribution to the City. Isn't it fair to say that it is much more likely than not that this Hilton economic forecast is a bit far-fetched?
- Hilton Condo Property Tax estimate**—The Hilton asserts that the 90 residential condo units will yield \$2.55 million in additional property tax to our City. Again, let's do the math: We know that the property is taxed at 1% of its asset value. We also know the City receives 18% of property taxes paid. So, for the Hilton to provide the City with its stated \$2.55 million in property taxes annually from its condo units, those 90 condo units will necessarily be required to have an asset value of \$1.4 billion with an annual composite property tax of \$14 million— 18% of the \$14 million will yield the \$2.55 million in alleged contribution to the City. To accept the Hilton's estimate, that is based upon a \$1.4 billion asset value of its 90 condos, the average market value of each condo is \$15.5 million! Would it offend common sense to suggest that the Hilton's economic projections are seriously wanting in reality and are more the creation of manipulation and political spin than sound credible economic logic?

Construction Phasing

Rather than close down the Hilton Hotel in order to expedite the massive construction, the Hilton wants to phase in the construction over many years. Experienced observers suggest that the construction will occur over a period of 5 to 7 years. The Hilton projects that construction will take 4 years. During these years of construction, serious concerns arise:

- Construction Concerns:** With the Hilton Hotel open during the construction of the Waldorf Towers and the two condo tower structures, where will all the trucks carrying cement, rebar, steel, window glass and all, park? We already know that the Hilton has provided no on-site free parking for its 700 employees. Where will they park? In addition, where will the hundreds of construction workers park? Where will all the construction trucks and other apparatus be placed during construction since there is no Hilton Hotel on-site place to mobilize for this massive engagement?
- Public Health:** The Environmental Impact Report (EIR) informs that air pollution, vibration, and noise from the project will exceed standards and cannot be mitigated. Residents, school children and personnel at El Rodeo School are directly across the street. When the toxic air quality reaches dangerous proportions, who will notify and protect all these people? Is this Hilton expansion project so important that it justifies putting at risk so many of our people to these serious adverse environmental impacts?

Conclusion

Lately, we have been put on notice by its owner that if the Hilton project does not go forward, he will not come back with a smaller, modified version. Of course, implicit in that warning is the notion that the City will lose out on the alleged projected millions the Hilton estimates will flow from its development. Yet, if the Hilton, which just a couple of years ago invested allegedly \$80 million in a major renovation, did NOTHING, NO expansion, and with its projected rate of growth, the estimated revenue to the City in 2012 will approximate in excess of \$11 million.

- In 2003, the Hilton reported its revenues to the City = \$3.6 million;
- In 2006, the revenues to the city = \$6.2 million (Projected out to 2012 at this rate of reported revenue growth, the City will receive in excess of \$11 million). So, with NO Hilton mega expansion, our City receives basically an equivalent amount of revenue from the existing newly remodeled Hilton Hotel, and we are spared years of severe construction discomfort, increased gridlock traffic and adverse quality of life impacts.

Precedential Effect: The precedential effect of this enormous expansion project in terms of generation of destination gridlock traffic, high-rise towers, high density build-out with inadequate parking, and toxic health issues, will adversely impact our residential community in devastating fashion. For example, what will prevent the Beverly Hills Hotel, The Peninsula Hotel or others similarly situated in residential neighborhoods from constructing 150-foot towers or ones similar in nature and design?

In our judgment, if this mega expansion is finally approved, we'll regrettably witness the Westwoodization of our City. We do not want to sit idly by and witness our City degenerate into a high-rise, asphalt cavernous extension of the Wilshire Corridor. Our fate rests with our fellow residents who care about our quality of life. We respect planned, fiscally sound development that enhances our quality of life. This project does not meet those criteria. For these reasons, we have decided to vote NO on Prop "H".

Sincerely,

Robert K. Tanenbaum
Former Mayor

Richard A. Stone
Former Mayor

editorial

NO ENDORSEMENT ON E YES ON H

Our election endorsements

Our loyal Weekly readers know why it is that we editorialize so infrequently. It's because we want the community itself—and not the newspapers—to lead the debate on the issues of the day.

Whereas our friends at the Courier editorialized almost a year ago with their strong support for the Hilton project – and spiked any negative coverage or letters to the editor critical of the project –the Weekly took our time.

Politics has been far from boring in Beverly Hills since our last election endorsement this time last year in issue #422. Which leads us to our subject today – NO ENDORSEMENT ON E and a YES vote on H.

NO ENDORSEMENT ON E

This one hurts us more than it's going to hurt you—and that's because no one is more supportive of the Beverly Hills public schools than the Weekly.

But sometimes, showing your unruly teenager a dose of “tough love” is the sign you really care. Such is the case today. The BHUSD needs “tough love” to get it back on track—and it's starting right here, right now.

If the Board of Education were to return with a narrowly tailored, well planned-out \$100 to \$200 million bond, would we support it? You bet. But this blank check, with zero accountability, is not something we can support. As our previous Weekly reporting indicated, they don't even know how they're going to spend the money. They don't have a concrete plan or a set list of approved projects. They asked for \$334 million because **that's the highest amount they could ask for by law**. Now that's a blank check if we've ever heard of one.

Who financed it? Not our community. According to our reporting in issue 471, **only one resident donated money to the cause. It's being financed by the same very construction and bond companies who stand to make thousands when the measure passes.**

Was there any disclosure of this convenient financing arrangement on their slick mailers? NO.

Three former Board of Education members, Mel Spitz (1971-79), Herb Young (1971-75), and Gerald Lunn (1997-2001) deserve our special thanks for having the courage to stand up to this nonsense in a very effective letter which was hand-delivered city-wide. In previous Board editorials, we've argued that today's very impetuous Board would greatly benefit from having a wise grandparent serving on it – and certainly Mel or Herb would be well-qualified to fill such a spot.

It's hard to decide exactly where to start in piercing this pork-laden piñata. The first preposterous argument the E committee made was that there are predators swarming everywhere, and our schools need to be turned in to stockades, completely closed to the general public in order to keep our kids “safe.” Their solution, from what we can gather, is to turn the high school in to a jail-like fortress, ruining the historic and beautiful look from the front of the campus, in the hopes that this might keep community members off campus.

What about the fact that this same general public, apparently comprised only of predators and peeping toms, **gives our schools \$10 million per year via the JPA!** So if a few fitness-conscious residents want to jog around the high school track in the early morning before school starts, that's fine with us.

How about the argument that the school buildings are suddenly seismically unsafe? Is this totally ridiculous, or what? Over the past 15 years the BHUSD has spent **over \$200 million retrofitting and rehabilitating the five campuses since the Northridge earthquake.** So how could they possibly be “unsafe”

(unless, of course, the district's construction managers are not being honest with us and/or are trying to ensure they have steady employment for the next few years?)

Even our sage mentor, campaign manager Rudy Cole could not salvage this amateur and hapless operation.

The icing on the cake was learning this week that their superintendent isn't even sticking around to implement the bond. Kari McVeigh has already gotten another job (see page 3) and will be leaving Beverly Hills before the end of the year.



Straus: unpopular with the faculty

We cannot trust these people to be straightforward to the community, especially when their superintendent isn't even sticking around to finish the job.

The next power-play we can expect from the Board majority is to try to ram their assistant superintendent Ilene Straus through as Superintendent. Straus panders to the board majority, telling them what they want to hear regarding “curriculum reform”, even though teachers will tell you otherwise, and test scores are down. There's no evidence that Straus—who spent most of her career in Santa Monica— understands our community any better than McVeigh did. In fact, Straus is so unpopular with the rank-and-file faculty, that earlier this year they voted 229-3 against her contract extension (one of the “yes” votes came from her sister).

It doesn't take Inspector Clouseau to figure out that the McVeigh/Straus administration won't spend the \$334 million bond money wisely. Look at how they play fast and loose with the general fund. In issue #472, we learned that The McVeigh/Straus administration sends its lawyers to attend planning commission meetings that have nothing remotely to do with school sites. Naturally there's nothing left for significant teacher raises when the lawyers and consultants are eating up most of the money!

In their Oct 3 editorial against the gargantuan Measure Q (LAUSD's comparable school bond, on the Los Angeles ballot Tuesday), the Los Angeles Times wrote “flexibility is fine, but it's irresponsible to go to voters for \$7 billion which can't be spent on the teachers or textbooks that are even more badly needed, without a well-honed vision and

list of projects.”

Same problem – different district. How do you feel when you learn that we told them that BHUSD's \$334 million Measure E bond, if indexed for the 5300 students in our district versus the approximate 730,000 students in the LAUSD is actually **six times bigger than the LAUSD's bond!**

Construction facilities manager Karen Christiansen has been less-than-straight-forward about how much her company, Strategic Concepts, stands to gain from the passage of this bond. The Weekly also uncovered in issue #472 that her contractor's license has expired. Would a teacher be allowed to teach in the classroom if his or her teaching credential had expired? NO. **So why should we expect any less from our facilities manager?**



We need you, Dick Douglas!

What a joke these people are!

To all Beverly Hills parents – past and present – who know the promise of what Beverly Hills public school used to be and could easily be again with new leadership on the Board and in the district office– we say this: let's find a superintendent from our community who understands our unique needs and wants to finish his or her career here.



We need you, Dan Stepenosky!

Imagine what we could accomplish as a district if we could somehow win back home-grown talent like popular former Hawthorne principal Dick Douglas (now superintendent in Montecito) or charismatic former Beverly High principal Dan Stepenosky (now an assistant superintendent in Calabasas). We'd start to see improvement and increased community confidence in our public schools immediately. Unfortunately, we're not there now. So, dear readers, tough love it has to be.

This bond may pass—but it's definitely not with our support. The Weekly is not endorsing Measure E.

YES ON H.

We agonized over the Hilton rehabilitation issue, largely because there are good people on both sides of this very complicated issue, and after so much rhet-



Hilton: deserves the chance

oric on both sides, many voters understandably don't know who to believe.

At the same time, we weighed the arguments put forth by both sides. As discussed above, we **held off on any endorsement** until all the facts had come forward.

Had we been the developer, we would have taken the planning commission deal – a proposed smaller project, sans Tower B - which most likely would have averted a referendum entirely. The planning commissioners clearly performed their due diligence, especially Noah Furie and Lili Bosse, only to be overruled in a 3-2 vote by the City Council.



Alagem: he's a mensch

But the Hilton felt the deal didn't pencil out that way. Let's start by carefully inspecting the record of the developers, as we always do in situations like this one.

Alagem is, by almost all accounts, a mensch. Even the project opponents concede he's an active philanthropist, with extensive ties to the community. Until recently, he was a Beverly Hills resident. His wife Adele even went to Beverly High—though sadly his kids didn't.

Beny's fortune from Packard-Bell is well-documented and earned honorably.



Montage: a project we're proud to have supported

His company Oasis West, where he's ably assisted by hard-working deputies Ted Kahan and Corinne Verdery, is also well-established and well-known in the community

There's no doubt that once this issue went to referendum, the Hilton was will-

ing to spend anything to win – but that's their right in a free society. Some complained that their spending was overkill, but if your political life were on the line, would you act any differently?

One of a few new campaign techniques this year worth mentioning was a very creative get-out-the-vote movement directed at 18 to 25 year-old voters led by Ardy Pirnia and Hila Golchet.

The opposition, led by civic-minded individuals like Larry Larson and John Mirisch, made a number of powerful arguments, including a very effective, last-minute video ("the Battle for Beverly Hills") which is available on youtube. Who could forget Ruth Kraft's memorable rendition of "The Battle of Richard Stone"? This one isn't on youtube—yet.

The merits of this project have been debated at length. We're not going to repeat them all here. Apart from any traffic studies, revenue projections, and so forth, one of the strongest arguments in our opinion is that **the opposition made all the same arguments about the Montage referendum in 2005.** Had we listened to them, we'd be **staring at an empty lot and the abandoned Gucci building;** instead of a beautiful, 5-star hotel that is going to be a phenomenal asset to the community (not to mention a major revenue generator amidst increasingly tough economic times). Supporting Montage was the right thing to do then – and we're so happy we did.

So is this a close case? Sure. But we're voting Yes on H because, after balancing all the arguments pro/con, we believe it's the right thing to do.

Even for those who think the project isn't perfect, let's give Beny a shot. He has earned our trust and respect. The Hilton—a pillar in our community for over 50 years— isn't going to let us down. Vote Yes on H.

“Even for those who think the project isn't perfect, let's give Beny a shot. He has earned our trust and respect.”

The Weekly recommends NO ENDORSEMENT on Measure E and a YES vote on Measure H.

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Dear Residents of Beverly Hills;

We have served Beverly Hills as Mayor or Councilmember for a total of more than 60 years. Our experience has given us a unique understanding of the financial needs of Beverly Hills. With just 9% of our City zoned for commercial use, 75% of our City budget comes from those businesses. The LA Times and the news media are reporting that cities across the country will have to make cuts services. Beverly Hills is not immune. The crisis in the financial markets is already taking a toll on our retail sales and other business taxes here in town. In addition, as the Beverly Hills Courier accurately reported, we are faced with the loss of millions of dollars in development fees and future revenues from the stalled Robinsons-May project.

That is why it is more important than ever to vote Yes on Measure H.

Measure H will provide \$12 million a year in new revenue to maintain our city services at the high level we all expect - without any cost to taxpayers.

Measure H will provide millions of dollars to our schools at a time when Sacramento is making drastic cuts in our District's budget.

Measure H provides the money and land to reduce congestion at the Wilshire & Santa Monica intersection.

Measure H will open-up the nine-acre Beverly Hilton property with 4.5 acres of gardens and open space, creating a beautiful entrance to our city.

Vote Yes on Measure H. It is the responsible choice to protect the future of our City.

Sincerely,

Linda Briskman
Former Mayor

Les Bronte
Former Mayor

Jimmy Delshad
Former Mayor

Donna Ellman Garber
Former Mayor

Vicki Reynolds
Former Mayor

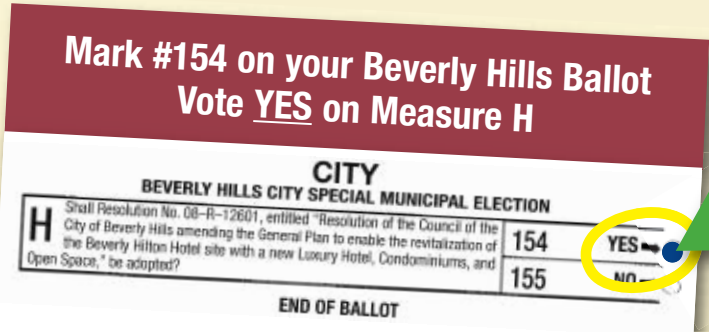
Steve Webb
Former Mayor

Max Salter
Former Mayor

Respect The Past – Invest In The Future



Yes on H, Citizens to Preserve Beverly Hills, including Parents, Teachers, Homeowners, Renters and Business Owners, with major funding proudly provided by Beny Alagem and The Beverly Hilton, 9860 Wilshire Blvd., Beverly Hills, CA 90210



AN IMPORTANT MESSAGE FROM DON OBLANDER, CFO, BEVERLY HILLS (RET.) ABOUT MEASURE H

“I have reviewed the Revitalization Plan and I urge you to vote YES on Measure H. It will provide the City with important new revenues that will ensure the top quality of Police, Fire, Schools and other essential public services.”

– Don Oblander



Most cities offer tax incentives and subsidies to bring a 5-star hotel with 5-star condominiums to town... But not in Beverly Hills.



According to Beverly Hills’ current CFO Dr. Scott Miller’s analysis, the project will generate \$390 million more than the existing Beverly Hilton over a 30-year period. Add to that the revenue The Beverly Hilton will continue to generate and it is \$728 million over the next 30 years. There will be no City funds, incentives or subsidies required.

YES on H

Measure H is the right plan for Beverly Hills

Yes on H, Citizens to Preserve Beverly Hills, including Parents, Teachers, Homeowners, Renters and Business Owners, with major funding proudly provided by Beny Alagem and The Beverly Hilton, 9860 Wilshire Blvd., Beverly Hills, CA 90210



letters cont. from page 9

positions (in fact the City Website continues to offer employment opportunities) in the City of Beverly Hills. And, there have been no discussions by the City Council about cutting Police, Fire, Paramedic, Library or Roxbury Park Senior Center services.

In this time of global economic challenge, Beverly Hills is able to sustain and even build upon our amazing reputation. Our Business Triangle continues to be remarkably successful. Coupled with our department stores, it generates more retail sales than South Coast Plaza, and more than Century City, the Beverly Center and the Grove Shopping Malls combined. While other areas in the region are showing flat or negative growth, we continue to trend upward. (Note: This paragraph was written by our BH City Staff for my speech at the Oct. 21st 2008 New York City, City/Chamber retail sales mission.)

With the Montage Hotel due to open in less than a month, our City will enjoy a positive financial cash infusion due to the additional Montage TOT revenues for our City Treasury.

Last week our City Treasurer stated

1. "Sales and Transient Occupancy Tax revenue (TOT) measured through August indicate an increase over last year".

2. Our City's investments "are doing just great". And our Chief Financial Officer recently shared with the Council that unlike other municipalities in the State, Beverly Hills home prices continue to rise (although at a less robust pace than last year).

Our City investments are in safe, liquid treasury bills and top-rated bonds. Our fiscal policies prohibit us from investing in equities, and hedge funds. We were not affected by the bankruptcy of Lehman Brothers or any other bank failures.

I am proud that through responsible and conservative financial management our City is NOT dependent on any one development deal to sustain its stellar City services and School JPA funding. We are one of only a handful of US Cities with the highest "A Rated" bond rating in the country.

Fact: I have served on the Council's Budget and Finance Ad Hoc committee for the last four years. We have not, and would never, factor a potential development project into our budget plans and projections. . . to do so would be irresponsible. I am proud that this last fiscal year end budget realized a several million dollar surplus.

Fact: Although there have been recent scare and panic tactics aimed at our citizens to try to paint a picture of fiscal doom and gloom, I would like to remind you that we have maintained our top AAA finance rating by being fiscally responsible and investment conservative.

Fact: Regardless of how you vote on Measure H, any direct financial impact on increased TOT or Property Tax revenue from this project will not be realized for a minimum of 4-7 years, until completion of construction.

How you decide to vote is a private matter. But voting is everyone's responsibility. If you have not already done so by absentee ballot, please vote on November 4th.

Barry Brucker
Mayor of Beverly Hills

While I admire and respect former Planning Commissioner Stacy Marks, I am extremely surprised at what has apparently now become her most current thinking on the Hilton Revitalization Plan and Measure H. Her view [in issue #471] is now a complete reversal of her past vote in favor of the Hilton Revitalization Plan. On February 29th all 5 Planning Commissioners unanimously voted in favor of the Hilton Revitalization Plan. Her portrayal of the "facts" in this matter are both deceptive and confusing, and therefore, I am going to attempt to set the record straight and address each of the nine points she previously raised.

First, the Planning Commission unanimously approved the Hilton Revitalization Plan. It's true that City Council approved certain modifications to the Project because they believed, as I do, that these modifications are in the best interests of our City. It is, therefore, absolutely disingenuous of Ms. Marks who voted in favor of the Project in concept to now "flip-flop" against it. The Project as approved by the City Council is the very similar to the project approved by Ms. Marks, and now she seeks to criticize our City Council's approval. Additionally, the glossy brochures mentioned in her letter that she so despises, in fact, fairly portray the Project and provide useful information to our community. I know this because I was required to attend all of the Planning Commission's meetings on the Project and carefully studied the same materials Stacy did.

Second, the most evident fact about the Hilton Revitalization Plan is that it will bring significant financial benefits to our City, all of which have been verified by our City's Chief Financial Officer, Dr. Scott Miller. As a Chief Financial Officer myself and a Certified Public Accountant, I have a specific understanding and appreciation for the current economic environment and the positive financial impact this Project will have for many years to come. Ms. Marks attempts to argue that the Montage decided to build far fewer condominiums. Unlike the Montage, this Project is commencing under a much worse and worsening economic climate, and a condominium component is absolutely vital and necessary to make the Hilton Revitalization Plan financeable and viable.

Third, Ms. Marks and I definitely agree on one thing - we must protect El Rodeo Elementary School and our children from the impacts of construction. However, what she didn't reveal in her letter is the Project Team has retained the same environmental logistics contractor that the BHUSD used during its construction of the Science Building, which was built directly on the campus of Beverly Hills High School without the benefit of the large distance across Wilshire Boulevard that we have with this Project. The contractor will ensure the safety of our school children just as it did for the Science Building by making certain that the standards imposed to mitigate environmental or safety issues for Hilton Revitalization Project will exceed the standards of the District's own construction projects.

Fourth, Ms. Marks also argues that the open space is insufficient and uncertain.

The fact is that as the property currently stands, it is a "concrete jungle." After carefully studying the plans, composite drawings, and numerous studies, I have found that with the changes made by our City Council, the proposed green space will be abundant, complete with beautifully landscaped open space and public gardens that all of us will be proud of. The former Commissioner Marks who voted in favor of the Hilton Revitalization Plan and its beautiful green space now refers to it as a "walled concrete fortress." I find her current position perplexing.

Fifth, Ms. Marks claims the Project is significantly larger by virtue of adding the so-called "Residence A" building, a small, well set-back condominium building on the Wilshire side of the property (it is set-back 70 feet from Wilshire Boulevard). During its review of the Project, the City Council not only found this building appropriate, but that it more aesthetically balanced the Project as a whole. What's fascinating is that the former Commissioner Marks cast a favorable vote on a much larger residential building just across Merv Griffin Way. The 9900 Wilshire (Candy & Candy) project will be located even closer to El Rodeo Elementary School and Wilshire Boulevard with substantially less revenue generation. Will she flip-flop her opinion on that project too?

Sixth and Seventh, while parking is certainly a concern with projects of any size in our City; Ms. Marks has ignored the fact the Hilton Revitalization Plan provides the exact quantity of parking spaces that the Planning Commission requested. Further, Ms. Marks either isn't informed or chooses to ignore the fact hotels like the Waldorf=Astoria and Hilton provide very efficient valet operations with peak parking demand accommodated through, among other things, on-site stacked, aisle or offsite garage parking. The City Council studied the impacts of the revised parking configuration, and in rendering its favorable decision correctly concluded that sufficient parking is being provided.

Eighth, Ms. Marks argues "most of the traffic enhancements...were being discussed by City Council irrespective of this project." However, the City never considered acquiring land from the Hilton's owner to make improvements along Wilshire Boulevard and at the corner of Wilshire and Santa Monica Boulevards because it would be too costly to pay for both the land acquisition and these improvements.

Ninth, Ms. Marks' characterization that the approvals made by the Planning Commission were for a "scaled down" project is misleading. The additional 6 to 8 story, condominium building with almost 1.5 acres of open space surrounding that portion of the parcel does not suddenly result in the Project becoming "overbuilt." Moreover, the Environmental Impact Report studied and approved by the Planning Commission found no significant environmental impacts up to 18 floors along Santa Monica Boulevard. While the Planning Commission may have approved only 16 floors for that building, the City Council found that the addition of 4 more condominium units between two additional floors provided a more aesthetically pleasing alternative. In fact, looking at the Project's square

footage and parking, the Planning Commission and City Council were nearly 90% in agreement. In terms of building square footage 867,925 square feet had been approved by the Planning Commission versus the 973,565 square feet approved by the City Council. Further, the City Council required 1,903 parking spaces on day one with a provision to add another 280 spaces later through the installation of a lift system that is the exact number of parking spaces requested by the Planning Commission, which is 2,183. And let's not forget that the City Council has the final say in matters brought before the Planning Commission.

And finally, I must add a "Tenth" to make the point that Beverly Hills faces fierce competition on all borders. The City of West Hollywood is building a large, bright red office tower and is considering new luxury hotels. The City of Los Angeles is in the process of adding such high-end hotels as a Mandarin Oriental and Ritz Carlton. The City of Santa Monica is improving its retail offerings through a major renovation of the Santa Monica Place Mall and has recently approved new hotel projects. While the Measure H opposition would like our City to adopt a no growth way of thinking, under this mindset the luster in the name Beverly Hills cannot sustain itself. Without the ability to renew our City through intelligent projects such as the Hilton Revitalization Plan, we risk losing our City's employers, businesses and hotel guests as well as future development projects to our more aggressive neighbors.

Remember the Four Seasons! I strongly urge everyone to vote "Yes on H."

Daniel M. Yukelson
Planning Commissioner
Beverly Hills

The Beverly Hills Planning Commission voted 5-0 rejecting the present Hilton plan. I was just shown a letter addressed to "Dear Fellow Resident" from a new member of the City Planning Commission. He is HIGHLY in favor on the Hilton proposed redevelopment which could explain why I did not receive a copy. Why waste the stamp?

The letter closes by saying "Without projects like the Hilton Revitalization Plan, I guess we can always raise taxes."

I can only interpret that last comment to mean "Keep those huge projects coming to little old Beverly Hills!"

Why doesn't he just move to New York City? Standing in the middle of Times Square he will be completely surrounded by extremely tall buildings like he loves.

In his "P.S." he is afraid the Waldorf Astoria will end up across the street from Beverly Hills like the Four Season Hotel. There is room for the Waldorf Astoria next to the Hilton as is proposed at the present time... but that does not mean the City has to approve the present proposal for the condominium high rise which violates all of the present Beverly Hills restrictions.

Herbert L. Wallerstein
Beverly Hills

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FICTITIOUS BUSINESS NAME STATEMENT: 20081744538
The following person(s) is/are doing business as: ANGEL MARBLE & GRANITE 12752 Herrick Ave. Sylmar, CA 91342. ANGEL CARRILLO, 12752 Herrick Ave. Sylmar, CA 91342. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here on. Registrant has not yet commenced business. Signed: Angel Carrillo, 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: 09/29/08. NOTICE - This fictitious name statement expires five years from the date it was filed.

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FICTITIOUS BUSINESS NAME STATEMENT: 20081744539 The following person(s) is/are doing business as: ALL YEAR PARTY RENTALS, 8937 Stanwin Ave, Arleta, CA 91331. ERIKA RUIZ, 8937 Stanwin Ave, Arleta, CA 91331. REBE RUIZ, 8937 Stanwin Ave, Arleta, CA 91331 The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here on. Registrant has not yet commenced business. Signed: Erika Ruiz, Rene Ruiz, 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: 09/29/08. 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: 10/9/08, 10/16/08, 10/23/08, 10/30/08 - 2220

FICTITIOUS BUSINESS NAME STATEMENT: 20081744540 The following person(s) is/are doing business as: AIR AUNA, 224 E. Olive Ave. Suite# 219, Burbank, CA. ARTOUR AVATIAN, 127 N Everett #15, Glendale, CA 91200. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here on. Registrant has not yet commenced business. Signed: Artoour Avatyan, 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: 09/29/08. 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: 10/9/08, 10/16/08, 10/23/08, 10/30/08 - 2223

Published: 10/9/08, 10/16/08, 10/23/08, 10/30/08 - 2221

FICTITIOUS BUSINESS NAME STATEMENT: 20081744541 The following person(s) is/are doing business as: DOW CUSTOMS SERVICES; DOW IMPORT & EXPORT SERVICES, 1016 E. Broadway #207, Glendale, CA 91205. NICK DOW, 210 N. Belmont St. #305, Glendale, CA 91206. ARASH DOWLATSHAHI, 210 N. Belmont St. #305, Glendale, CA 91206. The business is conducted by: A GENERAL PARTNERSHIP. Registrant has not yet begun to transact business under the fictitious business name or names listed here on. Registrant has not yet commenced business. Signed: Arash Dowlatshahi, 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: 09/29/08. 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: 10/9/08, 10/16/08, 10/23/08, 10/30/08 - 2222

FICTITIOUS BUSINESS NAME STATEMENT: 20081744543 The following person(s) is/are doing business as: ABEL'S BLINDS & WINDOW CLEANING, 21007 Cohasset St. Canoga Park, CA 91303. ABEL PEREZ, 21007 Cohasset St. Canoga Park, CA 91303. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here on. Registrant has not yet commenced business. Signed: Abel Perez, owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 09/29/08. 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: 10/9/08, 10/16/08, 10/23/08, 10/30/08 - 2223

AN IMPORTANT COMMUNITY MESSAGE FROM BENY ALAGEM

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October 2008

Dear Residents and Friends,

We are at the conclusion of a long campaign.

I am grateful that so many people have opened their homes to welcome their neighbors in to learn about this project. We have had almost 60 meetings and I have had a chance to speak to thousands of residents. I want to thank everyone who has taken the time to read our campaign literature to learn the facts of Measure H. We have presented our arguments in a transparent and rational manner. The community has received a lot of information.

I am proud that all of our facts are backed-up by impartial analysis and city studies. I am also proud that 8 former Mayors, scores of City Commissioners along with thousands of parents and your neighbors have joined us in supporting YES on Measure H. The people supporting Measure H are the people we have always trusted to make this City the best place to live in America.

I have lived in Beverly Hills for 29 years. I love our city and I love the role The Beverly Hilton plays in the life of our city. When I bought The Beverly Hilton, I promised to restore its luster and invested \$85 million in the building to do that. The Beverly Hilton has been a jewel and cornerstone of our Community and City for the past 53 years. We have supported our schools and every community event including the Fire & Police Balls, the Maple Center and the Beverly Hills Education Foundation. The Beverly Hilton is where our community comes to celebrate and honor tradition.

But our work is not done.

Our City is facing a critical period. Retail sales are sharply down. The City Manager has instituted a freeze on new hires in anticipation of reduced revenue and he has been directed to determine if utility and other taxes will need to be raised. Measure H offers the City the opportunity to generate \$12 million in new revenue a year, from hotel, property and sales taxes, at no cost to local taxpayers.

I am committed to making this nine-acre property a place that the community can be proud of and an economic engine that will contribute for generations.

Thank you again for your time and support.

Respectfully,

Beny Alagem

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Vote YES on Measure H**



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