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Issue 534 • December 24 - December 30, 2009



## Beverly Hills Geared Up for Holidays

**Tourism and community spending help  
boost city economy**

cover story • page 10





# letters & email

## “What to Do About the Permits?” [Issue 533]

By all accounts, the parents of permit students are using aggressive tactics with the BHUSD board to get their way. I was always told that good manners got you further in life than making imperious demands. Nevertheless, as far as I am aware, not one of these parents has offered to pay the cost of their children’s education instead. In fact, the \$6,000-\$7,000 per year that it costs to educate one child is cheap compared to private school tuition.

My suggestion to permit parents is this:

### Corrections

The article, Issue 533, “Fox Speaks About Pearl Harbor Day at Horace Mann” should have indicated the 68th anniversary of Pearl Harbor was celebrated.

In the article “What to Do About Permit?” [Issue 533], the total number of “moving out” permits districtwide is 11, and the total number of opportunity permits for K-8 students is 245, totaling 484.

offer to pay for what you’d receive rather than expecting Beverly Hills taxpayers to do it, offer with some gratitude and humility, and perhaps the board will be willing to listen.

**Mark A. Mendlovitz**  
Beverly Hills

It seems clear that the newly-elected Board of Education is primed to eliminate, over a relatively short period of time, perhaps as many as 500 out-of-district students now attending our schools. Those voting for this enormous change were supported and strongly helped by the teachers’ union in their elections to the board. Has the union given any thought to the inevitable reduction in the number of teachers in the district if 500 students are no longer there? At an average class size of 25 students per teacher, this change would result in a loss of 20 teachers.

It would appear that Mr. Bushée is retiring as union president at just the right time — and will deliver a major issue to his successor.

What hath the teachers’ union wrought?

**Richard A. Stone**  
Beverly Hills

### Chris Bushée Responds:

*BHUSD is transforming into a basic-aid district. If the number of students decreases under basic aid, the district’s revenue stream will be largely unaffected. With no loss of*

*revenue, the school board will have more options. Layoffs are avoidable because basic aid gives the district the financial capacity to adjust staffing gradually over time. Therefore, BHEA does not expect layoffs to occur as a result of changes made to opportunity permit policy.*

Permits, Basic Aid, Bond Money...Isn’t it about the kids?

The awarding of scholarships to worthy students is a process academic institutions have used to attract and retain the best and brightest. A true, time-tested technique to develop a climate of academic excellence.

Our district is at a crossroads. One in which the voters in our community made a hot topic in the recently completed Board of Education elections. That crossroads is not just a four-way stop, but more like the multiple stop intersection we are familiar with on the south side of Sunset adjacent to Will Rogers Park in Beverly Hills. The community has the opportunity to take advantage of a unique situation by being the only school district in Los Angeles County’s Office of Education (LACOE’s) jurisdiction eligible for basic aid. This situation does not mandate the elimination of permits, but allows district to be more discerning of who is awarded a permit. Much like our current community supported and continues to support the policy of legacy and city employee scholarships. The future permit, or scholarship, program will be buttressed by the

*letters cont. on page 4*

## WHAT’S ON YOUR MIND?

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editor@bhweekly.com



# SNAPSHOT



## MEAT THE BULLDOGS DAYTON WAY

Beverly Vista second-graders (left to right) Noah Kaiserman (George Harrison), Joey Fratto (Paul McCartney), J.J. Gluckman (Ringo Starr) and Jake Ullman (John Lennon) have recreated The Beatles’ album covers for the current issue of Kids LA Magazine. One of the boys’ costumes was designed by Stella McCartney.

Watch their video on [www.meetthebulldogs.com](http://www.meetthebulldogs.com).



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# briefs



Will Aardappel

## El Rodeo Music Teacher Will Aardappel Passes Away; Was Under Investigation

El Rodeo choral and music teacher Will Aardappel passed away last week. The cause of death has not been released, but reportedly was a suicide.

The Los Angeles County Sheriff's Department has confirmed that the seven-year El Rodeo teacher was being investigated at the time of his death for an inappropriate relationship with a minor outside the school district.

El Rodeo Principal Pat Escalante allegedly received a phone call from the Sheriff's Department on or about Thursday, Dec. 10 notifying her of the investigation. Aardappel was then put on administrative leave with pay. Pursuant to district policy, the following week's annual holiday concert was cancelled.

Escalante sent an e-mail last week to parents regarding Aardappel's passing.

"El Rodeo was so fortunate to have Mr. Aardappel as a member of our teaching staff and he always felt so lucky to be part of our community," wrote Escalante. "We will all miss him greatly."

Before teaching at El Rodeo, Aardappel taught music at private schools for 15 years. He was the 2009 Beverly Hills Education Foundation Apple Award recipient for his service to El Rodeo students, and was profiled in the Weekly's issue 499.

His longtime teaching career in music includes establishing the musical theatre program in 2006 with El Rodeo second-grade teacher Amy Arebalo.

Aardappel earned a bachelor's degree in music composition and a master's in conducting. He served as a conductor for nearly six years of the Arroyo Singers, a women's chorus based at Cal Tech in Pasadena, and as a composer for two independent films. Aardappel also sang in Men's Scholar for a European concert tour of the Boy's Choir of St. Paul the Apostle in Westwood, and was the baritone soloist for the Los Angeles world premier of Peter Osbaldeston's Dionysian Outtakes.

Aardeppel's educational philosophy, according to the El Rodeo Web site, has always been "Love your kids. Love your work."

BHUSD schools are closed for winter break, and Escalante could not be reached for comment.

## BHPD Arrests Robbery Suspect

Beverly Hills police arrested robbery suspect Jason Garza, 35, in Santa Monica on Thursday, Dec. 17.

Garza allegedly committed two purse-

snatch robberies Tuesday, Dec. 15 in the 300 block of South Doheny Drive and in the Neiman Marcus lobby, as well as a third robbery in the Los Angeles.

Garza was identified in all cases, and a \$1 million felony warrant was issued for his arrest.



Charlotte Spadaro

## Charlotte Spadaro's Case Headed to Trial

Former Beverly Hills councilmember (1984-88) and Mayor Charlotte Spadaro will begin trial in San Bernardino Monday, Feb. 22 after a court hearing for her nearly five-year-long case of animal cruelty.

Spadaro's criminal case began May 12, 2005 when Rialto officials searched her house, where she ran an animal-rescue operation, and seized more than 184 dogs and cats.

According to court documents, Spadaro's house "was filthy with animal feces, diarrhea and vomit as well as rodent droppings."

Prior to the raid, authorities responded to neighbor complaints in January 2005 about a strong odor from Spadaro's house, where police officials found a decomposing corpse of a Great Dane in a broken freezer.

A city inspection was scheduled the following month. Spadaro's son, Jonathan, rented a van and loaded it with 2,000 pounds of animal carcasses one day before the inspection. He then parked the vehicle on a street in Riverside.

Riverside County sheriff's deputies found the van, which had begun to smell, several days later.

Due to insufficient evidence, Jonathan Spadaro, a former co-defendant in the case, was cleared of all charges.

Spadaro will face one count of animal cruelty and one count of destroying evidence. Spadaro is an active attorney, and will be representing herself in all cases.

## City Council Identifies Priorities for 2009-2010

During a recent strategic planning session, the Beverly Hills City Council identified priority goals and objectives for the coming year's budget.

Among the prioritized items are completing the city's general plan, developing the city's gateways, exploring opportunities to expand the Beverly Hills brand, making improvements to Greystone Estate to enhance the visitor experience, continued commitment to high-tech security projects for public safety and evaluation of opportunities for development of city-owned property to achieve community objectives such as generating revenue.

"In these challenging economic times, it is imperative that we prioritize our commitments and spending," Mayor Nancy Krasne said. "This strategic planning session was a great process for us to review our priorities with senior staff. With limited budgets, we must ensure that the city



(left to right) Estee Deutsch, Daniela Zokaeim, Cameron Chlavin, Amelia Wohl, Sophie Zara, PJ Goolsby, Justin Friedman and Daniel Hyun

## El Rodeo Students Deliver Toys to Children's Hospital

The El Rodeo Middle School Student Council helped deliver nearly 700 toys to the Children's Hospital of Los Angeles Tuesday, Dec. 15 as part of a community service project for the holiday season.

"This is a holiday tradition which we started last year and one that the students really look forward to," said Student Council Advisor Jennifer Liberato. "I believe it is so important to teach the students the real meaning of the holiday season, which is giving back to those who need some extra holiday cheer."



(left to right) Tina Cole, Cam Clarke, Marilyn King and Cathy Cole Green  
Photo: Kevin Parry/The Paley Center for Media

## Paley Center for Media's Holiday Celebration with King Family

The Paley Center for Media presented a holiday screening of the PBS special "Christmas with the King Family" last Sunday, Dec. 20. Nearly 40 members of the King family attended the event, which included a performance of Christmas carols by several King family members. The City of Beverly Hills offered a proclamation recognizing the King family for their tenure, contribution and legacy in TV and the performing arts.

focuses on the projects and programs that maintain our world-class quality of life and uphold our commitment to being the safest city in America."

The city has several hundred initiatives and programs under way, all of which are geared toward maintaining and enhancing  
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BHUSD's basic-aid position, thereby allowing our schools to create an environment of selection versus desperation.

Most importantly, basic aid will provide funds for programs which have recently been discontinued because of limited state funding; including art classes, language classes, and extracurricular events. The greatest boon will be the teacher-to-student ratio, which will decrease. The flexibility to teach a core curriculum to a smaller audience will only benefit the students and teachers. One can only extrapolate that this will increase the morale of students and teachers alike.

Is there a movement to limit enrollment? I say no.

Is there a movement to put the needs of resident children first? I say yes.

Is there a movement to improve the morale of our teachers and students? I say yes.

Are we re-building the community by re-building our schools? I say yes.

### **Mitchell Schwartz** **Beverly Hills**

My husband and I both grew up in Beverly Hills. He went to El Rodeo and I went to Hawthorne. We both graduated from Beverly High. Our parents still reside in Beverly Hills. Technically, our children would qualify under the current "legacy permit" status. Despite this, we decided to make an enormous sacrifice and recently moved back to Beverly Hills.

Before moving back, our children attended the BHUSD on permits. Our older daughter attended Horace Mann for 1 year on an opportunity permit and was then unexpectedly switched to El Rodeo just 3 days before the next school year. Our younger daughter was granted a Legacy Permit to attend El Rodeo 2 weeks into the new school year. Although the school change and late acceptance made for difficult transitions, we accepted these realities as we were fully aware of the fact that our children were attending the district on permits.

With this in mind, and knowing that the permits could be taken away at any time, we made the decision to move back into Beverly Hills. The home we found hap-

pened to be in the El Rodeo [zone] so our children didn't have to move again.

We bought because we wanted the continuity and excellence of the Beverly Hills schools to be guaranteed for our children, without being moved from school to school or fearing that the permits would eventually be taken away. We also wanted to be a part of the Beverly Hills Community we love and have loved since we were kids.

Making the move back to Beverly Hills has been an enormous sacrifice. We moved from a wonderful neighborhood that we enjoyed for over 10 years, leaving neighbors and friends behind. We stretched financially during uncertain economic times. We could have continued attending the school district under our existing permits, but we made the move for the guarantee! And we are not the exception.

There are so many other families that have decided to either live in apartments, condominiums or smaller homes because they want their children to attend the BHUSD. They made the choice to have less so their children can have more.

I am resentful of the parents and grandparents who have developed a sense of entitlement just because they have been granted a permit by the school district. Just like us, they have known from the beginning that a permit is simply a permit and not a guarantee.

If we and many others can make the sacrifices and choices necessary to move into Beverly Hills, there are many others who can do the same; thus doing the right thing for the district and their children's educational future.

### **Julie Gilberg** **Beverly Hills**

I am writing in support of the BHUSD board actions of late and their steps to take full benefit of our Basic Aid status, which should be the beginning of returning our school district where it once was (top performing in academic performance and programs offered, attracting and retaining resident students from private schools, and was not viewed as a stepping stone for administrators). I consider myself moderate on the issue of opportunity permits (more aptly called Opportunity Scholarships, since, as a

basic aid district, we are funded almost exclusively by Beverly Hills property tax revenue). I was for an orderly natural-breaks (5th, 8th, 12th grade) phase out. However, in the last couple of weeks I've (painfully) changed my mind. The reason I say this is painful is because we have many friends who send their children to Beverly Hills schools on the Opportunity Scholarship, I respect and admire many of them, and our children play together. My statements below are generalized and, naturally, don't apply to all. So, why this change of heart?

- The Opportunity Scholarship parents have proposed NO COMPROMISE. They seek matriculation through 12th grade (the residents themselves do not have such right), paid for fully by Beverly Hills tax revenue. This is a very aggressive and alienating position.

- They have largely withdrawn their support from the PTA and classroom funds as a response to the 12-month-long discussion on this subject. Instead of reaching out and bridging differences, they chose retribution.

- The open session the BHUSD board held on Friday the 11th to openly discuss this issue of opportunity permits was the most disappointing of all. It was disturbing to see folks, who are not residents, taxpayers and voters of this city, yelling at BHUSD elected officials and demand rights from this city and threaten if not granted. There simply is no reason why any official should tolerate such behavior from non-constituents.

- Threats to BHUSD board members on Facebook.

- We have many things to accomplish in our district (Clean up Measure E mess, retrofit our schools, improve API scores, hire a superintendent and boost morale at our school sites). However, we continue to spend an inordinate amount of time on this issue.

Apart from the above, there are many reasons not to like this bad public policy instituted eight years ago and expanded to 20 percent of our student body:

- Opportunity permits' name is misleading. We are NOT bringing children from economically challenged environments and giving them a life-altering opportunity. Approximately 75 percent of opportunity-permit recipients are white, middle class and homeowners, who, if not in Beverly Hills

schools, will go to private schools.

- We are taking much needed funds away from LAUSD. Every Opportunity Scholarship student in BHUSD is roughly \$6,000 less per year for LAUSD. This is a very bad public policy — not worthy of the City of Beverly Hills.

- We are short on space: Some of our classrooms are now in bungalows sitting beside busy streets (Robertson/Charleville). Classroom sizes are being maxed out.

- Opportunity Scholarships have always been issued on a year-by-year basis (hence, no reason for matriculation entitlement). This was a reason many of us decided to move into Beverly Hills so that we would not have to live with this risk. My wife and I used to live on Hamel Road, just one block away from Beverly Hills. We deeply cared about securing our children's education, so we made the move to Beverly Hills. We were willing to disrupt our lives because of our children's education. Most Opportunity Scholarship parents are simply not willing to do so.

The discussion on this topic has been a hot-button issue for the past 18 months. Any parent who cares deeply about their children's education has taken steps to have plan B for Fall 2010. Our taxes should not fund full scholarships for students who live outside the district with the exception of employees of BHUSD, employees of the City of Beverly Hills, Diversity Scholarships (yes, we need those) and to children of grandparents who live in Beverly Hills and meet the requirements of the Legacy Scholarship. We need to attract parents to move in, and help us grow the tax base that will funnel more needed funds into the schools, thus creating a virtuous cycle of revenue growth, reinvestment in our schools and increased demand for moving into our community for those schools (Palo Alto, CA school district is a great example).

We are an open community; there are no walls erected around Beverly Hills. Everyone is welcome to move in and send their children to our schools, if it is in fact their priority. I truly hope that many will do.

### **Robert Kyncl** **Beverly Hills**

# policeblotter

*Beverly Hills Weekly receives the information that appears below from the Beverly Hills Police Department. This information is released each week to the public. We assume no responsibility for any errors or omissions in the Blotter.*

**Burglary:** Occurred between 2315 on 12/4/2009 and 0900 on 12/5/2009 in the 200 block of South Beverly Drive. No suspect information. Unknown suspect(s) used bolt cutters to cut lock, suspect(s) then opened fence and entered rear storage area, removing property. Loss: \$1,000

Occurred between 1300 on 11/26/2009 and 1000 on 11/30/2009 in the 500 block

of North Beverly Drive. No suspect information. Unknown suspect entered location, possibly through unlocked door, removed property and fled. Loss: \$1,900

Occurred between 1730 on 11/23/2009 and 0645 on 11/24/2009 in the 600 block of Mountain Drive. No suspect information. Unknown suspect cut lock on front gate, repositioned security camera, cut lock of storage container, suspect took tools from container and residence. Loss: \$4,495

Occurred between 1645 on 11/21/2009 and 0715 on 11/23/2009 in the 200 block of Tower Drive. No suspect information.

Suspect(s) entered secured vehicle by unknown means and took victim's property. Loss: \$3,430

Occurred between 1815 on 11/23/2009 and 2300 on 11/23/2009 in the 9900 block of Robbins Drive. No suspect information. Unknown suspect removed window screen, entered house through unlocked window, ransacked several rooms, removed property, fled in unknown direction. Loss: \$13,540

Occurred between 1100 on 11/12/2009 and 0930 on 11/25/2009 in the 9700 block of Wilshire Blvd. No suspect information. Unknown suspect(s) used unknown pry tool to pry open locked door, removed property and fled. Loss: \$230

Occurred between 2100 on 11/21/2009 and 0930 on 11/22/2009 in the 200 block

of Tower Drive. No suspect information. Suspect(s) entered residence by unknown means, took property from the victim and fled undetected. Loss: \$450

Occurred between 2100 on 11/27/2009 and 1100 on 11/28/2009 in the 400 block of North Oakhurst Drive. No suspect information. Unknown suspect(s) entered secured garage and used unknown tool to break left rear window of vehicle.

Occurred between 1830 on 11/28/2009 and 1832 on 11/28/2009 in the 9000 block of Wilshire Blvd. Suspect: Male Hispanic, 50, 5'9", 150 lbs., black hair, brown eyes. Suspect entered the South Wilshire Blvd. alley, approached victim's bathroom window on north side of apartment building, pried window open, pried window screen off, reached into bath-

*blotter cont. on page 8*



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the quality of life for residents, businesses and visitors of Beverly Hills. The session was designed to develop budget and staffing priorities for those critical projects as budget development and planning for the next fiscal year begins.



Daphna Ziman

### Children United Nations, KDay and Fred Segal Host Toy Drive

Children United Nations hosted their annual toy drive Sunday, Dec. 20 to provide gifts for thousands of at-risk and foster

youth in Los Angeles.

The event was held at Fred Segal Fun Department Store, and featured food, Christmas cookies, KDay Radio and an appearance by Santa Claus. A goal was set at 10,000 toys and gifts by Christmas Day.

Founded by philanthropist and activist Daphna Ziman, CUN was created to bring attention to the plight of at-risk and foster youth. There are more than 20,000 children living in foster care in Los Angeles who will not be able to spend the holidays with their families.

### Beverly Hills Active Adults Club Offers Discount Tickets to 'The Color Purple'

The Beverly Hills Active Adult Club has discount tickets to the theatrical version of The Color Purple at the Pantages Theatre

in Hollywood.

Starring Fantasia from American Idol, the play is based on the award-winning novel by Alice Walker.

Tickets for the show, which takes place on Saturday, Feb. 27, are \$35. Those interested should meet at the La Cienega Tennis Center before departure at 12:30 p.m. Please register at the Roxbury Community Center Office at Roxbury Park.

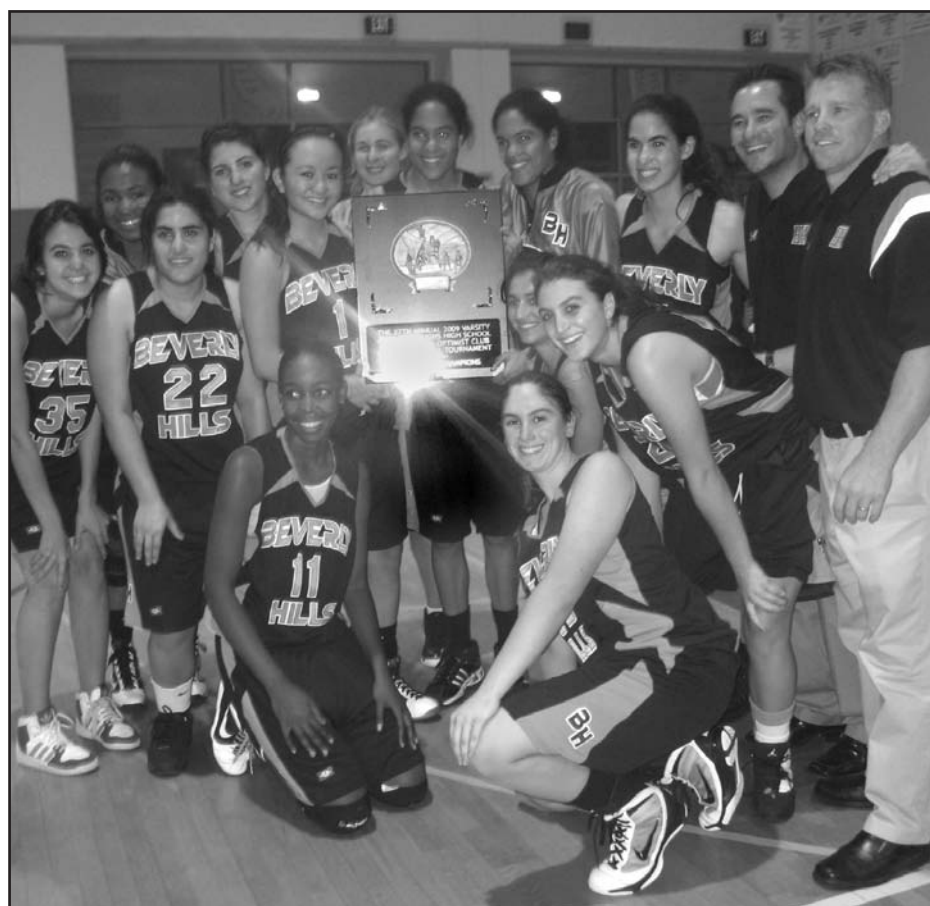
For more information, call (310) 285-6840.

### Beverly Hills Provides Safety Tips for Storm Season

The City of Beverly Hills has suggested residents take steps to ensure they are prepared for heavy rainfall, mudslides, flooding, electrical outages, water contamination and other dangers.

These include keeping sandbags, plywood, plastic sheeting, lumber and other emergency building materials handy for waterproofing; checking and repairing worn roofing materials; covering the top of slopes with sheets of plastic to prevent water from entering and causing mudslides; turning off lawn sprinklers both during and after heavy rain; and purchasing or renewing flood insurance policies.

The city can provide up to 10 sandbags per Beverly Hills household. Report any blocked or clogged street catch basins to the city's public works department. For more information, call (310) 285-2467.



Normans Team: Natalie Mo, Debbie Reyhan, Morgan Mason, Chelsea Austin, Tiffany Yadegar, Serena Shlomof, Jaina Abdul-Mansour, Ore Ezer, Jessica Rabbany, Leora Kashani, Lisa Kliman, Miranda Abdul-Mansour, Lena Maitkova, Brittany Pourmorady, Coach John Braddell

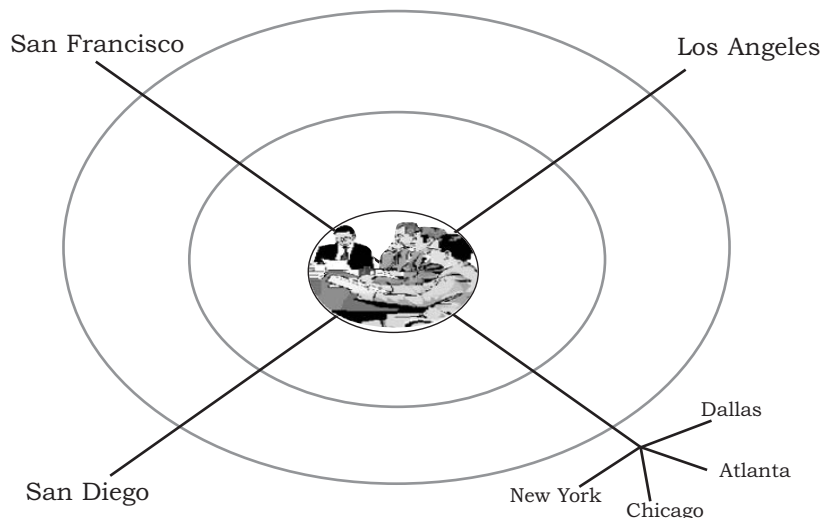
### Normans Take Win in Tournament

The Beverly High girls' basketball team won the Magnolia Park Optimist Club Tournament, defeating Canyon, 74-64, in Saturday night's championship game at John Burroughs High School in Burbank.

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# from the hills of beverly



## A Holiday Appreciation

Other notes and views

By Rudy Cole

Want to do something nice for the holidays? Stop a cop, firefighter or any other city employee working on December 25, and thank them for being there for our community.

Sometimes, I think the people who serve us and who make us one of the safest, most secure and best-maintained cities in the world appreciate Beverly Hills more than those of us who live here and take it all for granted.

Few city staffers live in Beverly Hills, many travel long distances to their jobs, and on holidays, no matter the benefits, are still away from their own families and friends. Even if you are not of the same religious persuasion, actually wishing them a Merry Christmas is just fine.

At the same time, you might take a moment to become aware of some mean-spirited recent news stories and editorials regarding retirement and pension benefits impacting our first responders and others.

Tough economic times are being used as a rationale for challenging entitlements that have been the incentives and expected benefits for those at the end of long and dedicated careers serving Beverly Hills. We have an

obligation, as a community, to defend our past commitments and not create uncertainties.

Yes, appreciating our fine city staff is something we should do all year round. The holidays are good to remind us and to communicate our thanks to all those who serve and protect, in and out of uniform.

Speaking of unstable conditions, many school administrators are living under a loss of job cloud, despite one board member's assurances that there is no intent to make wholesale dismissals of school principals, one example of the climate of fear now permeating the district.

Frankly, this board is moving far too fast with far too little experience on many critical problems the board now faces. As an example, the inelegant leaking of a review of the status of all five principals was certain to make all of the school site leaders suspicious of their job security — and what a wonderful time of the year to unleash that fear.

Two board members, **Steven Fenton** and **Brian David Goldberg**, have been on the board for two years and **Jake Manaster** and **Lisa Korbatov**, two weeks, and yet this board

has held more emergency, special meetings in that time than the board has held for many prior months. (**Myra Lurie** has six years service, but no longer has the same allies as she had before the last election.)

True, Fenton and Goldberg, either directly or subtly, backed candidates who won the last board election and, in a sense, are acting on what they perceive as a community mandate to bring about change. Yes, it may well be "their turn" but giving the new members time to study, to understand the role of board members and to appreciate our school needs and history requires far more time.

At the same time, those who have a different vision of our school's future were not effective in recent elections, were not able to field viable candidates and now have to accept the consequences of their lack of political success. Of course, when only a fraction of the voters actually turn out, the mandate argument is somewhat diminished.

As for the opportunity-permit battle, and it is that, the argument may well revolve on two questions: The actual economic impact of allowing students to complete their education and what assurances were given the parents that they could stay beyond the one-year permits they accepted.

The recent New York Times article on our school-permit conflict quoted one school official as claiming the financial loss, once we go to basic aid, could be \$2 million. That figure is now being challenged. On the "promises

made" argument, that too needs responsible, careful consideration: While it is true, opportunity parents signed one-year-at-a-time forms, they claim almost universally that school officials assured them their children would not be kicked out if they continued with good behavior and acceptable academic success. On that assumption, students became very much a part of the system, and their parents, at least most, gave time, energy and money to PTA and BHEF.

We need to be very clear: This is NOT about keeping the opportunity-permit program, but only finding the most kid-sensitive way of phasing it out. After all, we adopted the program when we needed the money; now, we need a humane and fair way for an exit strategy — not for the parents, but for the children who have done nothing wrong. Other districts, facing the same challenges and benefits of going basic aid, adopted fairer and more children-sensitive methods of change. Our reputation as a caring community is also in play here.

Some of the comments by board members in the New York Times article, if accurately quoted, demonstrated some lack of understanding of how city government functions. The assumption that we do not respond to emergencies in neighboring communities is totally wrong as is the perception that we do not look to other cities for help when we need it. We are not an isolated island — we give and we receive support.

One last point on financing of schools: who actually pays? One of the most dramatic changes in funding will take place when we become a basic-aid district. Basic aid means that the school district will then receive more money from the property tax than it would

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from the state, now based on ADA or average daily attendance. We go off state support and are funded from the property tax, but not entirely. That change is positive and gives the district a security and independence it does not now have. All for the good.

However, in the past thirty years the demographic change in our population has gone from a majority of residents with school-age children to a minority of less than 35 percent. The property tax of parents does not even come close to paying the costs. Of course, as a community, it is our absolute obligation to support public education.

There are other funding factors too that alter the argument of who pays for education. Slightly more than 30 percent of the property tax is not residential, it is commercial and many, if not most, of these taxpayers don't even live here! Absentee taxation? And what about the millions of dollars the city provides the schools through the Joint Powers Agreement, more than any other community in the state? A good portion of this funding also comes from the business community and, again, by people who not only do not have children in our schools, but live outside the school district. So, black and white arguments on financial fairness is not that sustainable.

True, this should be a community-based school system, created to serve the children who live within the district. That is the historical and fair method of educational services. When Prop. 13 forever revolutionized how we pay for children's schooling and made us dependent on the state, that led to a financial debacle making it imperative to accept out-of-district students. Now, as we said, it is appro-

priate to end the program but without punishing kids who played by the rules and should be given a reasonable, rational and fair method of completing so called break points, if that is the only workable compromise.

Also, we do have a student-permit program benefiting some city employees and school staff. No one is suggesting, hopefully, that this too would be curtailed. As for the legacy concept — if the opportunity program is not even allowed to phase at rationally, the legacy permits make for an even less meritorious and equitable concept.

\*\*\*

Post office officials have confirmed that many postal delivery boxes around Beverly Hills have been removed, probably as many as 30 percent citywide. (One is next to the senior housing project on North Crescent Drive.) As an economic move, this appears to have happened without prior warning to post office patrons. If those posed a serious problem for any of our readers, drop me an e-mail, and I will forward our concerns to Cong. Henry Waxman's office. But don't blame our local postal workers; they are very service sensitive, and this was not a local decision.

\*\*\*

Several high-ranking city officials called to dispute our comment last week regarding deputy city manager for public affairs **Cheryl Friedling's** position. We reported that city hall sources said her job could face "elimination or change."

Those calling insisted that outgoing City Manager **Rod Wood** is not contemplating this change in the public affairs office, and is not recommending it to the new city manager, **Jeff Kolin**, who will make his own staff alignments when he arrives late in January.

Clearly, Friedling has strong support on the city council. The reports we heard did not mean there would be a mass layoff in the public relations and public affairs departments, only a possible shifting of titles and duties. The officials who called said this was not likely to happen.

Some of the recent rancor on the council has subsided, and our five are finding better methods of communicating. Whether or not you always agree with him, Councilmember **John Mirisch** is asking the tough questions and making often innovative ideas come to the table.

Vice Mayor **Jimmy Delshad** is the techno and financial go-to person, **Barry Brucker** continues as a pro-education force, Mayor **Nancy Krasne** has honed her skills as a presiding officer and Councilmember **Dr. Willie Brien** is the intellectual and rational voice of reason, as he was on the school board. A shaky start is mellowing down into a more functional and responsive team, with a greater tolerance of differences.

Final thought: School board majority members take notice. The permit parents now have the support of a mighty voice: **Lya Cordova-Latta**. She has added her name to those in the community who want a rational and responsible exit program for out-of-district students. Those urging reason and fairness include the unlikely duo of former mayors **Maxwell**

**Hillary Salter** and **Robert K. Tanenbaum**, and former mayor **Dr. Charles Aronberg**. Robert always supported the JPA, wife **Patti** has a long history of distinguished service to our schools, including leadership in the PTA, and Dr. Aronberg was the city council architect of the Joint Powers Agreement, without which our schools would have to close. The highly regarded civic leader **Richard Rosenzweig** supports a responsible break point end, but not matriculation for those in elementary schools.

Lya brings something else to the debate. Her late husband was a major force in public education, including a position as assistant superintendent of schools for Beverly Hills. The permit parents should know they are not alone. One caution: the parents and the board need to lower their voices if we are going to make a rational compromise work. The board certainly must understand the passion shown by the permit parents, and board opponents need to respect the service to our community by Steven Fenton and his family, and the service of the rest of the board, even when they, and I, disagree.

In other new-to-basic-aid districts, even those ending the permit program, the phasing out was allowed over a longer period, and not abruptly halted in one school year. A reasonable compromise is still possible. Why the rush?

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



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## BHHS Girls' Basketball Team Wins Tournament

### Norman Boys' Soccer Team Edged by Warren, Lawndale

By Steven Herbert

The Beverly High girls' basketball team played what coach John Braddell called an "unbelievable" game in a 74-64 victory over Canyon Country Canyon in Saturday night's championship game of the Magnolia Park Optimist Club Tournament at John Burroughs High School that was more one-sided than the final score indicated.

"I was not surprised, I've just never seen us play at that level," Braddell said. "Everything we did, we did right."

The Normans (8-2) never trailed and were only tied once, 3-3. Beverly Hills led 64-39 entering the fourth quarter, when a lineup of mainly reserves was outscored 25-10.

"We did exactly what we wanted to do — we wanted to put the pressure on them and make it a fast-paced game," Braddell said. "We just hit shots. Everything that was open we nailed. That doesn't happen every night, but tonight it did."

The Normans "had a lot of confidence" coming into the game, thanks in part to a 64-60 overtime victory over Crescenta Valley in a championship semifinal a night earlier, and were "highly motivated," Braddell said.

"There was a little bit of talk from the other team and I think the girls took it to heart that Canyon was coming to play and they were coming to get us and we needed to step up and play as hard as we

could," Braddell said.

Beverly Hills led 19-16 at the end of the first quarter and was ahead 24-22 when they scored five unanswered points, increasing their lead to 29-22 four minutes, 26 seconds before halftime.

Cowboys senior Kayla Michel ended that streak with the basket, but the Normans went on to score the final 10 points of the half for a 39-24 halftime lead, with Natalie Moy making four free throws, including two as the half ended, to conclude the run.

The teams exchanged baskets at the start of the second half, then Beverly Hills went on a 9-0 run, begun and ended by 3-point baskets by shooting guard Lisa Kliman. Center Chelsea Austin had back-to-back baskets to close a 6-0 run later in the quarter.

Braddell credited the victory to having players who "are really competitive and they work hard."

"They work well together," Braddell said. "[They're] very unselfish kids. I'm so proud and it's such a joy to coach them."

Tournament organizers asked Braddell to select three players for the all-tournament team and he chose Austin as the most valuable player, and forward Jaina Abdul-Mansour and Kliman.

"They wanted three people for

awards," Braddell said. "We could have given them five. Everybody played so well. It was such a team effort."

Four of the five Norman starters scored in double figures, led by Abdul-Mansour's 21 points, including 3-point baskets in the first, second and fourth quarters.

Kliman added 18, with four 3-point baskets, Austin 17, all over the first three quarters, Miranda Abdul-Mansour, Jaina Abdul-Mansour's twin sister, 10 and Moy eight.

In other tournament games:

#### Beverly Hills 64, Crescenta Valley 60

Austin scored 20 points and pulled down 14 rebounds in an overtime victory in a championship semifinal game Friday night.

Jaina Abdul-Mansour and Moy each added 15 points, Miranda Abdul-Mansour 12 and Kliman two.

Moy made two 3-point baskets.

#### Beverly Hills 66, Glendale 20

The Normans held the Nitros to two points in the second half and Austin barely missed a triple-double with 18 points, 20 rebounds and nine blocked shots in a championship quarterfinal game Dec.

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room.

Occurred between 1630 on 11/27/2009 and 1950 on 11/28/2009 in the 300 block of North Oakhurst Drive. No suspect information. Unknown suspect accessed secured sub-garage, smashed victim's vehicle right rear window and proceeded to rummage through the inside.

Occurred between 1900 on 11/13/2009 and 1545 on 11/15/2009 in the 900 block of Oxford Way. No suspect information. Unknown suspect removed the lock and chain from the gate, entered the location, removed property and fled. Loss: \$23,500

Occurred between 1900 on 11/13/2009 and 1545 on 11/15/2009 in the 900 block of Oxford Way. No suspect information. Unknown suspect removed the lock and chain from the main gate, entered the location, cut the lock off the storage shed, removed property and fled with same. Loss: \$8,896

Occurred between 0717 on 11/20/2009 and 0718 on 11/20/2009 in the 9100 block of Wilshire Blvd. Suspect: Male Black, 40, 6'1", 250 lbs., bald hair. Suspect entered the location possibly through an unlock door. There were no pry marks on doors. Suspect removed victim's laptop concealed in backpack and fled location. Loss: \$1,000

Occurred between 1400 on 11/20/2009 and 1510 on 11/20/2009 in the 300 block of South Beverly Drive. No suspect information. Unknown suspect(s) entered location and removed victim's purse from

the office lobby. Loss: \$4,390

Occurred between 1700 on 11/16/2009 and 0245 on 11/17/2009 in the 300 block of North Oakhurst Drive. No suspect information. Unknown suspect shattered victim's passenger window, took property and fled undetected with same. Loss: \$2,750

Occurred between 1630 on 11/19/2009 and 1900 on 11/19/2009 in the 100 block of North Clark Drive. No suspect information. Unknown suspect possibly entered through unlocked rear window, took property and fled. Loss: \$1,290

Occurred between 1640 on 11/21/2009 and 1644 on 11/21/2009 in the 300 block of North Rodeo Drive. Suspect: Male Black, 50, 6'3", black hair. Suspect entered the location, requested assistance to distract the witness, took property and then fled with same. Loss: \$6,400

**Assault:** Occurred between 1500 on 11/16/2009 and 1505 on 11/16/2009 in the area of North Beverly Drive and Sunset Blvd. Suspect: Male Black, 40, black hair, brown eyes. The suspect gets involved with a verbal argument with victim. Then T/A's into the rear of victim's vehicle, exits vehicle and rushes victim.

Occurred between 1430 on 11/18/2009 and 1435 on 11/18/2009 in the 200 block of Moreno Drive. Suspect: Male White, 16, 5'8", 160 lbs., brown hair, blue eyes. Suspect grabs victim's wrist and knocks video camera out of her hands.

Occurred between 2300 on 11/18/2009

and 2330 on 11/18/2009j in the 400 block of North Oakhurst Drive. Suspect: Male White, 5'7", 154 lbs., brown hair, brown eyes. Known suspect attacked victim and threatened him with a knife.

Occurred between 0940 on 11/21/2009 and 0945 on 11/21/2009 in the 9800 block of Wilshire Blvd. Suspect: Female White, 80, 5'1", 110 lbs., gray hair, brown eyes. Suspect walked inside store and stood within two feet distance of victim. Suspect spit on victim's left side face and fled on foot west on Wilshire.

Identity Theft: Occurred between 0800 on 11/18/2009 and 1600 on 12/3/2009 in the 200 block of South Linden Drive. No suspect information. Unknown suspect used victim's identification information to open credit accounts without her permission.

Occurred between 1720 on 12/3/2009 and 1720 on 12/3/2009 in the 200 block of Lasky Drive. No suspect information. Unknown suspects used victim's personal information (SSN) to open a line of credit and make second attempts using victim's personal information but are unsuccessful.

Occurred between 1200 on 11/18/2009 and 1200 on 11/18/2009 in the 8300 block of Wilshire Blvd. No suspect information. Suspect(s) removed funds from victim's bank account without authorization.

Occurred between 1900 on 12/4/2009 and 2100 on 12/4/2009 in the 3200 block of Las Vegas Blvd. Suspect: Female Black. Suspect entered department store and charged approximately \$3,000 on

account. Suspect provided a driver's license with victim's information and also social security number.

Occurred between 0001 on 11/2/2009 and 1602 on 12/4/2009 in the 200 block of Moreno Drive. No suspect information. Victim misplaced his credit card, unknown suspect(s) obtained said credit card and used it to make miscellaneous purchases.

Occurred between 0001 on 11/18/2009 and 2359 on 11/19/2009 in the 200 block of South Linden Drive. No suspect information. Unknown suspect used counterfeit credit/debit card in victim's name and with her account number on it to make unauthorized withdrawals.

Occurred between 0001 on 10/25/2005 and 0735 on 11/24/2009 in the 200 block of South Reeves Dr. Unknown suspect(s) used victim's personal identification information without authorization to open a residential and wireless account.

Occurred between 0800 on 11/13/2009 and 1345 on 11/25/2009 in the 500 block of North Elm Drive. No suspect information. Unknown suspect(s) used victim's identification to open a new account and use existing credit account without her permission.

Occurred between 0900 on 10/14/2009 and 1800 on 11/14/2009 in the 400 block of North Beverly Drive. Suspect: Male Black, 33, 6'0", 180 lbs., black hair, brown eyes. Suspect used victim's information to open accounts and make purchases without his permission.

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*sports cont. from previous page*

16.

Beverly Hills outscored Glendale, 17-9, in the first quarter as Miranda Abdul-Mansour scored 10 of her 26 points.

The Normans increased their lead to 36-18 at halftime as they outscored the Nitros, 19-9, in the second quarter, with Jaina Abdul-Mansour scored eight points and Miranda Abdul-Mansour scoring seven.

Beverly Hills outscored Glendale, 18-2, in the third quarter, with Miranda Abdul-Mansour scoring six points.

The Normans outscored Glendale, 12-0, in the fourth quarter, with Austin and Miranda Abdul-Mansour both making 3-point baskets.

Jaina Abdul-Mansour added 14 points, Kliman three on a third-quarter 3-point basket, Brittany Pourmorady and Serena Shlomof two each and Moy one point and 11 assists.

### **Beverly Hills 63, Santa Clarita Golden Valley 24**

Miranda Abdul-Mansour scored 18 points while Austin had 17 points and 11 rebounds in a first-round game Dec. 14.

The Normans outscored the Grizzlies, 19-3, in the first quarter, as Austin and Miranda Abdul-Mansour both scored six

points and Kliman made a 3-point basket.

Miranda Abdul-Mansour made two 3-point baskets in the second quarter as Beverly Hills increased its lead to 36-12 at halftime by outscoring Golden Valley, 17-9.

Austin had eight points, including two 3-point baskets, in the third quarter, as the Normans outscored the Grizzlies, 24-8, increasing their lead to 60-20.

Jaina Abdul-Mansour had 10 points, Moy six points, eight rebounds and seven assists, Pourmorady four points, Leora Kashani and Kliman three points each, and Ore Ezer two points.

### **What's Next?**

The Normans are scheduled to face Brentwood Saturday at 7:30 p.m. in the Swim-Gym in a first-round game of the Harvard Westlake-Beverly Hills Winter Festival.

### **Boys' Soccer**

#### **Downey Warren 2, Beverly Hills 1**

Jonas Brock scored for the Normans on a 60th-minute penalty kick after Parsa Peykar was fouled in the penalty area in a nonleague game at Warren last Thursday.

The Bears scored in the 25th and 50th minutes of an 80-minute game.

"We played real well the first 25 minutes, gave up a goal and then we just got out of rhythm," Beverly Hills coach Steve Rappaport said. "We totally lost our passing movement."

The problems were the result of the ejection of a Warren player in the 20th minute for stepping on Peykar's face while he was on the ground, forcing the Bears to play with 10 players to the Normans' 11 for the rest of the game, Rappaport said.

"They just started packing the box and chipping the ball long," Rappaport said. "Instead of us continuing to play our style of game, we got in a kick ball game with them and took our midfield out of it and lost our shape."

Beverly Hills led in shots, 12-6. Norman goalkeeper Matthew Davidov made four saves.

"We just did not have a good game period," Rappaport said. "Nobody stepped up."

#### **Lawndale 1, Beverly Hills 0**

The Cardinals scored in the 50th minute off a corner kick in an 80-minute nonleague game at Nickoll Field Friday.

"My goalie got a hand on it and instead of hitting it over the bar, it hit the crossbar and it, ricocheted over to their player on the far post who knocked it in,"

Rappaport said.

Beverly Hills (3-3-1) led in shots, 21-7.

"They basically did nothing," Rappaport said. "They had that one play and we missed opportunity after opportunity. We just didn't finish."

The Norman defense "played well," Rappaport said, praising the play of Brock, Caio Carvalho, Spencer Weissberg and Willy Woods.

Midfielder Mariano Gonzalez "played very well," Rappaport said.

Davidov made six saves.

### **What's Next?**

The Normans are scheduled to play their Alumni Game Jan. 4 at 6 p.m. and play host to Manhattan Beach Mira Costa Jan. 6 at 3 p.m. in a nonleague game, both at Nickoll Field.

Computer problems prevented the coverage of additional events. Those will be covered in the next edition of the Beverly Hills Weekly.

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

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Occurred between 0001 on 11/1/2009 and 2359 on 11/11/2009 in the 600 block of North Crescent Drive. No suspect information. Suspect used victim's identification information without permission, opened an account and sent for collection.

Occurred between 0800 on 10/7/2009 and 1500 on 11/3/2009 in the 8500 block of Wilshire Blvd. No suspect information. Unknown suspect forged check, accessed victim's account and stole cash.

Occurred between 0800 on 9/16/2009 and 1730 on 9/16/2009 in the 500 block of North Hillcrest Road. No suspect information. Unknown suspect(s) obtained victim's personal/professional information and used it to fraudulently bill Medicare.

Occurred between 1200 on 10/2/2009 and 1200 on 11/11/2009 in the 8700 block of Wilshire Blvd. Suspect: Male White, 41, 6'0", 195 lbs., red/auburn hair, hazel eyes. Suspect (former employee) used victim's information to set up a voicemail account which is billed to victim's phone bill.

**Forgery:** Occurred between 0001 on 6/29/2009 and 2359 on 9/30/2009 in the 8300 block of Wilshire Blvd. Suspect: Female Other, 25, 5'3", 150 lbs., black hair, brown eyes. Suspect used computer to print out checks in her name, signed victim's name then cashes same at the bank. Loss: \$18,181

Occurred between 1200 on 11/16/2009 and 1800 on 11/18/2009 in the 8700 block

of Wilshire Blvd. Suspects: Male Black, 34, 5'7", 165 lbs., black hair, brown eyes. Suspect forged two fraudulent payroll checks which they deposited and cashed.

**Grand Theft:** Occurred between 1030 on 12/1/2009 and 1115 on 12/1/2009 in the 200 block of South Beverly Drive. No suspect information. Unknown suspect stole victim's laptop case, which had been on the ground next to him. Loss: \$1,860

Occurred between 0800 on 9/23/2009 and 1645 on 12/2/2009 in the 9000 block of Wilshire Blvd. Suspect: Male White, 40, 6'0", 170 lbs., blonde/strawberry hair. Known suspect used victim's business name to obtain money for fraudulent construction jobs and had changed information on victim's account.

Occurred between 1345 on 12/4/2009 and 1400 on 12/4/2009 in the 9500 block of Brighton Way. No suspect information. Victim left her shopping bag with her camera inside store. Victim retrieved bag and went to her vehicle when she noticed camera was stolen. Loss: \$850

Occurred between 1145 on 12/10/2009 and 1150 on 12/10/2009 in the 9400 block of Brighton Way. No suspect information. Unknown suspect removed victim's I-phone from her backpack while she was in a crowded elevator. Loss: \$825

Occurred between 1200 on 11/15/2009 and 1400 on 11/15/2009 in the 1000 block of Chevy Chase Drive. Suspect: Male White, 42, 5'7", 175 lbs., black hair, hazel eyes. Suspect accompanied victim's daughter to jewelry store, took possession

of property and sold item for cash at a pawn broker. Loss: \$1,500

Occurred between 0001 on 10/1/2009 and 0001 on 11/1/2009 in the 1000 block of Chevy Chase Drive. Suspect: Female White, 46, 5'3", 112 lbs., brown hair, brown eyes. Suspect removed victim's property from her dresser drawer, took property to a pawn broker and sold them for cash. Loss: \$12,500

Occurred between 1311 on 12/11/2009 and 1311 on 12/11/2009 in the 9700 block of Wilshire Blvd. No suspect information. Suspect selected merchandise, concealed it in a shopping bag and exited the store. Loss: \$2,610

Occurred between 2000 on 12/11/2009 and 1100 on 12/12/2009 in the 600 block of North Camden Drive. No suspect information. Unknown suspect(s) removed exterior light fixtures from the location. Loss: \$600

Occurred between 1600 on 10/1/2009 and 1100 on 12/7/2009 in the 9600 block of South Santa Monica Blvd. No suspect information. Victim found her jewelry missing from her safe box. Unknown how it was actually taken. Loss: \$298,000

Occurred between 1530 on 11/30/2009 and 1400 on 12/11/2009 in the 8800 block of Wilshire Blvd. No suspect information. Unknown suspect entered victim's trunk by unknown means and removed a camcorder from its box. Loss: \$850

Occurred between 1108 on 11/23/2009 and 1108 on 11/23/2009 in the 300 block

of North Foothill Road. No suspect information. Unknown suspect removed brass fire hydrant caps from fire hydrants throughout the City of Beverly Hills and then fled with same. Loss: \$10,4000

Occurred between 2100 on 11/2/2009 and 1930 on 11/22/2009 in the 300 block of North Crescent Drive. No suspect information. Suspect took money from victim's bag hidden underneath victim's dresser drawer. Loss: \$30,000

Occurred between 1000 on 7/26/2009 and 1000 on 11/24/2009 in the 400 block of North Maple Drive. No suspect information. Unknown suspect entered victim's apartment through unknown access, took the listed crystal bowls and fled with same. Loss: \$400

Occurred between 1416 on 11/25/2009 and 1419 on 11/25/2009 in the 300 block of North Rodeo Drive. Suspect: Female Black, 25, 5'7", 145 lbs., black hair, brown eyes. Suspect entered store, selected item, placed it in shopping bag then fled without paying. Loss: \$465

Occurred between 1100 on 11/14/2009 and 1300 on 11/14/2009 in the area of South Canon Drive and West Olympic Blvd. Suspects: Male Hispanic, 80, 5'0", 200 lbs., black hair, brown eyes; Male Hispanic, 40, 6'0", 185 lbs., black hair, brown eyes. Suspects verbally threatened and physically detained victim for several hours, while forcing her to withdraw money from several of her personal accounts. Loss: \$9,000



# coverstory

## BEVERLY HILLS GEARED UP FOR HOLIDAYS

Tourism and community spending help boost city economy

By Kimberly Cheng

This holiday season may help give Beverly Hills an economic shove in the right direction.

Commercial and business-related activities bring in roughly 75 percent of the city's general-fund revenue, and roughly one-third of the tax revenue stems from visitors and residents.

In short, local shoppers and tourists are fundamental to developing the city's economy.

According to Beverly Hills Assistant Director of Finance Noel Marquis, the city's budget this year has projected receiving \$23.4 million in sales taxes and \$25.37 million from transient occupancy taxes.

There are four principal forms of general tax revenues: property, sales, transient occupancy and business taxes.

"General revenue funds services for residents and the people who work and visit here," said Beverly Hills' Vice President of Economic Development Anita Zusman Eddy.

These services include the police and fire departments and the public library.

Eddy said the city generates approximately \$1.3 billion in local retail sales from department stores. Total taxable sales total roughly \$1.9 billion.

Transient occupancy is a tax on hotel rooms, and is currently set at 14 percent.

"A lot of our hotels are reporting strong bookings," Eddy said. "And for the first time this year, we ran a promotion with 11 of our hotels. So you book two nights and you received a third night free, and you got complimentary cocktails."

Beverly Hills Conference and Visitors Bureau Director Kathy Smits said unlike sales tax, the transient occupancy taxes stay within the city.

"I think when you look at overall services that residents in Beverly Hills have, whether it's the top-notch police or fire or schools, and you just look at that caliber, so much of that is generated by taxes that come in with the transient occupancy tax," Smits said. "All 14 percent of that stays in the city, whereas when you shop, some of that goes to the state and some goes to the city."

According to the PKF Consulting 2009 Southern California Lodging Forecast, Beverly Hills has a hotel occupancy rate of 65.15 percent. The price of average hotel room in the city is \$362.09 per day.

Smits, who recently attended the

Southern California Outlook Forum, said next year will not likely bring a growth in tourism.

"From everything I'm hearing, next year is going to be flat, which is obviously disappointing," Smits said. "We'd like to see growth, but I have a feeling we're on track with a larger trend."

Smits said in an effort to garner more support, the city needs to maintain its attractiveness to tourists, as well as locals.

"I think that the one thing we've tried very hard to do, even with the recession, is we've tried very hard to maintain the brand," Smits said. "So you have not seen much discounting. What you've seen is really an effort to put forth value, and I think that will hold true in the coming year."

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

"I think overall when you look at it, so much of what you expect in Beverly Hills is supported by tourism," Smits said. "So it's really important that strong tourism continues. We're a very small city in terms of the actual geographics, but when you look at the stature of the brand, and the fact that we have visitors coming from all over, it really makes it a world-class city."

The most recent 2006 Retail Behavioral Study commissioned by the Beverly Hills Chamber of Commerce found that visitors from outside the Los Angeles County account for 40 percent of the retail spending in the city.

"The bulk of shopping comes from residents and visitors within 10 square miles," Marquis said. "Sales tax is paid by consumer, whether it's local or tourist is something that's not tracked by the city."

Eddy said the City of Beverly Hills, the Chamber of Commerce and the CVB have come together recently to develop a citywide strategic plan to cement Beverly Hills as a leading shopping destination.

"We have focus groups with residents, business people and elected officials, and we're continuing to work with experts," Eddy said. "We are looking forward to getting some recommendations in terms of a plan so we can all work together to ensure that Beverly Hills remains a top globally-recognized shopping city."



The Beverly Hills Community enjoyed the recent holiday lighting ceremony held on Rodeo Drive. The event unveiled a 12,000-crystal UNICEF snowflake about the Beverly Wilshire. Businesses throughout Rodeo Drive and Beverly Drive have joined in the holiday festivities.

Photo: Utopia Worldwide



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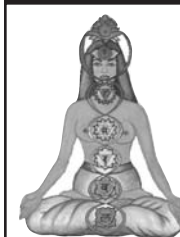
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The following person(s) is/are doing business as: US E-NET, 333 W. GARVEY AVE. #B279, MONTEREY PARK, CA 91754. ZHAOQIN JI, 333 W. GRAVEY AVE. #B279 MONTEREY PARK CA 91754. The business is conducted by: an individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here. Signed: ZHAOQIN JI. The Registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 11/23/2009. 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: 12/03/2009, 12/10/2009, 12/17/2009, 12/24/2009 1734 1

FICTITIOUS BUSINESS NAME STATEMENT: 20091770877 The following person(s) is/are doing business as: 204 W. ROSECRANS AVE, COMPTON, CA 90222. NASIR IBRAHIM, 3256 MAGNOLIA AVE LYNNWOOD CA 90262. The business is conducted by: an individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here. Signed: NASIR IBRAHIM. The Registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 11/23/2009. 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: 12/03/2009, 12/10/2009, 12/17/2009, 12/24/2009 1734 4

FICTITIOUS BUSINESS NAME STATEMENT: 20091771266 The following person(s) is/are doing business as: REGISTRACION DE AUTOS PARAMOUNT, 13221 SO. PARAMOUNT BLVD, SOUTH GATE, CA 90280. ANGEL HERNANDEZ, 7101 E. ROSECRANS AV #167 PARAMOUNT CA 90273. The business is conducted by: an individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here. Signed: ANGEL HERNANDEZ. The Registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 11/23/2009. 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: 12/03/2009, 12/10/2009, 12/17/2009, 12/24/2009 1734 3

FICTITIOUS BUSINESS NAME STATEMENT: 20091772455 The following person(s) is/are doing business as: POOPY SCOOP PET WASTE MGT, 5119 BELLFLOWER BLVD, LAKEWOOD, CA 90713. MARJORIE FAWN SAYLOR, 5119 BELLFLOWER BLVD. LAKEWOOD CA 90713. The business is conducted by: an individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here. Signed: MARJORIE FAWN SAYLOR. The Registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 11/23/2009. 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: 12/03/2009, 12/10/2009, 12/17/2009, 12/24/2009 1734 2

FICTITIOUS BUSINESS NAME STATEMENT: 20091773372 The following person(s) is/are doing business as: THE MANHATTAN 7G, 3601 INGLEWOOD AVE, REDONDO BEACH, CA 90278. FRM CONSULTING INC., 13082 YORBA ST. SANTA ANA CA 92705. The business is conducted by: a Corporation. Registrant has not yet begun to transact business under the fictitious business name or names listed here. Signed: HOSEIEN WASRI, PRESIDENT. The Registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 11/23/2009. 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: 12/03/2009, 12/10/2009, 12/17/2009, 12/24/2009 1734 0

FICTITIOUS BUSINESS NAME STATEMENT: 20091771860 The following person(s) is/are doing business as: MIHALL & ASSOCIATES 9023 W. 24th St. Los Angeles, CA 90034 THE MICHAELS COMPANY, INC. 9023 W. 24th St. Los Angeles, CA 90034. The business is conducted by: A CORPORATION.

Registrant has not commenced to transact business under the fictitious business name or names listed above. Signed: THE MICHAELS COMPANY INC., President. The Registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 11/23/09. 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: 12/10/09, 12/17/09, 12/24/09, 12/31/09-1422

FICTITIOUS BUSINESS NAME STATEMENT: 20091830670 The following person(s) is/are doing business as: PRIMEDIA SVCS 2436 N. Topanga Canyon Blvd. Topanga, CA 90290. CHUANDA MASON, 2436 N. Topanga Canyon Blvd. Topanga, CA 90290. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above. Signed: Chuannda Mason, 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: 12/03/09. 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: 12/10/09, 12/17/09, 12/24/09, 12/31/09-1422

FICTITIOUS BUSINESS NAME STATEMENT: 20091827964 The following person(s) is/are doing business as: ALL AMERICAN TREE SERVICE 160 Maple Rd. Newbury Park, CA 91320. NICK KOBE, 160 Maple Rd. Newbury Park, CA 91320. MIKE CELESTINO, 19756 Napa St. Northridge, CA 91306. The business is conducted by: A GENERAL PARTNERSHIP. Registrant has not commenced to transact business under the fictitious business name or names listed above. Signed: Nick Kobe, Co/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: 12/03/09. 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: 12/10/09, 12/17/09, 12/24/09, 12/31/09-1424

FICTITIOUS BUSINESS NAME STATEMENT: 20091829528 The following person(s) is/are doing business as: CAFE MIRELLI 915 Wilshire Blvd. #160 Los Angeles, CA 90017. MARIE KEHELAN, 1985 N. Alexandria Ave. Los Angeles, CA 90027. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above. Signed: Marie Kehealan, 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: 12/03/09. 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: 12/10/09, 12/17/09, 12/24/09, 12/31/09-1425

FICTITIOUS BUSINESS NAME STATEMENT: 20091841028 The following person(s) is/are doing business as: EMMA'S TOP SALE 14330 Cohasset St. Van Nuys, CA 91405. EMMA KARAPETYAN, 14330 Cohasset St. Van Nuys, CA 91405. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above. Signed: Emma Karapetyan, 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: 12/04/09. 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: 12/10/09, 12/17/09, 12/24/09, 12/31/09-1426

FICTITIOUS BUSINESS NAME STATEMENT: 20091838914 The following person(s) is/are doing business as: HIGHER ELECTRIC, 2512 N. 6th St. Burbank, CA 91504. HAMEL EBRAHIMI, 2512 N. 6th St. Burbank, CA 91504. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above. Signed: Hamlet Ebrahimi, 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: 12/04/09. 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: 12/10/09, 12/17/09, 12/24/09, 12/31/09-1426

another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 12/10/09, 12/17/09, 12/24/09, 12/31/09-1427

FICTITIOUS BUSINESS NAME STATEMENT: 20091839599 The following person(s) is/are doing business as: SKY 1 SOLAR, 1020 Olmsted Dr. Glendale, CA 91202. ALEN HOSEPIANS, 549 E. Palm Ave. #103 Burbank, CA 91501. SIMON ARTONABED, 1020 Olmsted Dr. Glendale, CA 91202. The business is conducted by: A GENERAL PARTNERSHIP. Registrant has not commenced to transact business under the fictitious business name or names listed above. Signed: Alen Hosepians, Partner. 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: 12/04/09. 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: 12/10/09, 12/17/09, 12/24/09, 12/31/09-1428

FICTITIOUS BUSINESS NAME STATEMENT: 20091837330 The following person(s) is/are doing business as: COVER ALL CLEANING CONCEPTS, 6430 Via Real Sutes Carpinteria, CA 93013. NICOLAS ARREGUIN, 13873 Louve Pacoima, CA 91331. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above. Signed: Nicolas Arreguin, 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: 12/04/09. 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: 12/10/09, 12/17/09, 12/24/09, 12/31/09-1429

FICTITIOUS BUSINESS NAME STATEMENT: 20091837013 The following person(s) is/are doing business as: ANY PART STOP DISMANTLING, 8929 San Fernando Rd. Pacoima, CA 91331. QING PENG, 10633 Reseda Blvd. Northridge, CA 91326. RICHARD VICENCIO, 13428 Friar St. Van Nuys, CA 91401. HUBER HUERTA VALLE, 6166 Cleon Ave. North Hollywood, CA 91606. The business is conducted by: A GENERAL PARTNERSHIP. Registrant has not commenced to transact business under the fictitious business name or names listed above. Signed: Qing Peng, Partner. 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: 12/04/09. 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: 12/10/09, 12/17/09, 12/24/09, 12/31/09-1430

FICTITIOUS BUSINESS NAME STATEMENT: 20091840923 The following person(s) is/are doing business as: ENONO DISCOUNT STORE, 16000 Ventura Blvd. #22 Encino, CA 91436. SHAHLA RASHIDIAN, 23410 Inglewood, Los Angeles, CA 91316. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above. Signed: Shahlha Rashidian, 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: 12/04/09. 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: 12/10/09, 12/17/09, 12/24/09, 12/31/09-1431

FICTITIOUS BUSINESS NAME STATEMENT: 20091839030 The following person(s) is/are doing business as: TOUCHSTONE USA 8040 Chase Ave Los Angeles, CA 90045 TOUCHSTONE QUARTZ USA INC. 8040 Chase Ave Los Angeles, CA 90045. The business is conducted by: A CORPORATION. Registrant has not commenced to transact business under the fictitious business name or names listed above. Signed: Touchstone Quartz USA Inc., VP & Secretary. 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: 12/04/09. 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: 12/10/09, 12/17/09, 12/24/09, 12/31/09-1432

FICTITIOUS BUSINESS NAME STATEMENT: 20091839031 The following person(s) is/are doing business as: ENGINEERING DESIGN 1015 Gayley Ave. #1163 Westwood, CA 90024 CARMENZA LARSEN 1015 Gayley Ave. #1163 Westwood, CA 90024. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above. Signed: Carmenta Larsen, Eng. Designer. 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: 12/04/09. 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: 12/10/09, 12/17/09, 12/24/09, 12/31/09-1433

FICTITIOUS BUSINESS NAME STATEMENT: 2009187261 The following person(s) is/are doing business as: LAZ DIGITAL SERVICES 10866 Washington Blvd. Culver City, CA 90232; HD DIGITAL SERVICES 3715 Kellton Ave. #3 Los Angeles, CA 90034 YOUSUF KEEKEEBHAH 3715 Kellton Ave. #3 Los Angeles, CA 90034. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above. Signed: Yousef Keekeebah, President/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: 10/20/09. 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: 12/10/09, 12/17/09, 12/24/09, 12/31/09-1434

FICTITIOUS BUSINESS NAME STATEMENT: 20091808267 The following person(s) is/are doing business as: ALEX AND VINA 1545 Wilshire Blvd. Ste. 510 Los Angeles, CA 90017. JEANNE ROMO 228 Maiden Ln. Montebello, CA 90840. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above. Signed: Jeanne Romo, 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: 12/01/09. 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: 12/10/09, 12/17/09, 12/24/09, 12/31/09-1435

FICTITIOUS BUSINESS NAME STATEMENT: 20091808267 The following person(s) is/are doing business as: ALEX AND VINA 1545 Wilshire Blvd. Ste. 510 Los Angeles, CA 90017. JEANNE ROMO 228 Maiden Ln. Montebello, CA 90840. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above. Signed: Jeanne Romo, 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: 12/01/09. 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: 12/10/09, 12/17/09, 12/24/09, 12/31/09-1435



12/10/09, 12/17/09, 12/24/09, 12/31/09- 1435

FICTITIOUS BUSINESS NAME STATEMENT: 20091802628 The following person(s) are doing business as: BAMBOO ASSOCIATES 1779 S. Garth Ave. Los Angeles, CA 90035 LESLIE S. ROBIN 1779 S. Garth Ave. Los Angeles, CA 90035... AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091802629 The following person(s) are doing business as: KERTZ INC. 9400 Wilshire Blvd. Suite #9 Sun Valley, CA 91352 GENEK B. ALTA DR. BEVERLY HILLS, CA 90210. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091778748 The following person(s) are doing business as: SUNLAND SMOKE SHOP 8217 Foothill Blvd. Ste #A Sunland, CA 91040 KUMENASIAN 10542 Woodward Ave. Sunland, CA 91040. The business is conducted by: A GENERAL PARTNERSHIP. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091745679 The following person(s) are doing business as: UNIVERSAL DESIGN SOLUTIONS 11222 La Cienega Blvd. #410 Inglewood, CA 90304 MARCUZ MCCALL 11222 La Cienega Blvd. #410 Inglewood, CA 90304. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091830326 The following person(s) are doing business as: PAY THE FIRST 12156 Sherman Way North Hollywood, CA 91605 MPBH ENTERPRISES LLC 12156 Sherman Way North Hollywood, CA 91605. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091799060 The following person(s) are doing business as: UNITED FREIGHTWAY 9970 Glendale Blvd. Ste. #9 Sun Valley, CA 91352 GENRIK BAGRAMYAN 458 Riverside Dr. #3 Glendale, CA 91204. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091801134 The following person(s) are doing business as: LA EXPRESS ELECTRICAL COMPANY, LA EXPRESS ELECTRICAL CO., LA EXPRESS CONSTRUCTION & ELECTRICAL COMPANY, LA EXORESS CONSTRUCTION & ELECTRICAL CO. 1118 Spazier Ave. Glendale, CA 91201 LEVIK ALLAHMADI 1119 Spazier Ave. Glendale, CA 91201. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091801135 The following person(s) are doing business as: SO CAL ELECTRICAL CO., SO CALL ELECTRICAL COMPANY, SO CAL CONSTRUCTION & ELECTRICAL CO., SO CAL CONSTRUCTION & ELECTICAL COMPANY 1721 1/2 Holly Dr. Glendale, CA 91208 SIJUN MEHRABIAN 1721 1/2 Holly Dr. Glendale, CA 91208. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091773528 The following person(s) are doing business as: AZTEC MOTORS 6257 Lankershim Blvd. North Hollywood, CA 91606 NELLI ARUTUNYUNOVA AUOPYAN 16350 Ventura Blvd #210 Encino, CA 91436. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091781491 The following person(s) are doing business as: CANINE CABOODLE, INC 28671 Calle Corral 2-G Temecula, CA 92590 CANINE CABOODLE, INC 28671 Calle Corral 2-G Temecula, CA 92590. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091783420 The following person(s) are doing business as: 2471 INCOME TAX SERVICE 18107 Sherman Way Ste. 204 Reseda, CA 91335 WALTER BARRERA 8805 Louise Ave. Apt. 316 Lake Balboa, CA 91406. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091783187 The following person(s) are doing business as: AQUAZONE CLUB 14155 Magnolia Blvd. #311 Sherman Oaks, CA 91423 NATALY GAVRILOVA 14155 Magnolia Blvd. #311 Sherman Oaks, CA 91423. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091781521 The following person(s) are doing business as: BROWN'S RESTAURANT 12101 Brown's Canyon Rd. Chatsworth, CA 91311. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 2009181365 The following person(s) are doing business as: ART & SCIENCE PRODUCTIONS 4252 Mooncrest Place Encino, CA 91436 MARINA RATINA 4252 Mooncrest Place Encino, CA 91436. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 2009179764 The following person(s) are doing business as: CLOTHES N SHOES 1049 Maple Ave. Los Angeles, CA 90015 IRENA P. LOVE 18375 Ventura Blvd. #249 Tarzana, CA 91356. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above.

Signe: Irena P. Love, 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: 11/24/09. 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.

FICTITIOUS BUSINESS NAME STATEMENT: 20091772772 The following person(s) are doing business as: PATENTS OF PATENTS Burnell Dr. Los Angeles, CA 90028 MELBA KARASSO 1713 Burnell Dr. Los Angeles, CA 90028. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091763074 The following person(s) are doing business as: STAR STRUCK ENTERTAINMENT; STAR STRUCK EVENT PLANNING 6846 Lorraine Ave. Van Nuys, CA 91406 VINYCETTA MENDOLA; ASIA STROKES; GIGI WILLIAMS; SHAKELA WILSON 6846 De Longre Ave. Van Nuys, CA 90028. The business is conducted by: A GENERAL PARTNER-SHIP. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091727971 The following person(s) are doing business as: LOS CAMARONES TACOS MARISCOS 1118 Pico St. San Fernando, CA 91340 HELENA RUIZ 12820 Branford St. Pacoima, CA 91331. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091736006 The following person(s) are doing business as: ASTEROID CENTER VACUUM SYSTEM 24727 Calle Altamira Calabasas, CA 91302 THEOPHIL SLOMON 5536 Lindley Ave. #321 Encino, CA 91316. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091724232 The following person(s) are doing business as: ORIGAMI BISTRO & BAR 237 S. Spring St. #101 Los Angeles, CA 90012. P.O. Box 75210 Los Angeles, CA 90075 SUSHIO, INC. 3699 Wilshire Blvd. Ste. 710 Los Angeles, CA 90010. The business is conducted by: A CORPORATION. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091919227 The following person(s) are doing business as: WOODLAND HILLS WAREHOUSE 20934 De Mina St. Woodland Hills, CA 91364; 5920 Whittsett Ave. Valley Village, CA 91607 HEN GALAMIDI 20934 De Mina St. Woodland Hills, CA 91364. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091792028 The following person(s) are doing business as: I C C ELECTRONICS 450 North Brand Blvd. Ste. #600 Glendale, CA 91203 EVA A. ROMERO 21137 Lanark St. Apt. 201 North Hollywood, CA 91606. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091796246 The following person(s) are doing business as: HEALING VIBRATION 20752 Bassett St. Winnetka, CA 91306 BRIAN A MORSE; NATASHA WEBER 20752 Bassett St. Winnetka, CA 91306. The business is conducted by: A GENERAL PARTNERSHIP. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091796725 The following person(s) are doing business as: FOOTHILL TRANSMISSIONS 13940 Foothill Blvd. #101 Sylmar, CA 91742; 13940 Foothill Blvd. Sylmar, CA 91342 JOSE MORA 13910 Saville St. #2 Sylmar, CA 91342 FRANCISCO FLORES 7037 Alabam Ave Canoga Park, CA 91303. The business is conducted by: A GENERAL PARTNER-SHIP. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091789921 The following person(s) are doing business as: PROS 4 DOGS; PROS FOR DOGS 5632 Van Nuys Blvd. #224 Van Nuys, CA 91401 YATIR AHARONI 7400 Madora Ave. Winnetka, CA 91401. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091789974 The following person(s) are doing business as: VANITY COLLECTIONS 45 W. Easy St. Ste. 25 Simi Valley, CA 93065; VANITY COLLECTIONS CON 1053 1/2 Riverside Dr. #515 Toluca Lake, CA 91602 MICHAEL DAVID; ARTHUR BAGAYAN 45 W. Easy St. Ste. 25 Simi Valley, CA 93065. The business is conducted by: A GENERAL PARTNERSHIP. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091775939 The following person(s) are doing business as: THE TRAVEL ADVISORY GROUP 14141 Van Nuys Blvd. #41 North Hollywood, CA 91606; DARRISKISSANS 2851 Montrose Ave. Unit #81 La Crescenta, CA 91214. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091745059 The following person(s) are doing business as: MABUHYA TRAVEL AGENCY 10404 Wilsey Ave. Tujunga, CA 91042 FELIPE BAUTISTA 10404 Wilsey Ave. Tujunga, CA 91042. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091798323 The following person(s) are doing business as: PACIFIC AUTO GROUP 6552 Lankershim Blvd. North Hollywood, CA 91606 PACIFIC AUTO GROUP 6552 Lankershim Blvd. North Hollywood, CA 91606. The business is conducted by: A CORPORATION. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091802021 The following person(s) are doing business as: SOUTHERN CALIFORNIA JANITORIAL CLEANING SERVICES 14738 Saticoy St. Van Nuys, CA 91405 ESTHELA BARRERA 14738 Saticoy St. Van Nuys, CA 91405. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above.

ness name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 12/10/09, 12/17/09, 12/24/09, 12/31/09- 1466

FICTITIOUS BUSINESS NAME STATEMENT: 20091623795 The following person(s) are doing business as: THERESA OF THE TASTE 5845 Downwood Dr. #105 Culver City, CA 90230 CHERYL LANG 5845 Downwood Dr. #105 Culver City, CA 90230. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091773379 The following person(s) are doing business as: VARIA WASTE ENVIRONMENTAL 12025 E. Florence Ave. Ste. #109 Santa Fe Springs, CA 90670; P.O. Box 2745 Santa Fe Springs, CA 90670 ZAROUIG, INC. 12025 E. Florence Ave. Ste. #109 Santa Fe Springs, CA 90670. The business is conducted by: A CORPORATION. Registrant has not commenced to transact business under the fictitious business name or names listed above.

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME File No. 2009-1840293 Original File No. 06-1289606 Date: 06/12/09 Name of Business: Martins Auto Parts 6551 Bellingham Ave. North Hollywood, CA 91606 Registered Owners: Martiros Oganeyan 6551 Bellingham Ave. North Hollywood, CA 91606

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME File No. 2009-1799057 Original File No. 09-05244110 Date: 04/10/09 Name of Business: NHB Capital Group 21300 Victory Blvd. # 1185 Woodland Hills, CA 91367 Registered Owners: George Boyajian 5614 Comanche Ave. Woodland Hills, CA 91367

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME File No. 2009-1773380 Original File No. 09-14541210 Date: 09/24/09 Name of Business: Varia Waste Management 12025 E. Florence Ave. #109 Santa Fe Springs, CA 91670 Registered Owners: Zarouig, Inc. 12025 E. Florence Ave. #109 Santa Fe Springs, CA 90670

Notice of Hearing for Change of Name To ALL INTERESTED PERSONS: Petitioner: Nakshia Renee Davis changed to: Nakshia Renee Carroll 2. THE COURT ORDERS that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.

Date: Oct 20, 2009 Signed: John A. Clarke, Executive Officer/Clerk FICTITIOUS BUSINESS NAME STATEMENT: 20091770309 The following person(s) are doing business as: BLOKSTAR WIRELESS, 4875 EAGLE ROCK BVD, L.A., CA 90041. BLOKSTAR ENTERTAINMENT LLC., 4253 EAGLE ROCK BLVD. L.A. CA 90041. The business is conducted by: A Corporation. Registrant has begun to transact business under the fictitious business name or names listed here in on 11/23/2009.

FICTITIOUS BUSINESS NAME STATEMENT: 20091772468 The following person(s) are doing business as: NEW LIFE INVESTMENTS, 8620 1/2 MADISON AVE, SOUTH GATE, CA 90280. JACQUELINE SOTO, 8620 1/2 MADISON AVE SOUTH GATE CA 90280. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed JACQUELINE SOTO. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 11/23/2009. 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.

FICTITIOUS BUSINESS NAME STATEMENT: 20091778155 The following person(s) are doing business as: ADAGIO WOODWORKING, 6123 CHESEBRO RD, AGOURA HILLS, CA 91301. ROBERT SACK, 6123 CHESEBRO RD, AGOURA HILLS CA 91301 SHERYL SACK. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here in on 1/19/93. Signed ROBERT SACK. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 11/24/2009. 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.

FICTITIOUS BUSINESS NAME STATEMENT: 20091780269 The following person(s) are doing business as: TAO COMPANY, 4132 TYLER AVE, EL MONTE, CA 91731. CHARLES POHSUN TAO, 4132 TYLER AVE EL MONTE CA 91731. The business is conducted by: an individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed CHARLE POHSUN TAO. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 11/24/2009. 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.

FICTITIOUS BUSINESS NAME STATEMENT: 20091780486 The following person(s) are doing business as: GUARANTEE PLUMBING AND DRAIN CLEANING, PO BOX 11408, CARSON, CA 90748 DWAYNE FREEMAN, PO BOX 1408 CARSON CA 90749. The business is conducted by: an individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed DWAYNE FREEMAN. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 11/24/2009. 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.

NOTICE OF APPLICATION TO SELL ALCOHOLIC BEVERAGES Date of Filing Application: DECEMBER 2, 2009 To Whom It May Concern: The Name(s) of the Applicant(s) are: HARRY'S WINE AND SPIRITS The applicants listed above are applying to the Department of Alcoholic Beverage Control to sell alcoholic beverages at: 11684 W. SAN VICENTE BLVD, LOS ANGELES, CA 90048-5104

FICTITIOUS BUSINESS NAME STATEMENT: 20091848026 The following person(s) are doing business as: HJV PLUS 10960 Wilshire Blvd., Ste. 1050 Los Angeles, CA Here Media Inc 10960 Wilshire Blvd., PH Los Angeles, CA 90024. The business is conducted by: A CORPORATION. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091848025 The following person(s) are doing business as: ALYSON BOOKS 10960 Wilshire Blvd., Ste. 1050 Los Angeles, CA Here Media Inc 10960 Wilshire Blvd., PH Los Angeles, CA 90024. The business is conducted by: A CORPORATION. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091848024 The following person(s) are doing business as: OUI 10960 Wilshire Blvd., Ste. 1050 Los Angeles, CA Here Media Inc 10960 Wilshire Blvd., PH Los Angeles, CA 90024. The business is conducted by: A CORPORATION. Registrant has not commenced to transact business under the fictitious business name or names listed above.

enced to transact business under the fictitious business name or names listed above. Signed: Here Media Inc, CFO. 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: 12/07/09. 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.

FICTITIOUS BUSINESS NAME STATEMENT: 20091848023 The following person(s) are doing business as: THE ADVOCATE 10960 Wilshire Blvd., Ste. 1050 Los Angeles, CA Here Media Inc 10960 Wilshire Blvd., PH Los Angeles, CA 90024. The business is conducted by: A CORPORATION. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091848022 The following person(s) are doing business as: REGENT MEDIA 10960 Wilshire Blvd., Ste. 1050 Los Angeles, CA Here Media Inc 10960 Wilshire Blvd., PH Los Angeles, CA 90024. The business is conducted by: A CORPORATION. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091938847 The following person(s) are doing business as: SPIRIT COMPUTER REPAIR 3929 18<sup>th</sup> St., Ste. 1110 Los Angeles, CA 90063 JUAN RENE RAMIREZ 3929 18<sup>th</sup> St. Ste. 1110 Los Angeles, CA 90063. VERA IVONNE SAMANO 5813 Monte Vista St. Los Angeles, CA 90042. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091705943 The following person(s) are doing business as: ACE PRIORITY COURIERS 8306 Wilshire Blvd. #495 Beverly Hills, CA 90211 TREVOR GREENE 8306 Wilshire Blvd. #495 Beverly Hills, CA 90211. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091831826 The following person(s) are doing business as: DEE JEEFABRO ENTERTAINMENT; DEEJAE MIKE S280 E Beverly Blvd Los Angeles, CA 90022 ELEM JHUN A AGBOMI, 4104 Hilecrest Dr Los Angeles, CA 90008. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above.

NOTICE OF APPLICATION TO SELL ALCOHOLIC BEVERAGES Date of Filing Application: December 14, 2009 To Whom It May Concern: The Name(s) of the Applicant(s) are: BROTHERS BIG SISTERS ASSOC OF LOS ANGELES 6505 Wilshire Blvd, Santa Monica, CA 90405 The applicants listed above are applying to the Department of Alcoholic Beverages Control to sell alcoholic beverages at: 8000 W SUNSET BLVD STE 112 LOS ANGELES, CA 90048-2442

FICTITIOUS BUSINESS NAME STATEMENT: 20091934202 The following person(s) are doing business as: SHAHRAM'S TRADING; SHAH'S JEWELRY TRADING 7915 18<sup>th</sup> Street #8 Los Angeles, CA 90048. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091885128 The following person(s) are doing business as: CREATIVE SPACE PARTNERS, INC. 1024 North Orange Dr. Los Angeles, CA 90038. The business is conducted by: A CORPORATION. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091915479 The following person(s) are doing business as: SHAHRAM'S TRADING; SHAH'S JEWELRY TRADING 7915 18<sup>th</sup> Street #8 Los Angeles, CA 90048. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091885128 The following person(s) are doing business as: CREATIVE SPACE PARTNERS, INC. 1024 North Orange Dr. Los Angeles, CA 90038. The business is conducted by: A CORPORATION. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091885128 The following person(s) are doing business as: CREATIVE SPACE PARTNERS, INC. 1024 North Orange Dr. Los Angeles, CA 90038. The business is conducted by: A CORPORATION. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091885128 The following person(s) are doing business as: CREATIVE SPACE PARTNERS, INC. 1024 North Orange Dr. Los Angeles, CA 90038. The business is conducted by: A CORPORATION. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091885128 The following person(s) are doing business as: CREATIVE SPACE PARTNERS, INC. 1024 North Orange Dr. Los Angeles, CA 90038. The business is conducted by: A CORPORATION. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091885128 The following person(s) are doing business as: CREATIVE SPACE PARTNERS, INC. 1024 North Orange Dr. Los Angeles, CA 90038. The business is conducted by: A CORPORATION. Registrant has not commenced to transact business under the fictitious business name or names listed above.

FICTITIOUS BUSINESS NAME STATEMENT: 20091885128 The following person(s) are doing business as: CREATIVE SPACE PARTNERS, INC. 1024 North Orange Dr. Los Angeles, CA 90038. The business is conducted by: A CORPORATION. Registrant has not commenced to transact business under the fictitious business name or names listed above.



Jones, 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: 12/07/09. 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: 12/24/09, 12/31/09, 1/07/10, 1/14/10– 1484

FICTITIOUS BUSINESS NAME STATEMENT: 20091778717 The following person(s) is/are doing business as: SIGN SPINERS 4120174 Hollywood Blvd., Los Angeles, CA 90028; P. St. Landville, CA 91350; Redondo Beach, CA 90277; WENDY E. SCHNEIDER-DIECEDUE 4728 W. 160<sup>TH</sup> St, Lawndale, CA 90249. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above. Signed: Wendy E. Schneider- Diecedue, 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: 11/24/09. 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: 12/24/09, 12/31/09, 1/07/10, 1/14/10– 1485

FICTITIOUS BUSINESS NAME STATEMENT: 20091792506 The following person(s) is/are doing business as: STORAGE AND RELOCATION, LOS ANGELES TRANSFER AND STORAGE 8309 Laurel Cyn. #312 Sun Valley, CA 91352 ELDAR ENTERPRISES INC. 8309 Laurel Cyn. #312 Sun Valley, CA 91352. The business is conducted by: A CORPORATION. Registrant has not commenced to transact business under the fictitious business name or names listed above. Signed: Eldar Enterprises Inc., President. The Registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 11/25/09. 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: 12/24/09, 12/31/09, 1/07/10, 1/14/10– 1486

FICTITIOUS BUSINESS NAME STATEMENT: 20091925468 The following person(s) is/are doing business as: AVACTIVEADVERTISING.COM; AVACTIVEAD.VCOM 626 W. Lancaster LANCASTER, CA 93535 PICHINO CASEY 42834 Yew St. Lancaster, CA 93535. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above. Signed: Pichino Casey, 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: 12/17/09. 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: 12/24/09, 12/31/09, 1/07/10, 1/14/10– 1487

FICTITIOUS BUSINESS NAME STATEMENT: 2009183993 The following person(s) is/are doing business as: TOYOTA CENTER AUTO DISMANTLING 9118 Glenoaks Blvd. Sun Valley, CA 91352 SULKHANYAN INC. 7243 Stansbury Ave. Panorama City, CA 91402. The business is conducted by: A CORPORATION. Registrant has not commenced to transact business under the fictitious business name or names listed above. Signed: Ambartsum Sulkhanyan, Sulkhanyan Inc., President. The Registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 12/04/09. 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: 12/24/09, 12/31/09, 1/07/10, 1/14/10– 1489

FICTITIOUS BUSINESS NAME STATEMENT: 20091839833 The following person(s) is/are doing business as: SIPAN MARKET & DELI 407-09 W. Doran Street Glendale, CA 91203 GAMER YEROUJIAN 519 Chester Ave. #6 Glendale, CA 91203. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above. Signed: Gamer Yerooujian, 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: 12/04/09. 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: 12/24/09, 12/31/09, 1/07/10, 1/14/10– 1490

FICTITIOUS BUSINESS NAME STATEMENT: 20091868785 The following person(s) is/are doing business as: MORVARED 7045 Foothill Blvd. Tujunga, CA 91402 HENRICK E. ESTEPANIAN; GHAFFAR ABBASSI 7045 Foothill Blvd. Tujunga, CA 91402. The business is conducted by: A GENERAL PARTNERSHIP. Registrant has not commenced to transact business under the fictitious business name or names listed above. Signed: Henrick E. Estepanian, Ghaffar Abbassi, 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: 12/09/09. 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: 12/24/09, 12/31/09, 1/07/10, 1/14/10– 1491

FICTITIOUS BUSINESS NAME STATEMENT: 20091869682 The following person(s) is/are doing business as: G AND G DISCOUNT OUTLET 1744 Saticoy St. Reseda, CA 91335 GRIGOR EDILYAN 7243 Androsol Ave. Van Nuys, CA 91406; ESTEPANIAN, GHAFFAR ABBASSI, 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: 12/04/09. 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: 12/24/09, 12/31/09, 1/07/10, 1/14/10– 1492

FICTITIOUS BUSINESS NAME STATEMENT: 20091865111 The following person(s) is/are doing business as: WESTERHILLS PROPERTIES 11163 Vanalden Ave. Porter Ranch, CA 91326 GIL GARDOSE 11163 Vanalden Ave. Porter Ranch, CA 91326. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above. Signed: Gil Gardose, 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: 12/09/09. 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: 12/24/09, 12/31/09, 1/07/10, 1/14/10– 1493

FICTITIOUS BUSINESS NAME STATEMENT: 20091896432 The following person(s) is/are doing business as: IN-N-OUT CORNERS 1018 Portola Ave. Torrance, CA 90501 NITZAN MICHELI 1018 Portola Ave. Torrance, CA 90501. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above. Signed: Nitzan Micheli, 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: 12/14/09. 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: 12/24/09, 12/31/09, 1/07/10, 1/14/10– 1494

FICTITIOUS BUSINESS NAME STATEMENT: 20091896357 The following person(s) is/are doing business as: ALL VALLEY GLASS 36865 Apache Plume Palmdale, CA 93550 HENRY ESCOBEDO; ENRIQUE ESCOBEDO 36865 Apache Plume Palmdale, CA 93550. The business is conducted by: A GENERAL PARTNERSHIP. Registrant has not commenced to transact business under the fictitious business name or names listed above. Signed: Henry Escobedo, 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: 12/14/09. 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: 12/24/09, 12/31/09, 1/07/10, 1/14/10– 1495

FICTITIOUS BUSINESS NAME STATEMENT: 20091896620 The following person(s) is/are doing business as: CONSUMER ADVANTAGE, INDUSTRIAL SERVICES, INDUSTRIAL FIRST; ADVANCED BUSINESS PROGRESSIVE SOLUTIONS 8805 Santa Monica Blvd. Santa Monica, CA 90405; LOS ANGELES, CA 90069 SASHA AMID 1737 Whitley # 501 Hollywood, CA 90028 DAVID ROSENBLUM 1737 Whitley # 509 Hollywood, CA 90028. The business is conducted by: A GENERAL PARTNERSHIP. Registrant has not commenced to transact business under the fictitious business name or names listed above. Signed: Sasha Amid, 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: 12/14/09. 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: 12/24/09, 12/31/09, 1/07/10, 1/14/10– 1496

FICTITIOUS BUSINESS NAME STATEMENT: 20091915329 The following person(s) is/are doing business as: 7- ELEVEN # 39089 4051 Leimert Blvd. Los Angeles, CA 90008 DALLAS MARKET INC. 12720 Vanowen St. Apt 1 North Hollywood, CA 91605. The business is conducted by: A CORPORATION. Registrant has not commenced to transact business under the fictitious business name or names listed above. Signed: Dallas Market Inc., president. The Registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 12/16/09. 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: 12/24/09, 12/31/09, 1/07/10, 1/14/10– 1497

FICTITIOUS BUSINESS NAME STATEMENT: 20091914718 The following person(s) is/are doing business as: ACCESS HOME INSPECTION SERVICE 11613 Amestoy Ave. Granada Hills, CA 91344 MARTIK VARDANYAN 11613 Amestoy Ave. Granada Hills, CA 91344. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above. Signed: Martik Vardanyan, 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: 12/16/09. 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: 12/24/09, 12/31/09, 1/07/10, 1/14/10– 1498

FICTITIOUS BUSINESS NAME STATEMENT: 20091914055 The following person(s) is/are doing business as: 2FLOOR1 24021 Arroyo Park Dr. Ste. #2 Valencia, CA 91356 EREZ SHIFFERMAN 24021 Arroyo Park Dr. Ste. #2 Valencia, CA 91355. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above. Signed: Erez Shifferman, founder/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: 12/16/09. 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: 12/24/09, 12/31/09, 1/07/10, 1/14/10– 1499

FICTITIOUS BUSINESS NAME STATEMENT: 20091905825 The following person(s) is/are doing business as: AUTO LIENS 22022 Pamplico Dr. Santa Clarita, CA 91350 EDUARDO ESPANA 22022 Pamplico Dr. Santa Clarita, CA 91350. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above. Signed: Eduardo Espana, 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: 12/15/09. 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: 12/24/09, 12/31/09, 1/07/10, 1/14/10– 1500

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME  
File No. 2009-1924874  
Date: 12/17/09  
Original File No. 2005-2947938  
Date: 12/2/05  
Name of Business: William Utay Photography  
433 N. Camden Dr. #400-125  
Beverly Hills, CA 90201  
Registered Owners: Cron Eric, Inc.  
433 N. Camden Dr. #400-125  
Beverly Hills, CA 90201

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME  
File No. 2009-1924873  
Date: 12/17/09  
Original File No. 2005-2947939  
Date: 12/2/05  
Name of Business: Taramella Design  
433 N. Camden Dr. #400-125  
Beverly Hills, CA 90201  
Registered Owners: William Utay  
433 N. Camden Dr. #400-125  
Beverly Hills, CA 90201

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME  
File No. 2009-1902239  
Date: 12/15/09  
Original File No. 2008-1685307  
Date: 9/18/08  
Name of Business: N.G. Painting  
6941 Morella Ave. #7  
North Hollywood, CA 91605  
Registered Owners: Javier Jimenez  
6941 Morella Ave. #7  
North Hollywood, CA 91605

**FILE NO. 20091925027**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
**THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS:**  
BAJA FRESH #089, 22815 VICTORY BLVD, #C, WEST HILLS, CA 91307 (LOS ANGELES). The full name of registrant(s) is/are: BAJA BEST INC., (CALIFORNIA), 12313 ARBOR HILL ST, MOORPARK, CA 93021. This Business is being conducted by a/an: CORPORATION. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.

I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crime).  
/s/ BAJA BEST INC., BY: GHODRATOLLAH SHAKIBAI, PRESIDENT

This statement was filed with the County Clerk of LOS ANGELES County on 12/17/09 indicated by file stamp above.  
NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code).  
LA151590 BEVERLY HILLS WEEKLY 12/24,31 2009 1/7,14 2010

**FILE NO. 20091869397**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
**THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS:**  
LARRY'S MARKET, 1315 BLAKE AVE, LOS ANGELES, CA 90031 (LOS ANGELES). The full name of registrant(s) is/are: YOUNG KEUN LEE, 1315 BLAKE AVE, LOS ANGELES, CA 90031. This Business is being conducted by a/an: INDIVIDUAL. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.

I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crime).  
/s/ YOUNG KEUN LEE

This statement was filed with the County Clerk of LOS ANGELES County on 12/09/2009 indicated by file stamp above.  
NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code).  
LA151469 12/17,24,31 2009 1/7 2010 BEVERLY HILLS WEEKLY

**FILE NO. 20091830634**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
**THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS:**  
SOORAKSAN SOO JE BI, 4003 WILSHIRE BLVD, STE I, LOS ANGELES, CA 90010 (LOS ANGELES). The full name of registrant(s) is/are: MYUNG OK SHIN, 4003 WILSHIRE BLVD, STE I, LOS ANGELES, CA 90010. This Business is being conducted by a/an: INDIVIDUAL. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.

I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crime).  
/s/ MYUNG OK SHIN, OWNER

This statement was filed with the County Clerk of LOS ANGELES County on 12/3/09 indicated by file stamp above.  
NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code).  
LA151389 BEVERLY HILLS WEEKLY 12/10,17,24,31,2009

**NOTICE OF PETITION TO ADMINISTER ESTATE OF: THOMAS F. HINDS**  
**CASE NO. SP008004**

To all heirs, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the WILL or estate, or both of THOMAS F. HINDS. A PETITION FOR PROBATE has been filed by PATRICIA MACLAUGHLIN in the Superior Court of California, County of LOS ANGELES.

THE PETITION FOR PROBATE requests that PATRICIA MACLAUGHLIN be appointed as personal representative to administer the estate of the decedent. THE PETITION requests the decedent's WILL and codicils, if any, be admitted to probate. The WILL and any codicils are available for examination in the file kept by the court. THE PETITION requests authority to administer the estate under the Independent Administration of Estates Act. (This authority will allow the personal representative to take many actions without obtaining court approval.

Before taking certain very important actions, however, the personal representative will be required to give notice to interested persons unless they have waived notice or consented to the proposed action.) The independent administration authority will be granted unless an interested person files an objection to the petition and shows good cause why the court should not grant the authority. A HEARING on the petition will be held in this court as follows: 01/08/10 at 9:15AM in Dept. N located at 1725 Main St., Santa Monica, CA 90401

IF YOU OBJECT to the granting of the petition, you should appear at the hearing and state your objections or file written objections with the court before the hearing. Your appearance may be in person or by your attorney. IF YOU ARE A CREDITOR or a contingent creditor of the decedent, you must file your claim with the court and mail a copy to the personal representative appointed by the court within four months from the date of first issuance of letters as provided in Probate Code section 9100. The time for filing claims will not expire before four months from the hearing date noticed above. YOU MAY EXAMINE the file kept by the court. If you are a person interested in the estate, you may file with the court a Request for Special Notice (form DE-154) of the filing of an inventory and appraisal of estate assets or of any petition or account as provided in Probate Code Section 1250. A Request for Special Notice form is available from the court clerk. Attorney for Petitioner MARK S. POOCHIGIAN BAKER MANOCK & JENSEN 5260 N PALM AVE #421 FRESNO CA 93704 12/10, 12/17, 12/24/09 CNS-1750325#

**NOTICE TO CREDITORS OF BULK SALE AND OF INTENTION TO TRANSFER ALCOHOLIC BEVERAGE LICENSE**

(U.C.C. 6101 et seq. and B & P 24073 et seq.)  
Escrow No. 37561

Notice is hereby given that a bulk sale of assets and a transfer of alcoholic beverage license is about to be made. The names and address of the Seller/Licensee are: Adriana Rubinstein and Eugene Tolegian, 8807 Santa Monica Blvd., West Hollywood, CA 90069. The Business is known as: "Tango Grill" The name and address of the Buyer/Transferee is: BLMK Holdings, LLC, 840 Larrabee Street, West Hollywood, CA 90069.

As listed by the Seller/Licensee, all other business names and addresses used by the Seller/Licensee within three years before the date such list was sent or delivered to the Buyer/Transferee are: None.

The assets to be sold are described in general as: all stock in trade, fixtures and equipment, trade name and good will and are located at: 8807 Santa Monica Blvd., West Hollywood, CA 90069.

The kind of license to be transferred is: On-Sale Beer and Wine - Eating Place, Type 41, No. 264888 now issued for the premises located at: 8807 Santa Monica Blvd., West Hollywood, CA 90069. The anticipated date of the sale/transfer is January 15, 2010 at the office of Brokers Escrow Service, 2924 W. Magnolia Blvd., Burbank, CA 91505. The amount of the purchase price or consideration in connection with the transfer of the license and business, including the estimated inventory, is the sum of \$225,000.00, which consists of the following:

Check ... \$112,500.00  
Demand Note ... 112,500.00  
Total Consideration ... \$225,000.00

It has been agreed between the Seller/Licensee and the intended Buyer/Transferee, as required by Sec. 24073 of the Business and Professions Code, that the consideration for the transfer of the business and license is to be paid only after the transfer has been approved by the Department of Alcoholic Beverage Control.

Dated: December 3, 2009  
Sellers:  
/s/ Adriana Rubinstein  
/s/ Eugene Tolegian  
Buyers:  
BLMK Holdings, LLC, A California Limited Liability Company  
By: /s/ Bjorn Lundberg, Managing Member

12/24/09  
**CNS-1760677#**

ORDINANCE NO. 09-O-2575

AN ORDINANCE OF THE CITY OF BEVERLY HILLS AMENDING THE SOLICITATIONS ORDINANCE, THE NAME OF THE SOLICITATIONS ADVISORY COMMISSION AND THE BEVERLY HILLS MUNICIPAL CODE

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

Section 1. The definition of "Monetary Drive" in Section 4-3-803 of Article 8 of Chapter 3 of Title 4 of the Beverly Hills Municipal Code is hereby amended to read as follows: "MONETARY DRIVE: Multiple solicitation

activities by a single organization for a single purpose in a twelve month period, including membership drives or solicitations by mail or telephone, but not including events such as dinners, carnivals, fairs or dances."

Section 2. Section 4-3-805 of Article 8 of Chapter 3 of Title 4 of the Beverly Hills Municipal Code is hereby amended to read as follows:

"4-3-805: REVIEW OF APPLICATIONS BY CHARITABLE SOLICITATIONS COMMISSION:

After filing of the application, the application shall be submitted to the Charitable Solicitations Commission for review and recommendation. The Commission shall review the application, and shall also review any information furnished by the police department, based on their investigation of the applicant; and the Commission shall then make a recommendation to the official empowered by the city to grant or deny the permit."

Section 3. Section 4-3-808 of Article 8 of Chapter 3 of Title 4 of the Beverly Hills Municipal Code is hereby amended to read as follows:

"4-3-808: TERM OF PERMIT:  
A solicitation permit issued for an event pursuant to this article shall be valid until one hundred and eighty (180) days from the date of issue, or until the completion of the event, whichever comes first. A solicitation permit issued for a monetary drive pursuant to this article shall be valid until twelve (12) months from the date of issue, or the completion of the monetary drive, whichever comes first."

Section 4. Section 4-3-813 of Article 8 of Chapter 3 of Title 4 of the Beverly Hills Municipal Code is hereby amended to read as follows:

"4-3-813: RECORDS AND REPORTS:  
A. The permittee shall compile and retain for a period of not more than three (3) years detailed records and a financial statement showing the amount of funds raised by the solicitation, including a detailed report of the wages, fees, commissions, and expenses paid to any person in connection with such solicitation, and the disposition of the balance of the funds collected by the solicitation.

B. Within sixty (60) days of the expiration of the permit the permittee shall file a complete and detailed report of the information required by subsection A of this section with the city. Such report shall be a public record and be available for public inspection."

Section 5. Effective Date. This Ordinance shall go into effect and be in full force and effect at 12:01 a.m. on the thirty-first (31st) day after its passage.

Adopted: December 15, 2009  
Effective: January 15, 2009

NANCY KRASNE  
Mayor of the City of Beverly Hills, California

ATTEST:  
BYRON POPE (SEAL)  
City Clerk

APPROVED AS TO FORM:  
LAURENCE S. WIENER  
City Attorney

APPROVED AS TO CONTENT:  
RODERICK J. WOOD, ICMA-CM  
City Manager

DAVID L. SNOWDEN



VOTES:  
AYES: Councilmember Mirisch, Brien, Brucker, Delshad and Mayor Krasne  
NOES: None  
ABSENT: None  
CARRIED

ORDINANCE NO. 09-O-2576

AN ORDINANCE OF THE CITY OF BEVERLY HILLS UPDATING REFERENCES IN THE BEVERLY HILLS MUNICIPAL CODE TO DEPARTMENTS, TITLES, AND AREAS OF RESPONSIBILITY AND AMENDING THE BEVERLY HILLS MUNICIPAL CODE

THE CITY COUNCIL OF THE CITY OF BEVERLY HILLS DOES ORDAIN AS FOLLOWS:

Section 1. The City Council finds that the form of the City government has changed in recent years to make it more efficient and to streamline the delivery of City services. The Beverly Hills Municipal Code has not kept up with these changes and requires updating to reflect the current form of City government, as well as updates to reflect changes in state and county government.

Section 2. The City Council finds that these changes in form and name will clarify the roles and responsibility of City departments and staff.

Section 3. The Beverly Hills Municipal Code is hereby amended to replace all references to outdated departments, positions, and responsibilities and to eliminate outdated Code sections. These amendments shall be as follows:

1. All references to the "Building and Safety Department" shall be changed to "Department of Community Development."
2. All references to the "Building and Safety Division" shall be changed to "Department of Community Development."
3. All references to the "Building Department" shall be changed to "Department of Community Development."
4. All references to the "Building Director" shall be changed to "Director of Community Development."
5. All references to the "Building Division" shall be changed to "Building and Safety Division of the Department of Community Development."
6. All references to the "California Department of Health Services" shall be changed to "California Department of Public Health."
7. All references to the "Building Inspector" shall be changed to "Director of Community Development."
8. All references to the "City Controller" shall be changed to "Chief Financial Officer or the Director of Administrative Services."
9. The reference to the "City Engineer" in section 2-2-1102 of Title 2 shall be deleted without replacement.
10. All references to the "Department of Building and Safety" shall be changed to "Department of Community Development," with the exception of the reference in section 10-4-659 of Title 10, where the reference to "Building and Safety" shall be deleted without replacement.
11. All references to the "Department of Finance Administration" shall be changed to "Department of Administrative Services."
12. All references to the "Department of Library and Community Services" shall be changed to "Department of Community Services."
13. All references to the "Department of Planning and Community Development" shall be changed to "Department of Community Development."
14. All references to the "Department of Public Works" shall be changed to

- "Department of Public Works and Transportation."
15. All references to the "Department of Transportation" shall be changed to "Department of Public Works and Transportation."
16. All references to the "Director of Building and Planning" shall be changed to "Director of Community Development."
17. All references to the "Director of Building and Safety" shall be changed to "Director of Community Development."
18. All references to the "Director of Department of Public Works" in Title 4 shall be changed to "Director of Public Works and Transportation."
19. All references to the "Director of Finance" shall be changed to "Director of Administrative Services."
20. All references to the "Director of Finance Administration" shall be changed to "Director of Administrative Services."
21. All references to the "Director of Human Relations" shall be changed to "Director of Administrative Services or designee."
22. All references to the "Director of Human Services" shall be changed to "Director of Administrative Services or designee."
23. All references to the "Director of Planning" shall be changed to "Director of Community Development."
24. All references to the "Director of Planning and Community Development" shall be changed to "Director of Community Development."
25. All references to the "Director of Public Services" shall be changed to "Director of Public Works and Transportation."
26. All references to the "Director of Public Works" shall be changed to "Director of Public Works and Transportation."
27. All references to the "Director of Recreation and Parks" shall be changed to "Director of Community Services."
28. All references to the "Director of the Department of Public Works" shall be changed to "Director of Public Works and Transportation."
29. All references to the "Director of Traffic and Parking" shall be changed to "Director of Public Works and Transportation."
30. All references to the "Director of Transportation" shall be changed to "Director of Public Works and Transportation."
31. All references to the "Director of Transportation and Engineering" shall be changed to "Director of Public Works and Transportation."
32. All references to the "Human Services Department" shall be changed to "Director of Administrative Services."
33. All references to the "Library and Community Services Department" shall be changed to "Community Services Department."
34. All references to the "Planning Department" shall be changed to "Department of Community Development."
35. All references to the "Planning Director" shall be changed to "Director of Community Development."
36. All references to the "Public Services Department" shall be changed to "Department of Public Works and Transportation."
37. All references to the "Public Works Administrator" shall be changed to "Director of Public Works and Transportation."
38. All references to the "Public Works Department" shall be changed to "Department of Public Works and Transportation."
39. All references to the "Recreation and Parks Department" shall be changed to "Department of Community Services."
40. All references to the "Recreation Department" shall be changed to "Department of Community Services."
41. All references to the "Superintendent

- of the Building Department" shall be changed to "Department of Community Development."
  42. All references to the "Transportation Department" shall be changed to "Department of Public Works and Transportation," with the exception of the reference in section 1-3-201 of Title 1, where the reference to "Transportation Department" shall be deleted without replacement.
  43. All references to the "Transportation and Engineering Department" shall be changed to "Department of Public Works and Transportation."
  44. All references to the "Transportation Official" shall be changed to "Director of Public Works and Transportation."
  45. All references to the "Transportation/Engineering Official" shall be changed to "Director of Public Works and Transportation."
  46. All references to the "Water Department" shall be changed to "Department of Public Works and Transportation."
  47. All references to the "Water Manager" shall be changed to "Director of Public Works & Transportation."
- Section 4. Article 5 of Chapter 3 of Title 2 of the Beverly Hills Municipal Code shall be amended to read as follows:
- "Article 5. Community Development Department
- 2-3-501: CREATION AND FUNCTIONS:  
The Community Development Department is hereby established and shall be under the direction of the director of community development who shall be accountable to the city manager. The duties of the director of community development shall be as follows:
- A. Supervise, administer, and enforce all technical codes including building, plumbing, electrical, mechanical, and property maintenance codes; all rules and regulations of the city, including zoning and sign laws; all state regulations governing construction including handicapped access, energy conservation, essential service buildings, historic buildings, sound insulation, and seismic safety regulations; and such other matters as may be designated;
  - B. Advise and assist in formulating proposals, policies, and procedures pertaining to regulatory codes including building, plumbing, mechanical, electrical, sign, and zoning codes relative to the development, use, and occupancy of property;
  - C. Recommend proposals and procedures pertaining to land use and development, to the use and development of public properties, and to special zoning matters; cooperate with the fire chief in coordinating fire protection, land use, and regulatory codes;
  - D. Conduct studies, investigations, and environmental assessments and prepare documentation as required by the California Environmental Quality Act; prepare development plans or zoning regulations for specified areas within the city at the request of or as required by the planning commission or city council; prepare site development plans for municipally owned property;
  - E. Issue permits in conformity with the regulatory codes and laws for buildings and structures, and in conformity with all state and local land use entitlements and zoning laws;
  - F. Oversee the maintenance of the city's general plan, zoning, and other planning and land use laws and policies in compliance with state requirements;

- G. Advise the public on matters relating to planning and development procedures and receive and transmit to the proper authority requests of the public that are within the jurisdiction of the community development department;
  - H. Coordinate the work of the community development department with and provide technical assistance to the design review commission, the architectural commission, and the planning commission;
  - I. Maintain such maps, plans, and records as may be necessary for the fulfillment of the functions of the community development department;
  - J. Formulate and recommend to the city manager for approval policies and procedures for the management of the community development department;
  - K. Organize and maintain, subject to the approval of the city manager, such operating divisions in the community development department as the operations may require;
  - L. Coordinate with the director of public works and transportation in matters relating to land use, development, construction, transportation, traffic, and parking;
  - M. Be responsible for all functions assigned by law to the director of community development;
  - N. Perform such other duties as may be required by the city manager."
- Section 5. Article 6 of Chapter 3 of Title 2 of the Beverly Hills Municipal Code shall be amended to read as follows:
- "Article 6: Administrative Services Department
- 2-3-601: CREATION AND FUNCTIONS:  
The Administrative Services Department is hereby established and shall be under the direction of the director of administrative services who shall be accountable to the city manager. The duties of the director of administrative services shall be as follows:
- A. Administer the personnel system rules and regulations;
  - B. Formulate and recommend for approval policies and procedures regarding the personnel management of the city;
  - C. Provide personnel services for city employees;
  - D. Provide staff assistance to the civil service commission;
  - E. Develop, implement, administer the city's self-insurance program;
  - F. Establish and administer a risk management program;
  - G. Act as ex officio finance director under provisions of the state Government Code and pursuant to section 40805.5 thereof perform the financial and accounting duties imposed on the city clerk commencing with section 40802, and pursuant to section 37209 perform the duties imposed on the city clerk relative to issuance of warrants commencing with section 37203;
  - H. Act as the accounting officer of the city, maintain records reflecting the current financial condition of the city, and furnish advice and reports on city financial matters as may be requested by the city manager;
  - I. Institute and administer a system of accounts and financial reports, and approve the payment of vouchers and the payroll;
  - J. Act as the purchasing agent of the city and perform such duties as may be imposed by law upon that position;
  - K. Administer the annual budget, interpret the purpose and intent of appropriations, and account for appropriations and expenditures;
  - L. Direct and supervise the administration of the accounting, cashier, data services, purchasing, licensing, and payroll and



establish procedures and policies for their effective administration;

M. Prepare, promulgate, and enforce, with the approval of the city manager, such administrative regulations as are deemed necessary to accomplish assigned responsibilities; and

N. Perform such other duties as may be required by the city manager."

Section 6. The Title of Article 7 of Chapter 3 of Title 2 of the Beverly Hills Municipal Code and Section 2-3-701 of the same Article are hereby amended to read as follows:

"Article 7. Community Services Department

2-3-701: CREATION AND FUNCTIONS:

The Community Services Department is hereby established and shall be under the direction of the director of community services who shall be accountable to the city manager. The duties of the director of community services shall be as follows:

A. Supervise and administer library programs, facilities, and services;

B. Organize and catalog all library collections of print and nonprint material to facilitate access by patrons;

C. Implement and maintain a circulation system that encourages patron use of library collections while also protecting and preserving the integrity of the collections;

D. Implement the rules and regulations governing the use of the library, including, but not limited to, the schedule of fees for the use of library services and the schedule of fines for violation of such rules and regulations;

E. Formulate and recommend for approval policies and procedures in connection with the management, programming, operation, and control of municipal and community recreation facilities and programs, such as parks, athletics, aquatics, and community centers, and the activities connected therewith, and to conduct such activities for the city;

F. Formulate and recommend for approval policies and procedures in connection with the management, programming, operation, and control of cultural, leisure, and park maintenance programs, and the activities connected therewith, and to conduct such activities for the city;

G. Plan, install, construct, plant, and maintain all cultivated and landscaped public grounds, and trees thereon;

H. Recommend a schedule of fees and charges for the special services of the community services department

I. Prepare, promulgate, and enforce, with the approval of the city manager, such administrative regulations as deemed necessary to accomplish the assigned responsibilities; and

J. Formulate and recommend to the city manager for approval policies and procedures for the management of the community services department;

K. Perform such other duties as may be required by the city manager."

Section 7. Section 2-3-703 of Article 7 of Chapter 3 of Title 2 of the Beverly Hills Municipal Code is hereby amended to read as follows:

"2-3-703: CABLE TELEVISION SERVICES DIVISION:

The cable television services division is hereby established and shall be under the direction of the chief technology officer, or the chief's designee. The duties of the chief or the chief's designee shall be as follows:

A. Develop, implement, monitor, and evaluate all cable television activities and services;

B. Produce, or otherwise acquire and schedule for broadcast, all programming to be aired on the city's municipal cable televi-

sion channel;

C. Administer and supervise regulation of the city's cable television franchise and the enforcement of the city's cable television franchise agreements;

D. Administer and supervise the development and coordination of municipal uses of cable television for public information dissemination and other applications involving the use of cable technology; and

E. Perform such other duties as may be required by the chief technology officer or the city manager."

Section 8. Article 8 of Chapter 3 of Title 2 of the Beverly Hills Municipal Code is hereby amended to read as follows:

"ARTICLE 8. Public Works and Transportation Department

2-3-801: CREATION AND FUNCTIONS:

The public works and transportation department is hereby established and shall be under the direction of the director of public works and transportation who shall be accountable to the city manager. The duties of the director of public works and transportation shall be as follows:

A. Formulate and recommend to the city manager policies and procedures for the management of the traffic and parking functions;

B. Provide technical assistance to the traffic and parking commission;

C. Provide traffic engineering services, including, but not limited to, planning, scheduling, design, data and statistical compilation, retrieval, use, construction, supervision, operations and surveillance;

D. Provide for the installation and maintenance of traffic control and safety devices;

E. Provide for the planning, acquisition, and maintenance of on street and off street parking facilities;

F. Provide public education and information regarding traffic and parking safety;

G. Plan, design, and construct the city's public works facilities including storm drains, streets, alleys and sewers, and other facilities as may be required, and is designated street superintendent for purpose of the state Streets and Highways Code;

H. Perform or direct all phases of engineering work required in connection with the functions of the city, not otherwise assigned to another department, and prepare and maintain the engineering records of the city, and is designated city engineer for purposes of state law;

I. Issue permits and control the use of public rights of way and easements, except as otherwise specifically assigned to another department by the provisions of this code;

J. Inventory and maintain in current condition mapped and descriptive information on all interests owned or possessed by the city in real property located in the city, including easements in public streets;

K. Inspect, operate, and maintain the city's public works facilities, including storm drains, streets and sewers, and maintain all city installations where maintenance is not assigned to another department;

L. Maintain all city owned or operated mechanical equipment;

M. Maintain and have custody of all city owned or operated structures;

N. Administer the city water operations as provided in this code;

O. Administer the city refuse collection operations as provided in this code;

P. Perform such other duties as may be required by the city manager."

Section 9. Article 9 of Chapter 3 of Title 2 of the Beverly Hills Municipal Code is hereby deleted, and Articles 10 through 13 shall be appropriately renumbered.

Section 10. Article 2 of Chapter 1 of Title 4 of the Beverly Hills Municipal Code shall be amended to read as follows:

"Article 2. Identification Cards

4-1-201: IDENTIFICATION CARDS REQUIRED:

Certain types of business activities regulated by permit under this code require that any employee or agent thereof obtain an identification card. Prior to commencing employment or engaging in any of these designated businesses or activities, the person shall obtain an identification card issued by the Police Chief, Chief Financial Officer or designee.

4-1-202: REQUESTS FOR IDENTIFICATION CARDS:

Requests for identification cards shall be filed with the Police Department or Administrative Services Department and shall comply with the following requirements:

A. Completion of an application form as designated by the Police Chief and Chief Financial Officer, and signed by the applicant under penalty of perjury;

B. Identification of applicant;

C. Photograph and fingerprints of the applicant; and

D. Payment of the application fee as prescribed by council.

4-1-203: ISSUANCE OR DENIAL OF IDENTIFICATION CARDS:

An identification card shall be denied by the Police Chief or Chief Financial Officer if the applicant has been convicted of a felony or a misdemeanor involving moral turpitude, and has not subsequently demonstrated rehabilitative characteristics; or if the applicant makes false statements on the application. If the identification card is denied, the applicant shall be notified in writing of the denial and reasons thereof.

4-1-204: APPEAL TO COUNCIL:

Any decision of the Police Chief or Chief Financial Officer relative to issuance or denial of an identification card may be appealed to council in accordance with the procedure set forth in title 1, chapter 4, article 1 of this code.

4-1-205: IDENTIFICATION CARDS IN EMPLOYEE'S POSSESSION:

Every person required to have an identification card under the provisions of this code shall carry the identification card on their person at all times when engaged in the activity requiring such identification card. The identification card shall be displayed to any police officer or other authorized city employee upon request of such police officer or authorized city employee.

4-1-206: TERMS AND RENEWAL OF IDENTIFICATION CARDS:

Identification cards shall be valid for a period of three (3) years from date of issuance unless provided otherwise. The Police Chief and Chief Financial Officer shall promulgate rules/regulations governing identification cards, including provisions relating to change of employers, and processing of renewal identification cards."

Section 11. The City Clerk shall certify to the adoption of this Ordinance, and shall cause this Ordinance and her certification, together with proof of publication, to be entered in the Book of Ordinances of the Council of this City.

Section 12. This Ordinance shall go into effect and be in full force and effect at 12:01 a.m. on the thirty-first (31st) day after its passage.

Adopted: December 15, 2009

NANCY KRASNE  
Mayor of the City of Beverly Hills, California  
ATTEST:

BYRON POPE (SEAL)  
City Clerk

APPROVED AS TO FORM:

LAURENCE S. WIENER  
City Attorney

APPROVED AS TO CONTENT:  
RODERICK J. WOOD, ICMA-CM  
City Manager

VOTES:

AYES: Councilmember Mirisch, Brien, Brucker, Delshad and Mayor Krasne

NOES: None

ABSENT: None

CARRIED

ORDINANCE NO. 09-O-2577

AN ORDINANCE OF THE CITY OF BEVERLY HILLS AUTHORIZING THE CITY COUNCIL TO ADOPT BY RESOLUTION A PARKING TICKET FORGIVENESS PROGRAM FOR INDIVIDUALS WHO ARE HOMELESS, FORMERLY HOMELESS, OR AT-RISK OF HOMELESSNESS AND AMENDING THE BEVERLY HILLS MUNICIPAL CODE

Section 1. THE COUNCIL OF THE CITY OF BEVERLY HILLS HEREBY ORDAINS AS FOLLOWS:

Section 1. Section 7-5-119 of Chapter 5 of Title 7 of the Beverly Hills Municipal Code is hereby added to read as follows:

"7-5-119: PARKING TICKET FORGIVENESS PROGRAM:

The City Council may adopt by resolution a parking ticket forgiveness program for individuals who are homeless, formerly homeless, or at-risk of homelessness."

Section 2. The City Clerk shall cause this Ordinance to be published at least once in a newspaper of general circulation published and circulated in the City within fifteen (15) days after its passage, in accordance with Section 36933 of the Government Code; shall certify to the adoption of this Ordinance and shall cause this ordinance and this certification, together with proof of publication, to be entered in the Book of Ordinances of the Council of this City.

Section 3. This Ordinance shall go into effect and be in full force and effect at 12:01 a.m. on the thirty-first (31st) day after its passage.

Adopted: December 15, 2009

Effective: January 15, 2009

NANCY KRASNE  
Mayor of the City of  
Beverly Hills, California

ATTEST:  
BYRON POPE (SEAL)  
City Clerk

APPROVED AS TO FORM:

LAURENCE S. WIENER  
City Attorney

APPROVED AS TO CONTENT:  
RODERICK J. WOOD, ICMA-CM  
City Manager

DAVID D. GUSTAVSON  
Director of Public Works & Transportation

VOTES:

AYES: Councilmember Mirisch, Brien, Brucker, Delshad and Mayor Krasne

NOES: None

ABSENT: None

CARRIED



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