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Issue 538 • January 21 - January 27, 2010



Bleeding Beverly

The Weekly's exclusive interview with
Board of Education President Steven Fenton

cover story • pages 10 -11



letters & email

“Heartless in Beverly” [Issue 537]

I have researched the newspaper articles of 1971 as they pertained to the school board election of that year. Since Rudy Cole has opened up “Pandora’s Box” in his article in the Weekly last week and discussed the campaign of Dr. Marty Prince, Herb Young and Mel Spitz, it may be instructive to examine briefly that era and see what relevance it has to this just-completed school board election.

Corrections

The article “Permit Saga Continues” [Issue 537] should have said other counties’ Boards of Education have generally upheld denials of permits in districts that have become basic aid.

In the article “Mark Stern to Release New Book on David Franks,” William A. Pencak wrote that the book “is also the finest study I know that clarifies the complicated story of army contracting during the French and Indian War...”

Front Cover

Beverly High students pictured on the cover are ASB senior Adam Bosse and freshmen soccer/football player Anton Saleh.

Parentetically, why does Cole have this obsession with that historical event, and why does he have the information in his article all wrong? Bill Reeder wrote in the Independent after that election that everyone thought it would be a close race between four candidates for three seats. When the vote was in, it was Herb Young 4,710, Jack Paul 4,509, Mel Spitz 4,033 and Martin Prince 2,651 was a distant fourth. Reeder reported “when it appeared that the Prince campaign was failing, they encouraged their supporters to ‘single shot’ for him to no avail.” Prince explained his defeat by stating that he was “defeated by non-parents.” “Most of the parents voted for me,” Prince said. Hello, Myra Lurie. She spoke similar words after Nooshin Meshkaty’s defeat.

According to Bill Reeder, Dr. [Robbie] Robinson’s pressured resignation from his position as principal of the high school was a significant reason for Prince’s defeat coupled with permissive issues supported by the majority board, which the voters rejected.

What relevance does this history have for us now? Well, there’s another Prince lurking in the wings espousing the same philosophy which led to his father’s “surprise defeat” some 39 years ago. Jonathan Prince believes in permissiveness, open enrollment in our schools, no dress code, etc. We have heard him speak. He’s attractive and articulate. Rudy Cole surely will write columns in support of this reincarnation. This will be Marty Prince II. Be on your guard Beverly Hills. Do you want your children to be educated in a “lighthouse” school district, as was once the case, or is the humanistic approach, consisting

of free expression of speech, dress and behavior, more important than insisting on a quality education? The result of free expression is our daughters attending school dressed like tramps and four-letter words the norm. Myra Lurie and Jonathan Prince must believe that is acceptable as it is part of their philosophy and is the current condition at our schools because of the previous board majority. It must also be

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A Proposition 65 Public Notice

The California Safe Drinking Water and Toxic Enforcement Act requires California businesses to advise employees and neighbors of any potential exposure to chemicals considered by the state to cause cancer, birth defects, or other reproductive harm.

Trigen-LA Energy Corporation wants you to know that detectable amounts of some of these substances may be found in and around its facility located at 2052 Century Park East, Los Angeles, CA. Potential sources of these substances can include common products such as gasoline, oil, natural gas, paint.

WHAT’S ON YOUR MIND?

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SNAPSHOT



Photo: Julie Gilberg

FUN AT FARMERS CIVIC CENTER DRIVE

(left to right) Niilo and Herta Maki-Petaya and Sophie and Emily Gilberg have fun with balloons at the Beverly Hills Farmers Market Sunday, Jan. 17. The market features special events such as Kid’s Zone, Cookin’ Kids, city department showcases and hosts more than 60 farmers and vendors every week.

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Beverly High Grade-Change Scandal Continues

Following a private investigation launched last fall — after former Board of Education President Nooshin Meshkaty allegedly pressured a high school administrator to change her son's grade to an 'incomplete' — accusations of job performance deficiencies have surfaced from high school administrators against the student's teacher, who firmly stands by her original 'D' grade.

As first reported in the Weekly [Issue 529], Meshkaty reportedly told the recently-hired teacher more than once that an 'A' or 'B' was the only acceptable grade for her son. After the teacher was alerted the following semester that the student's grade had been changed, the administration informed the teacher that the grade would be changed back to a 'D.'

A Nov. 20 meeting was organized between administrators and teachers to discuss the matter, and according to the Jan. 13 Beverly Hills Education Association Consensus newsletter, last month the administration informed the teacher — who has been repeatedly denied BHEA representation — that she had failed to meet part of the student's academic program. Administrators threatened her with civil liability, though she was given an "option" to change the grade from a 'D' to either an 'I' or a 'P.'

A high school administrator then gave the teacher an unsigned, anonymous letter during her sixth-period class with unsubstantiated accusations that the teacher failed to deliver the student's academic program. The letter was addressed to the teacher's first name only; it was not typed on a letterhead. The administrator who delivered the letter subsequently told the teacher she had to decide on whether she was going to change the grade by the next day.

The teacher refused to change the grade. Though the teacher, who has worked with Meshkaty's son one-on-one outside of class, requested several times to see the document that allegedly details the teacher's responsibilities for the student's academic program, the administration has yet to share it.

During winter break, the administration called the teacher to notify her that a five-member panel of administrators was convening to look into a formal challenge to her original 'D' grade. Administrators gave no answers to questions posed by BHEA about the panel until Tuesday, Jan. 5 — 20 hours before the panel convened.

The administration gave the teacher 23 hours to find witnesses to speak on her behalf. Although the matter of reviewing and evaluating student work is a contractual issue, the teacher was denied BHEA, as well as legal representation. The teacher sat alone in front of a panel of five administrators Wednesday, Jan. 6 and defended herself for nearly nine hours.

The administration asked the teacher if she would agree to change the grade to a 'P' the next day, and she refused.

The administration accused her of not complying with federal law, which supersedes the

state law's protection of the teacher's right to issue a final grade. The teacher submitted a signed statement to the superintendent Monday, Jan. 11 standing by the original 'D' grade.

"There are quite a number of individuals who are involved in this investigation, and we're doing it in a way that ensures the most effective results," said Superintendent Jerry Gross.

Gross could not comment further, but said the investigation will hopefully be completed in less than a month.

In its newsletter, BHEA said it "is taking all necessary means to defend the teacher and assert her right to issue a final grade free from coercion and scare tactics" and "to pursue justice for the teacher for any and all unfair treatment she has endured at the hands of the administration.

"Part of this investigation is also looking into whether there was undue influence by a then-active Board of Education member concerning the grade," BHEA President Chris Bushee said. "Our stance on the issue is that teachers have a right protected by state law to issue a binding final grade to their students, and if the district contemplates changing one of those grades, then they must follow the law."

BHUSD Director of Human Resources Dr. Alex Cherniss declined to comment.

Ernest S. Ach Passes Away at 97

Ernest Ach passed away Thursday, Jan. 14 at the age of 97.

Ach served on the Beverly Hills Board of Education for 12 years from 1957 to 1969, including three terms as president. He was on the board of the Friends of the Beverly Hills Public Library for over 20 years, Scoutmaster of Troop 100, and was treasurer of both Volunteers of America and Meals on Wheels.

Ach served as the head of Sutro & Co. Southern California research department from 1946 to 1977, as well as serving on the National Association of Securities Dealers and New York Stock Exchange Arbitration Panels.

Ach was married for 60 years to the late Frances Ach. He is survived by his brother Lou, his children Peggy, Jim and Larry, his grandchildren Jennifer, Laura, Rachel and Ben and great-grandchildren Noah, Joshua, Kailea and Hannah.

Services were held on Tuesday, Jan. 19 at Wilshire Blvd. Temple. In lieu of flowers, the family suggests donating to Friends of the Beverly Hills Public Library.



Mary Hanlon Stone

Physician Gets Five Years in High-Profile Cyclist Road Rage Case

The physician accused of deliberately injuring two bicyclists on Mandeville Canyon Road last year was sentenced to five years in prison Friday, Jan. 8 after Deputy District Attorney Mary Hanlon Stone won the groundbreaking case in November.

"Sentencing is always a very sad day because neither side really wins," Stone said. "The one good thing that comes from this,

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NOTICE OF PUBLIC HEARING

The City Council of Beverly Hills, at its regular meeting to be held on **Tuesday, February 2, 2010 at 7:00 p.m.**, in the Council Chambers of the City Hall, 455 N. Rexford Drive, Beverly Hills, CA 90210; will hold a public hearing to consider:

An appeal of the Planning Commission's decision denying a request for amendment of a Development Plan Review Permit for the property located at **8767 Wilshire Boulevard**. The owner / applicant is Kobor Family Trust (hereafter the "Applicant").

The request for amendment of the Development Plan Review seeks to modify the original conditions of approval for the building currently under construction at the northeast corner of Robertson and Wilshire Boulevard to allow medical and pharmacy land uses and to remove a requirement for the provision of public parking. As originally approved in 2006, the building has a total of 75,116 square feet, which includes a 3,000 square foot restaurant use and the remaining 72,116 square feet as general office and retail.

The Applicant seeks to amend the conditions of approval to convert previously approved general office space to medical and pharmacy uses, and to eliminate the requirement to provide public parking (collectively referred to as the "Amendment"). The existing 2006 approval included a condition that prohibited medical and pharmacy uses at the site. The Amendment specifically requests approval to:

1. Allow 54,900 square feet of medical uses;
2. Allow 1,116 square foot of pharmacy; and,
3. Remove the requirement to provide 51 parking spaces for use by the general public.

The other uses in the building under the current proposal would include, a 2,000 square foot restaurant (with up to 999 square feet of dining and bar area)/sundry retail shop, 4,696 square feet of general commercial office, and 12,404 square feet of retail for a total of 75,116 square feet in the building.

On November 19, 2009, the Planning Commission denied the requested project Amendment. The Applicant filed a timely appeal of the Planning Commission decision on November 20, 2009.

The requested Amendment has been assessed in accordance with the authority and criteria contained in the California Environmental Quality Act (CEQA), the State CEQA Guidelines, and the environmental regulations of the City, and an addendum to the Mitigated Negative Declaration for the existing Development Plan Review has been prepared because the Amendment, if approved, would not result in new significant environmental effects.

All interested persons are invited to attend and speak on this matter. Written comments may also be submitted and should be addressed to the City Council, c/o City Clerk, 455 N. Rexford Drive, Beverly Hills, CA 90210 and should be received prior to the public hearing.

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

If there are any questions regarding this notice, please contact Georgana Millican, Associate Planner, Community Development Department, Planning, at 310.285.1121 or gmillican@beverlyhills.org. Copies of the application, plans, and other records regarding this matter are available for review in the Community Development Department/Planning Services Section, 1st Floor, 455 N. Rexford Drive, Beverly Hills, California.

BYRON POPE, CMC
City Clerk

Many Basic-Aid Districts Have No Permits, Data Says

Roughly 25 percent of the nearly 100 basic-aid districts have no out-of-district permits for students, according to the chart below. Most basic-aid districts only offer permits to children of district employees, while others allocate permits on a case-by-case basis.

BHUSD ranks highest in permit numbers for basic-aid districts at 927 permits for the 2007-2008 school year. The district will also have the most permits per capita. Other basic-aid districts with a high enrollment-to-permit ratio are likely the result of either enrollment problems, or they are district of choice.

Of the 484 current opportunity permits in the district, 281 permits are eligible for renewal; about 200 permits for K-6 students and eighth-graders will not be renewed. There are currently 775 permits in the district.

Former Hawthorne Principal Dick Douglas, who is the current superintendent at Montecito Union Elementary School District, said the number of permits “wasn’t a factor” when Montecito entered basic aid in the early 1990s because there were few permit students. Douglas said many districts have taken the same path as Beverly Hills during tough economic times.

“They’re making difficult decisions [and] finding ways to survive in a very, very difficult time,” Douglas said. “These aren’t decisions that any educator wants to make, but like all districts, they are making the difficult decisions to offer the best educational programs possible.”

Abby Saadat, assistant superintendent of business services at Encinitas Union School District in San Diego County, said they entered basic aid five years ago with roughly 300 out-of-district permit students. They currently have about 79 permits in the district, most of which are children of district employees.

“We grandfathered the students through attrition and reduced the numbers,” Saadat said. “It is a politics thing, and it depends on your community. Each year the number [of permit students] goes a little lower.”

The Santa Clara Unified School District entered basic aid in 2000, and

School District Name	API Score 2007	Population 2007-08	Number of Permits
Newport-Mesa Unified	793	21,384	approximately 20
Santa Clara Unified	753	14,346	66, mostly employee
Palo Alto Unified	910	11,203	45
Fremont Union High	840	10,350	85-90, only employee
San Mateo Union High	774	8,626	case by case
Sequoia Union High	753	8,520	300
Campbell Union High	752	7,824	0
San Luis Coastal Unified	820	7,145	268
Sunnyvale Elementary	776	6,027	50, mostly employee
Encinitas Union	923	5,728	80, mostly employee
Beverly Hills Unified School	857	5,262	927
Tahoe-Truckee Joint Unified	792	4,090	27
Del Mar Union Elementary	946	4,057	21
Tamalpais Union High	849	3,889	employees kids
Mountain View-Los Altos Union High	812	3,616	0
Goleta Union Elementary	810	3,533	case by case
Los Gatos-Saratoga Joint Union High	872	3,164	46, only hardship
Laguna Beach Unified	846	2,900	12, only employee
Solana Beach Elementary	923	2,744	19
Los Gatos Union Elementary	888	2,706	6
San Bruno Park Elementary	776	2,625	86
Belmont-Redwood Shores Elementary	878	2,616	20
Plumas Unified	863	2,610	16, only employee
Mill Valley Elementary	916	2,421	20
Menlo Park City Elementary	911	2,326	employees kids
Saratoga Union Elementary	953	2,317	25, only district employees
San Rafael City High	731	2,186	District of Choice
Santa Cruz City Elementary	817	2,136	0
Carmel Unified	869	2,090	31, only employee
Dixie Elementary (San Rafael)	882	1,749	48, case by case
Pacific Grove Unified	853	1,676	0
Hillsborough City Elementary	957	1,451	employees kids
St. Helena Unified	778	1,376	125, only employee
Mammoth Unified	729	1,197	approximately 30
Larkspur Elementary	899	1,173	12, mostly employee
Las Lomas Elementary	947	1,136	employees kids
Santa Ynez Valley Union High	795	1,130	employees kids
Reed Union Elementary	931	1,104	0
Kentfield Elementary	923	1,001	0
Bret Harte Union High	761	915	4
Vallecito Union Elementary (Calaveras County)	802	850	9
Calistoga Joint Unified	695	826	11
Coast Unified	781	799	0
Rancho Santa Fe Elementary	937	769	0
Cardiff Elementary	878	724	21
Portola Valley Elementary	944	706	employees kids
Brisbane Elementary	773	589	140
Shoreline Unified	764	589	82
Mendocino Unified	783	564	118
Woodside Elementary (near San Mateo)	939	465	employees kids
Montecito Union Elementary	921	415	12, mostly employee
Loma Prieta Joint Union Elementary (near Santa Cruz)	909	401	0
College Elementary (Santa Ynez)	839	396	10, District of Choice
Lone Pine Unified (Inyo County in Inland Empire)	763	384	8
Ross Elementary (Marin County)	n/a	374	6

allowed students who have been in the district for more than five years to graduate high school. Those who have been in the district for less than five years were allowed to finish elementary, middle or high school. All out-of-district

dangerous conditions existing on our city streets and the threat of injury to cyclists,” Millington told the packed courtroom.

At the time of his conviction, Stone had asked for Thompson to be jailed immediately, labeling him a flight risk and safety threat to cyclists.

“There’s not a cyclist in Los Angeles who would feel comfortable with this defendant out on the road after this verdict,” Stone told the court.

Stone’s case involved a July 4, 2008 crash in which Thompson, a veteran emergency room doctor, allegedly stopped his car after passing two cyclists while shouting at them to ride single file. The cyclists — Ron Peterson, a coach for USC’s and UCLA’s cycling team, and Christian Stoehr — testified that they began to ride one after the other when they

students have since been completely phased out. They currently have 66 permits for children of district employees.

Still, even with the phase-out, BHUSD will have more than double the number of permits of most districts statewide.

noticed Thompson’s car approaching quickly behind them. They said Thompson was dangerously close when he passed them and then abruptly stopped.

Peterson was flung face-first into the rear windshield of the Thompson’s red Infiniti, breaking his front teeth and nose and lacerating his face. Stoehr crashed into the sidewalk and separated his shoulder.

A police officer testified that Thompson told him soon after the accident that the cyclists had cursed at him and flipped him off, so he slammed on his brakes “to teach them a lesson.”

Thompson told jurors that after the cyclists cursed at him and flipped him off, he stopped his car to take a photo of the riders, and believed he had left enough room for them.

School District Name	API Score 2007	Population 2007-08	Number of Permits
Arena Union Elementary (Mendocino County)	729	309	20
Lagunitas Elementary (Marin County)	786	266	59
Sausalito Elementary (Marin County)	723	266	0
Latrobe Elementary (El Dorado County)	889	197	0
Big Pine Elementary (Inyo County in Inland Empire)	664	191	0
Cold Spring Elementary (Santa Barbara)	961	188	1
Point Arena Joint Union High (near Mendocino)	659	176	6
Cayucos Elementary (near San Luis Obispo)	867	175	10
Kenwood Elementary	840	153	81, Open Enrollment
Happy Valley Elementary (Santa Cruz)	888	141	0, only employee
Bonny Doon Union Elementary (Santa Cruz)	845	131	0
Howell Mountain Elementary (Napa Valley)	766	131	7
Alexander Valley Union Elementary (Sonoma County)	804	120	81, Open Enrollment
Ballard Elementary (Santa Ynez Valley)	900	110	employees kids
Bolinas-Stinson Union Elementary (Marin County)	796	110	2
Monte Rio Union Elementary (Sonoma County)	762	104	35, Open Enrollment
Vista del Mar Union Elementary (near Santa Barbara)	817	100	District of Choice
Lakeside Joint Elementary (near Santa Cruz)	924	90	case by case
Horicon Elementary (Sonoma County)	717	86	20
Pine Ridge Elementary (near Fresno)	852	83	9
Midway Elementary (Kern County near Bakersfield)	730	75	17
McKittrick Elementary (Kern County near Bakersfield)	748	72	58
Mountain Union Elementary (near Redding)	770	71	1, Open Enrollment
Nicasio Elementary (near Marin, Bay Area)	872	62	5
Pope Valley Union Elementary (near Napa Valley)	752	61	0
Hornbrook Elementary (Siskiyou County near Oregon border)	601	40	1, Open Enrollment
Montgomery Elementary (near Sonoma)	839	38	Open Enrollment
Belridge Elementary (Kern County near Bakersfield)	618	34	0
Big Creek Elementary (Fresno County)	826	40	4
Montebello Elementary	782	21	10, Open Enrollment
Silver Fork Elementary (El Dorado County near Sacramento)	n/a	19	0
Desert Center Unified (Riverside County near Indio)	738	16	0
Indian Springs Elementary (Shasta County near Redding)	n/a	14	0

**Enrollment and permit numbers in the chart are estimated, and reflect the 2007-2008 academic year.*

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though, is that it lets motorists know that they have to share the road.”

Dr. Christopher Thompson, 60, was convicted in November of seven counts, including mayhem, assault with a deadly weapon, battery with serious injury, reckless driving causing injury and other serious criminal charges. He faced a maximum sentence of 10 years.

The assault drew national attention and prompted nearly 300 cyclists to write letters and e-mails to Superior Court Judge Scott T. Millington asking for a longer prison sentence.

Millington said the case is a “wake-up call” concerning tensions between cyclists and motorists on Los Angeles’ streets.

“Government must become aware of the

Paley Center Celebrates Black History Month

The Paley Center for Media is celebrating Black History Month with a series of events starting with “Soul Train: The Hippest Trip in America” Friday, Jan. 29 at 7 p.m.

A screening of VH1 Rock Docs will highlight performances and great moments from the show, as well as memories from cast and crew. Among the musicians featured include Aretha Franklin, Smokey Robinson, Sly Stone, Snoop Dogg, David Bowie and Chaka Khan. Don Cornelius will make an appearance.

Tickets are \$15 for the general public and \$10 for Paley Center members.

On Monday, Feb. 1, the Paley Center will be presenting “The Black List: Volume Three” at 7 p.m. Photographer Timothy Greenfield-



(left to right) Fifth-graders Angela Lee, Shannon Warusevitane, Eve Rublevich, Josh Fouladian, Zachary Steinberg

Hawthorne Helps Haiti

Fifth-graders at Hawthorne are taking part in efforts to support the victims of the 7.0 earthquake that hit Haiti last week by putting posters around the school and visiting all K-8 classrooms to educate students about how we can help others. The students are also asking for donations to be made to the International Medical Corps.

From Wednesday, Jan. 20 through Friday, Jan. 22, students can bring in cash or checks to support Hawthorne's collection. All checks should be made payable to International Medical Corps with "Help Haiti" written on the check, and given to teachers. If you would like to make a cash donation, please place the cash in an envelope with your child's name, the amount given and "Help Haiti" written clearly on the envelope and deliver it to the front office.

On Friday, Jan. 22, Hawthorne's service-learning advocate Mary Montague will donate the school's total collection to the International Medical Corps.

Sanders and critic Elvis Mitchell explore what it means to be African-American today. The series features interviews with John Legend, Whoopi Goldberg, Lee Daniels, Debra Lee and Beverly Johnson.

Tickets are available starting Jan. 20 for \$25 for the general public and \$10 for Paley Center members.

For more information on both events, visit paleycenter.org.



Offer Nissenbaum



Alissa & Warren Roston

Temple Emanuel Presents Third Annual Purim Ball

The Temple Emanuel of Beverly Hills will be hosting the Third Annual Beverly Hills Purim Ball honoring Dr. Warren & Alissa Roston and Offer Nissenbaum Wednesday, Feb. 24 at the Beverly Wilshire Hotel.

The Rostons will receive the Humanitarian Award, while Nissenbaum will be given the Community Spirit Award.

The masquerade event will begin at 6 p.m. with cocktails. Dinner and dancing will begin at 7 p.m.

Alissa Roston served on the Board of

Education from 1999 to 2007, and has worked with the Westside Jewish Community Center and Rotary Club. Both Alissa and her husband have been active in the Lymphoma Research Foundation.

Warren, a pulmonary internist at Cedars-Sinai Medical Group, has been a leader in the Los Angeles area medical community for nearly three decades. He has served on the board and as chief of medicine at Brotman Medical Center, as chief of medicine at Century City Hospital and as an associate clinical professor at UCLA.

Nissenbaum currently serves as the managing director of The Peninsula Beverly Hills Hotel. He is the treasurer of the Board of the Conference and Visitors Bureau, is active in the Rotary Club and serves on the board of The Maple Counseling Center and the UCLA Extension Executive Hotel Management Program.

"I'm deeply honored to receive this recognition from Temple Emanuel, especially from a synagogue that has so warmly welcomed my family since we moved to Los Angeles," Nissenbaum said. "Temple Emanuel has been a meaningful pillar in our transition to Beverly Hills, thanks to their embracing us with kindness and tremendous generosity of spirit. The community service and the values of hospitalities are very much aligned with ethics and a sense of social responsibility and exceeding expectations, so this accolade is especially heartwarming."



(left to right) front row: Lucas Fuhrer, Carolyn Grijalva, Sawyer Grijalva, Brandon Bui; second row: Jordan Hopp, Jack Stauber, Willa Ziegenfuss, Daniel Wiener, Rohan Kapur, Matisse Love; third row: Maia Yosef, Emma Tsankov, David Adelpour, Wesley Wu, Romir Kapur, Douglas Wu; back row: Martha Galvan, Contest Coordinator Brenda Grijalva, Stanley Wu, David Rust

Horace Mann Reflections Program Winners

The Horace Mann Parent Teachers Association recently announced its Reflections program winners. The PTA Reflections program is a national contest recognizing students' original artwork. This year's theme was "Beauty is..." Students submitted entries in the categories of dance choreography, photography, film production, musical composition, literature and visual arts.

Theatre 40 to Present 'Could I Have This Dance' at Beverly High

Theatre 40's "Could I Have This Dance" by Doug Haverty is scheduled to open Wednesday, Feb. 3 in the Reuben Cordova Theatre at Beverly High.

The multi-award winning play was selected by the American Theatre Critics' Association as the Best New Play of 1991. Performances will take place at the high school's theatre at 8 p.m. Wednesday through Saturday, with

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from the hills of beverly



We Get Mail

Some not so friendly

By Rudy Cole

If you read the letters to the editor from **Mel Spitz** and **Herb Young**, and now a third antagonist, you could easily assume we live in different worlds. Sometimes, I wished we did. **Josette** says they are best ignored, but hopefully for the last time, permit me to correct the record.

To begin: Show me one word, one reference to even the remotest possibility of what Young calls “the nightmare” of having Beverly Hills students bused to Los Angeles. School busing was an issue inside the Los Angeles school district involving busing, mostly, from the San Fernando Valley, to minority areas in Los Angeles. It was never, ever a real threat that other districts could be impacted. A terrible, untrue red herring.

Spitz denies they (Herb Young and he) ever ran as a slate. No, he writes “just some concerned Beverly Hills residents took it upon themselves to promote the election of the three of us...” Golly, that sounds like a slate to me.

Fortunately, **Marty Prince** is very much alive and can give very clear testimony on the reasons for his loss and the hidden campaign against the diversity programs, as can his then-board colleague **Dr. Arthur Malin**, who was not up for re-election, but supported Dr. Prince. Dr. Malin was probably one of the most thoughtful, fair and dedicated members of the board ever to serve our schools.

Spitz and Young could make the same argument as **Herbert Hoover** after his defeat of then **Gov. Al Smith** that he and his campaign never indulged in any anti-Catholic rhetoric, but nevertheless, that was precisely why Smith lost. In our own recent board election, there was an undercurrent of anti-Persian whispers that have no place in our community.

As for the timing of the departure of the highly regarded **Ken Peters**, we named the high school auditorium for him; the effort to make **Robbie Robinson** superintendent and force Peters out began with the dynamic duo. They even admit that it was Robinson’s departure as school principal that was one of their issues. Yes, Peters did leave some years after Spitz and Young left the board, but the seeds were planted all over the district by them. Robinson was an able educator but was caught up in this power play and internal board conflict.

As for quoting editor **Bill Reeder’s** analysis of that election, as the third writer **Ernest Roseman** does, Bill was, personally, one of the nicest guys I ever knew, and although we were often on opposite sides on issues, we were friends. But Bill wrote for an ultra right-wing local newspaper, not the Courier,

that campaigned heavily for both Young and Spitz. I knew how often he agonized over his reporting. Ironic history note: The same writer, who quotes Reeder, also attacks **Myra Lurie**, and should know that it was Myra’s mother-in-law, the legendary **Sooky Goldman**, who funded the newspaper wing at the then-library in honor of Bill Reeder! I was at the dedication party and somehow the dynamic duo missed the event.

No, not one word of bigotry, right? Yet, a rush of nonsensical attacks on Dr. Prince’s son **Jonathan**, ascribing outrageous positions to him that no one has ever heard him espouse. When and where did Jonathan ever propose “open enrollment, permissiveness, no dress code” or all the other nonsense this writer claims Marty’s son supports. If there is yet some decency left among this cabal, a letter from Spitz and Young distancing themselves from this bigoted letter would be the right thing to do. Wait for it.

The Spitz/Young vs. Prince campaign was not our finest hour, it was the hidden, whispered innuendos and fears that even today the dynamic duo perpetuate that bitterly divided our community.

One mildly amusing personal note. Years before I met Josette and settled into marital bliss, I was playing in a bridge tournament in Culver City. My bridge partner **Hal** and I met two quite lovely young women, not too often found in the bridge world, and I suggested we might all go out for a drink after the tournament. They accepted, but as we were leaving the hall, “my” date said she had one question to ask first: “You are active in Beverly Hills. Who are you supporting for school board Mel Spitz and Herb Young or Marty Prince?” When I said it was Prince, my hoped-for companion announced: “You and I have nothing in common. We are not going for cocktails!” Now, you know my hidden reason for my feelings about the dynamic duo.

One last historical note: Young and Spitz, true to their regressive education views, as they admit, did not join the overwhelming majority of voters in support of the school-bond measure in the last election, but former school superintendent Ken Peters did. They also fault me for saying this all happened “about” thirty years ago arguing it was “about” forty years back. Wow, what an error.

Long before Young and Spitz divided our community, there was another crucial moment in school history that is very much a part of this story.

For many years, the school board was dominated by the then-business community with cherry-picked board members. They

were not evil people or even against improving public education, but they were very carefully watchful of school spending. Why? Because the school board, in those pre-Jarvis days, helped set the property tax. The owners of major land in our city wanted to keep that rate lower than Los Angeles, making property, their land, even more attractive for development, growth and investment.

Newer young parents, mostly Jewish and not yet very active in civic affairs, strongly favored improvements in educational services and became very involved in PTA and in school board elections. They perceived the district as stagnant, not open to modern education programs and not reflective of change. One of the few board members to share this vision was **Phyllis Seaton**. Although not Jewish, Mrs. Seaton was for increased education spending.

Some months before she would have to run for re-election, the business leaders and the newspaper they owned informed Mrs. Seaton that they would not support her. They had the power and the resources to assure her defeat, she was told. Mrs. Seaton hesitated, but a new coalition of supporters including one colleague on the board, **Ernest Ach**, and such great new leaders including **Marcella Rabwin**, **Bernice Hutter**, (later to win successive elections herself) **Mayris Martin** and **Sooky Goldman** formed a support committee, convinced Mrs. Seaton to seek re-election, and she won. This election led to the choice of Ken Peters as school superintendent. Our schools never looked back, even surviving the terms of the dynamic duo.

Many in this team stayed together to change city government. The **Lipofsky’s**, **Slaffs**, **Seatons**, **Izens**, **Horwins**, **Harris’** and many more helped elect councilmembers that brought a far different vision to city hall. Mrs. Seaton became the first woman mayor of Beverly Hills.

Last week we lost Ernest Ach, who served with such real distinction for three terms on the board of education. A gentle giant who, with his wife and team mate, **Fran**, herself a city commissioner, exemplified fairness, dedication and civility in all of his years of service. In recent years, you could have seen him working the reception table at the Friends of the Library store at our library. I was proud to have served as campaign manager for one of his elections and for the record, did the same for **Bernice Hutter**, **Elinor Nathan**, **Leonard Horwin** and later, **Fred Stern** and others. For some reason, I was never asked to do the Spitz or Young contests. (For more on Ernie Ach, please see the briefs section on page 3.)

More education issues: One of the ludicrous arguments raised in the discussion of the opportunity-permit program is that this is only a battle between the board and people who don’t live here, as if these parents have no right to fight for allowing their children to complete their education in Beverly Hills.

My own views are not complicated. I am

against student permits except for city and school employees, period. I do not support the so-called legacy permits or any other similar tool of enrollment. But I strongly feel the board is being very unfair by not allowing children who were welcomed into our schools when we needed the tax dollars this provided to complete their schooling here. It’s neither fair nor good for our perception as a community in and out of Beverly Hills

Thanks to the good conciliatory work of **Lili Bosse** and a very strong resident’s committee co-chaired by the unlikely coalition of former Mayors **Maxwell Hillary Salter** and **Robert K. Tanenbaum** along with former Mayor **Dr. Charles Aronberg**, the creator of the school-saving city Joint Powers Agreement, and countless other former city and school officials and city leaders, a step toward permitting many of the children to continue was approved by the board.

But it simply does not go far enough. All the children in the elementary schools could be forced out at the end of this school year and middle school students, except ninth grade, will not be allowed to enter high school! That is not an action of the Beverly Hills I know and I hope it is not how we want the rest of the world to see us.

Back to the argument that the permit parents have no right to fight for their children or be involved in school politics because they don’t live here. Well, as just one example, although I support the right of the teacher’s union to endorse school board candidates and almost every member of this board sought and accepted their support, few of them actually vote or live in Beverly Hills. If teachers have a role, so should parents.

As the board knows, many of these same permit parents have been significant supporters of the Beverly Hills Education Foundation, been active leaders in PTA and highly responsible parents. Their children too have been active in school programs and far above average in academic achievements. Together, they have made this a better district.

(Board member **Lisa Korbatov** took sharp issue with some of my comments last week, including denying she was an ultra-conservative. Strangely, she made no such protestation when the other newspaper made almost the same characterization earlier. In fairness, I would use her full statement next week if I have her permission to do so.)

Our new city manager will move into the fourth floor soon. Of course, we need to welcome him and give him some time to know us as we also come to know him. But some thoughts for him to consider:

An overwhelming number of our residents really appreciate the work done by our city staff and, equally important, the people who work for us really love our city, its people and being a part of the community. The culture of service is so different and so unique, it is worth knowing and remembering.

You can see and feel it in every city department and division. City staffers are courteous, welcoming and helpful. They do

not see people who come to city hall as the enemy.

Councilmember **John Mirisch**, who recently did a ride-a-long with the police, asked a cop what he most liked about Beverly Hills. The answer was very quick: "It's the people of Beverly Hills." And we

return the appreciation. Chief **David Snowden** is one of the best we ever had, but now it is time to promote from within. Snowden has helped make that more likely. I do have two favorites, but I won't mention their names, risking the dynamic duo coming out against them.

I remember asking one new member of the police department, who had worked for the Los Angeles Police Department in the San Fernando Valley, the main difference he found in the job. "Here they offer to shake my hand; in L.A., I just got a finger."

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.

letters cont. from page 2

agreeable to Cole since he has not uttered a word of complaint.

When "excellence in education" was removed from the school district's mission statement, the revolving door of superintendents began and so did the decline of standardized tests. Cole makes no mention in any of his articles of this significant issue. He must not understand how important it is. Nor does Myra Lurie or the majority of the schools boards of the last 14 years.

Cole's entire article is replete with distortions and untruths. What are his motives?

Ernest Roseman Beverly Hills

In his article [in issue 537], Rudy Cole makes untruthful accusations about me and inaccurate statements attributed to Ken Peters, former Beverly Hills superintendent.

I have a scrapbook of the 1971 school board campaign. Cole is off by nine years. It contains all of the articles written by Bill Reeder of the Independent, March Schwartz of the Courier and the L.A. Times reporters, together with the campaign brochures of all the candidates. There was not one comment about the multi-cultural program because, contrary to what Cole has said, that was not an issue. This program had been created by the previous board and was already in effect. Cole's question "What was the diversity program Young and Spitz disliked so intensely" implies that we were opposed to it when in fact it was never an issue. In the years that Mel and I served together on the school board, there was never a time that either of us opposed a diversity program.

Although Mel and I were accused of running a slate, we did not. Some people who worked in my campaign also supported Mel. A few supported Marty Prince. My co-chair, Penny Teitler was a close friend of the Princes and supported him. Just because an accusation is made does not mean it is accurate. Cole seems to have great difficulty distinguishing between rumor and fact.

My term in office ended in 1975. Ken Peters continued as superintendent long after I left the board. For Cole to say that "Ken told me later he would have remained longer if he had been asked by the new board" implies it was the one on which I served. Ken Peters retired in 1981, six years after I was off the board. I hold Ken Peters in high esteem. If I were on the board when Peters retired, I would have asked him to remain. I called Ken Peters this morning, Thursday, January 14. I read him Cole's comments as they pertained to him. He said "You know that I have the highest regard for you and Mel. You were two of the best school board members that I ever served under and I've told that to a lot of people in Beverly Hills over the years. Rudy has invented that statement."

The issues of our campaign involved the

pressure that the former majority board placed on Dr. [Robbie] Robinson, then high school principal, to tender his resignation. After Mel and I were elected, the board majority changed and Dr. Robinson agreed to stay. Permissiveness was another significant issue. The new board majority instituted a dress code. We eliminated the open campus program. People were coming on campus to visit their friends while classes were in session. We stopped that disruptive intrusion. The students were in school to learn and that process was being interfered with. Yes, some parents told us we were being too strict but the vast majority was supportive and the high school campus was calm.

Cole is correct when he reports the Mel and I opposed the recent Measure E bond issue. We believed that \$334 million was too large a sum for a district this size. There was no specific budget substantiating the utilization of those funds. We opposed the concept of a blank check. We also warned that a conflict of interest existed with Christiansen and her firm. When she was terminated, one of the allegations stated by the districts council was "conflict of interest". Now the district is a defendant in a \$16 million lawsuit in the aftermath of measure E. Cole was a very vocal supporter of [Karen] Christiansen and the paid campaign manager of Measure E.

The power of the pen is mighty but should not be used to distort the truth, Mr. Cole!

Herbert J. Young Beverly Hills

I wish to nominate Rudy Cole for the Pulitzer Prize in fiction writing. To support this nomination I refer you to the 10th, 11th and 12th paragraphs in his column last week. Using just 170 words within those paragraphs Rudy managed to pen seven false statements concerning Herb Young's and my school board service.

COLE: "It has been about three decades since (Dr. Martin) Prince was defeated (for reelection to the school board)." FACT: It has been about four decades. Prince lost when Jack Paul, Herb Young and I were elected in 1971.

COLE: "Prince was defeated because he was a supporter of another (diversity) permit program at the time." FACT: No permit program of any kind was an issue in that election. Herb Young has a scrapbook containing every piece of literature by every candidate, and every newspaper article, advertisement and editorial. Not once was a permit program mentioned by any candidate or supporter — it simply did not exist as an issue.

COLE: "What was the 'diversity' program that Spitz and Young disliked so intensely?" FACT: Neither Herb nor I disliked any diversity program. We never mentioned it as a subject or issue during the course of the campaign in 1971, nor did any other candidate.

COLE: "Prince was ousted by a slate." FACT: The three victorious candidates had

separate campaign committees and separate and independent expenditures. There were no common committee members and not one dime of campaign funds was expended on joint material. The single overriding issue was "permissiveness" by the school board majority of Elinor Nathan, Dr. Prince and Dr. Arthur Malin with regard to misbehavior by high school students, and the heavy-handed actions they took to force the resignation of Principal Robbie Robinson. Paul, Young and I campaigned in support of the administration, opposing that permissiveness. Some concerned Beverly Hills residents took it upon themselves to promote election of the three of us; but that did not constitute a slate and there was no slate.

COLE: "Malin and Prince and...Supt. Kenneth Peters had a...vision (of a diversity program)." FACT: Some years before 1971 Elinor Nathan had championed a "multicultural" program under which a small number of minority students from one nearby neighborhood were offered permits to attend our schools. There was no opposition to that program and it was never mentioned during the 1971 election campaign. Years later, during my second term on the school board (about three decades ago, Rudy) all California school districts were faced with the threat of mandatory bussing of students in and out across district lines to achieve certain minority ratios. Supt. Peters recommended a plan to the school board for out-of-district permits for minority

students, and the board adopted it unanimously. In so doing, we averted the nightmare of having Beverly Hills students bussed to Los Angeles schools.

COLE: "When Young and Spitz were elected it also meant the end of the Supt. Peters era." FACT: Herb Young's service on the school board ended in 1975 and my service ended in 1979. Ken Peters retired in 1981. Over the years Mr. Peters has told many people, and stated in writing, that Herb and I were among the best school board members with whom he had ever worked.

COLE: "Ken (Peters) told me...that he would have remained longer if he had been asked to by the new board. They made no such move because they saw Peters as one of those favoring diversity." FACT: When Mr. Peters retired in 1981 the school board members were Vicki Reynolds, Bernie Grennell, Jerry Weinstein, Lou Teitler, and Charlotte Spadaro. Any of them who are living and Mr. Peters will confirm that this statement is absolutely false.

Once again, my hat's off to Rudy Cole's incredible flights of fancy, worthy of the Pulitzer Prize.

Mel Spitz Beverly Hills

SEE PAGE 6 FOR RUDY COLE'S RESPONSE

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BHHS Boys' Soccer Team Wins League Opener

Freshman scores in victory over defending league champion.

By Steven Herbert

Beverly High lost twice to Inglewood last season as the Normans missed the playoffs and the Sentinels won the Ocean League championship.

There was an element of reversal of fortune when the teams met Jan. 13 at Nickoll Field to begin Ocean League play for 2010, as freshman Elijah Lichtenberg scored his first goal and Matt Davidov made six saves for his second shutout of the season in Beverly Hills' 1-0 victory.

"We played very, very well," Norman coach Steve Rappaport said. "We controlled the flow of the game."

Rappaport shifted midfielders Mariano Gonzalez and Parsa Peykar to forward in the second half and "they started really dominating their defense and that created the opening for the goal," Rappaport said.

Lichtenberg scored in the 67th minute of the 80-minute game off a cross from sophomore Nicholas Marmureanu, who was credited with his first assist and first point of the

season.

Beverly Hills played an outstanding game defensively, "particularly Matt Davidov," Rappaport said.

Defender Shaya Noorian also played an outstanding game, Rappaport said.

Defender Caio Carvalho "really was significant" as he "really shut down" Inglewood senior forward Jose Cuevas, "an excellent player," Rappaport said.

The Normans led in shots, 10-6.

Beverly Hills 1, Hawthorne 1

James Karlin put the Normans ahead in the ninth minute, volleying in a header by Gonzalez that had hit a goal post, but the Cougars tied the score in the 23rd minute of an Ocean League game at Hawthorne Friday.

"I'm not really disappointed because it was [of the] difficult field and conditions," Rappaport said. "The field was not in good shape. We competed very hard, we just didn't

finish a goal. Any time we travel and we don't lose, I'm OK with that."

Hawthorne's very small field "with a crown on it," made it difficult for "a ground passing team" like Beverly Hills "to execute," Rappaport said.

The Normans (6-6-2, 1-0-1 in league play) led in shots, 12-7.

"We controlled the game overall," Rappaport said. "They didn't have any opportunity at all in the second half."

Davidov made six saves in what Rappaport called "a very strong game."

"He's been really consistent," Rappaport said.

Defenders Jonas Brock, Carvalho, Noorian and Willy Woods all drew praise from Rappaport, as did Karlin, whose goal was his fifth of the season, tying Josh Newman for the team lead.

What's Next?

The Normans are scheduled to play host to Morningside Friday at 3 p.m. at Nickoll Field and play at Culver City Wednesday at 6 p.m. to conclude the first round of Ocean League play.

Girls' Soccer

Beverly Hills 5, Lennox Academy 1

The Normans scored four second-half goals to break a 1-1 tie in a nonleague game at Nickoll Field Jan. 8.

"A combination of lack of finishing and a lazy mentality of getting back on defense resulted in a bad outcome in the first half," Beverly Hills coach Ryan Franks said. "The Normans finally got their rhythm going in the second half."

Solange Levy scored twice for Beverly Hills (4-5-1) and Ashley Aviram, Tiffany Moore and Melody Termechi once each.

Freshman goalkeeper Kylie Colvin made two saves in 20 minutes for the Normans, while Ida Trevino made three saves in 60 minutes and allowed the Panthers' goal.

South Bay/Westside Tournament

Torrance 1, Beverly Hills 0

The Tartars capitalized on a breakdown on the left side of the Norman defense to score in the 73rd minute of the 80-minute game Jan. 6 at Torrance, Franks said.

The Normans were out-shot, 10-7.

"We played well enough to win, but they took advantage of our breakdown," Franks said. "Ida Trevino was tremendous in goal and Solange Levy had quality shots on goal."

What's Next?

The Normans are scheduled to play at Morningside Friday at 2:30 p.m. and play host to Culver City Wednesday at 6 p.m. at Nickoll Field to conclude the first round of Ocean League play.

Girls' Water Polo

O.C. Shootout

Beverly Hills 8, Lakewood St. Joseph 4

Patty Salgado scored five goals, at least one in each quarter, for the Normans in a consolation bracket game Jan. 8 at Western High School in Anaheim.

Mallory Smith's goal with six seconds left in the first quarter gave Beverly Hills a 3-2 lead it never relinquished.

Goals by Salgado and Smith increased the Normans' lead to 5-2 with 2:06 left in the second quarter. The Jesters cut the lead to 5-3 22 seconds before halftime.

St. Joseph pulled to within one, 5-4, on Andrea Rangel's goal with 4:09 remaining in the third quarter, but Beverly Hills regained a two-goal lead as Salgado scored with 1:30 left in the quarter.

Salgado also scored with 1:51 and 13 seconds left in the fourth quarter.

The Normans opened the scoring on Alli Friedman's goal 2:15 into the game.

Beverly Hills goaltender Agnes Rapala made three saves and one steal.

Beverly Hills 6, Covina Charter Oak 5

The Normans overcame a 3-0 first-quarter deficit to take a 5-4 lead, then won a penalty throw shootout, 3-1, in a consolation bracket game Jan. 9.

Beverly Hills (10-8) began its comeback on Smith's goal 59 seconds into the second quarter. The Normans cut the lead on 3-2 on Salgado's goal 3:27 before halftime.

Smith's second goal tied the score, 3-3, 16 seconds into the third quarter. Beverly Hills took a 4-3 lead 49 seconds later on Young In Lee's goal. The Chargers re-tied the score with 2:03 left in the quarter, but the Normans regained the lead 26 seconds later on Smith's goal.

Charter Oak scored the only goal of the fourth quarter to force the penalty throw shootout. Friedman, Ava Rezai, Salgado scored for Beverly Hills in the shootout.

Rapala made seven saves in regulation and one during the shootout.

What's Next?

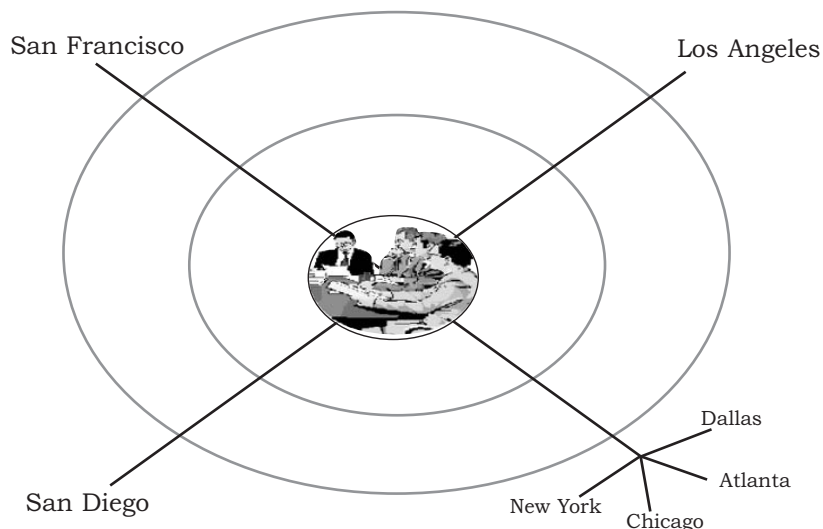
The Normans are scheduled to play host to Santa Monica today and Culver City Tuesday in Ocean League games at the

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Swim-Gym, both beginning at 3 p.m.

Boys' Basketball

Sea Hawk Beach Classic Basketball Tournament

**Beverly Hills 52,
Long Beach Cabrillo 45**

Bo Abrams made a basket and two free throws as the Normans outscored the Jaguars, 10-3, in overtime of a consolation quarterfinal Dec. 28.

The score was tied 31-31 entering the fourth quarter and both teams scored 11 points to force the overtime, with Kian Alam making a 3-point basket for Beverly Hills.

Alam scored five points, including a 3-point basket, and Austin Mills also made a 3-point basket as the Normans outscored Cabrillo, 16-10, in the second quarter to take a 25-23 halftime lead.

Beverly Hills was outscored, 8-6, in the third quarter and 13-9 in the first.

Mills scored 13 points, including two 3-

point baskets in the first quarter. Alam added 12, Abrams nine, Markus Silbiger eight, Michael Pedram six and Aurash Jamasbi and Arie Watley-Anderson two each for the Normans.

**Beverly Hills 60,
Los Angeles View Park 46**

Mills scored 23 points, all over the final three quarters, and made five 3-point baskets in a consolation semifinal Dec. 29.

Beverly Hills (8-6) was outscored, 19-6, in the first quarter, then outscored the Knights, 20-6, in the second quarter, taking a 26-25 halftime lead as Mills made two 3-point baskets, four of six free throws and scored 12 points.

The Normans outscored View Park, 19-7, in the third quarter, extending their lead to 45-32, as Mills made two 3-point baskets and scored eight points, while Watley-Anderson also made a 3-point basket.

Beverly Hills outscored the Knights, 15-14, in the fourth quarter, with Mills making

a 3-point basket.

Abrams added nine, Alam eight, Watley-Anderson five, Pedram four, Jamasbi and Silbiger three each, Michael Lanier and Trevor Walters two each and Alon Kashanian one.

The tournament was played at Redondo Union High School.

What's Next?

The Normans are scheduled to play host to Morningside Friday at the Swim-Gym.

and play at Culver City Wednesday in Ocean League games beginning at 7:30 p.m.

Girls' Basketball

Inglewood 70, Beverly Hills 49

The Normans were outscored by 15 points in the second quarter and 14 points in the fourth by the defending Ocean League champions in the league opener for both teams Jan. 13 at the Swim-Gym.

"They killed us on the boards," Beverly

Hills coach John Braddell said. "Even when we did block them out, they would get to the loose balls before we could."

The Normans also "didn't shoot the ball very well," making 15 of 47 shots, 32 percent, Braddell said.

"I've got to give them some credit for that," Braddell said. "They're long, they're aggressive and they play good defense."

Beverly Hills (11-5) outscored the Sentinels, 19-17, in the first quarter, as Lisa Kliman scored eight points, making two 3-point baskets, and Miranda Abdul-Mansour and Natalie Moy also made 3-point baskets.

The Normans were outscored 25-10, in the second quarter, allowing four 3-point baskets, and trailed 42-29 at halftime.

Beverly Hills outscored Inglewood, 13-7, in the third quarter, with Abdul-Mansour scoring nine points, including the second of her three 3-point baskets, to cut the lead to 49-42.

Abdul-Mansour scored a game-high 23

sports cont. on page 11

briefs cont. from page 5

Sunday matinees at 2 p.m. The final show is schedule for Sunday, Feb. 28.

Cast members were recently announced and include Diana Angelina, Amy Chaffee, Shelby Kocee, Shawn Savage, Allen Williams and Jonny J.

Tickets are \$23 Wednesday through Friday. All Saturday and Sunday performances are \$25. Students are half price. For more information or for ticket reservations, call (310) 364-0535.



Sam Yebri

Progressive Jewish Alliance to Host Gala on Social Justice at Skirball

The Progressive Jewish Alliance will be hosting the gala "A View from the Mountaintop: Social Justice in the 21st Century" Thursday, March 4 from 5 p.m. to 8:30 p.m. at the Skirball Cultural Center.

The evening will honor PJA Founder Judy Glass and 30 Years After President Sam Yebri. Speakers and panelists for the event include Reverend James Lawson, Tavis Smiley, Rabbi Sharon Brous and Dr. Manuel Pastor.



Judy Glass

The gala will also feature guided tours of the Skirball's "Road to Freedom: Photographs of the Civil Rights Movement" and "Breach of Peace: Photographs of Freedom Riders by Eric Etheridge" exhibits, as well as a conversation about social justice and civil rights moderated by acclaimed author Gina Nahai.

The gala will help raise funds for PJA programs, increase awareness of PJA's work in the community and allow PJA constituents to join together in celebrating their many accomplishments.

For more information, contact (323) 270-4334 or pjaevent@pjalliance.org.



Thomas West

Beverly Hills Police Officer Deployed to Afghanistan

Beverly Hills Police Officer Thomas West will be deployed to Afghanistan early this spring for a one-year tour as part of the additional forces announced by President Barack Obama. This will be West's third combat tour, having previously served in Iraq.

West is an infantry officer with a specialty in civil affairs. In this role, he will support efforts to restore security and stability in areas previously controlled by the Taliban and assist Afghan government authorities in restoring governance. In addition to coordination with Afghan government officials, tribal leaders, military and police, he will be working with international humanitarian aid agencies.

West has been with the Beverly Hills Police Department since 1999, and is currently assigned to patrol and SWAT. He was selected as patrol officer of the quarter last summer.

Beverly Hills Loans Fire Truck to City of West Covina

The Beverly Hills Fire Department has loaned a ladder truck to the City of West Covina, continuing the city's practice of providing assistance to other jurisdictions in the region. Maintenance and repair issues left West Covina in need of a ladder truck for three weeks as they faced the risk of being vulnerable during this time period.

"In the past, the BHFP has loaned apparatus to various cities, and we have also been the recipient in times of need," Beverly Hills Fire Chief Tim Scranton said. "We were fortunate to be in a position, with the recent arrival of a new ladder truck, to have an apparatus that could be loaned to West Covina. The City of Beverly Hills will at no time see a reduction in service or apparatus availability and, more importantly, no compromise to the safety of the community."

West Covina Fire Chief Paul Segalla thanked Beverly Hills on behalf of the West Covina Fire Department.

"These regional partnerships are invaluable



Assemblymember Mike Feuer Awarded Certificates of Appreciation by California Senior Legislature

Senior Assemblymembers Sol Fingold and Bernie Weintraub recently presented Certificates of Appreciation to Assemblymember Mike Feuer (D-Los Angeles) in the West Hollywood district office.

in ensuring fire departments across the Los Angeles region are prepared to keep our communities safe," Segalla said. "We are very grateful for the support we are receiving from the Beverly Hills Fire Department."

City Provides Sandbags to Prevent Storm Damage

The City of Beverly Hills is offering sandbags to residents and businesses to help prevent flood damage during the winter storms. Sandbags are available for pickup 24 hours a day at 342 Foothill Road between Alden Drive and Third Street by calling ahead.

Residents and business owners must call (310) 285-2467 between 7 a.m. and 4 p.m. Monday through Friday and (310) 550-4951 after hours and weekends to be sure enough sandbags are available. The limit is 10 sandbags per address, per storm; identification with a Beverly Hills address must be provided. The city does not deliver sandbags.

Residents are strongly urged to turn off their sprinklers during and after a storm in order to prevent water waste and oversaturation of the

ground. Other precautionary measures include the cleaning of gutters, v-ditches and drainage systems; draining water from downspouts and paved surfaces away from slopes, preferable to public streets; and covering the top of slopes with sheets of plastic to prevent water from entering and causing mudslides.

Blocked or clogged street catch basins should be reported to the city's Public Works division at (310) 285-2467.

Beverly Hills Hosts Talk on 'Medicare-2010'

Beverly Hills will continue its senior health care series with a lecture on Medicare Monday, Jan. 25 from 11 a.m. to noon at the Roxbury Park Community Center Auditorium.

The lecture is part of an ongoing, free series in collaboration with Cedars-Sinai Medical Center, and provides an opportunity for seniors to learn more about important health issues facing them.

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

BLEEDING BEVERLY

The Weekly's exclusive interview with Board of Education President Steven Fenton

By Kimberly Cheng

You've been a talent manager for many years. Tell us about that.

I started my career in the William Morris mailroom and later went into talent management. I represented a variety of different artists over the past almost 20 years. It's been fantastic.

Although my parents were not in the entertainment industry, growing up in Beverly Hills and always being in and around the business and having friends whose parents were in the business, the entertainment industry always fascinated me. I used to cut out the ratings every Wednesday morning in the calendar section of the Los Angeles Times as a kid. I was always fascinated with television, but I was more fascinated with the business side of television than anything else.

What is your favorite aspect of the career?

My favorite aspect has always been helping other people realize their dream, and working with artists, it's always a blank canvas, so it's always interesting.

I've always taken a lot of pride in watching artists achieve their goals. I've liked being part of a team. I grew up playing team sports, and I think when you're a talent manager, I like to call it the coach of the team, so I've always loved the idea of managing someone's career. Being the captain of my college baseball team is the same exact as being the captain of someone's career. Whether it's being the captain of my college baseball team or being the captain of someone's career, the feelings I get for helping lead a team is very interchangeable to me, and I love being an architect. I love looking three steps beyond and mapping out a strategy and a vision for how we can win, whether it's winning with an artist or winning on a baseball team. I love to lead, and I love being part of a team. For me, it has always been more fun to win with other people and to build something with a team than it is to do it by yourself.

What advice do you live by and pass on to people you work with?

Obstacles are what you see when you take your eyes off the goal. I've always lived by that.

How is managing talent similar to being on the board?

It's very similar because it's all about managing relationships and bringing people together. So bringing board members together on an issue is very similar to bringing artists together with networks and studios and producers and directors.

You come from a political family, but why did you decide to run for office when you did?

It was always a dream of mine to be on the Board of Education. As a student in the school district [in the 1980s], I used to watch my dad help run the school district, and, like a lot of kids who dream of one day doing what their father does, I was no different.

For me, I think it's very easy to get consumed with your career, and I felt that I was falling into those trappings, and I was looking for something to help fill my soul. It's very easy to get seduced by the entertainment industry, and I was yearning to reconnect back with my community in a much deeper way. As I started to join different charitable boards in Beverly Hills, the more I was doing, the more I was loving it, and it really was filling my soul. It helped give me more balance in my life.

I was very lucky to grow up in the most wonderful community in the world. I was very lucky to grow up with the best parents anyone could ever ask for. I had a lot of continuity, a lot of structure. It's a big reason why I think continuity is king, and growing up in Beverly Hills, I was fortunate to have that. I felt so supported by my school, little league, AYSO soccer and our police and fire departments. Everywhere I turned, I felt supported. I felt encouragement and stability. There were a lot of wonderful people that put blood, sweat and tears into making our community what it is and what it's become. And I owe a lot to those people. I really do. And that's why I'm here doing what I'm doing. Part of the reason why I created Teen BHEF is to get the children of our community to understand the value of paying it forward now, because I feel if the children of our community learn to pay it forward now, they'll be more inclined to pay it back as young adults. The connec-

tive tissue will be there.

Do you think the job is more difficult now than it was when your father was on the board?

I don't think it is. Just like I don't feel that elections now are so much more tense or divisive as elections from when my dad started out in politics. I don't subscribe to that. It was tough back then, and it's tough today. Some of the issues might have changed, but I don't subscribe to the theory of it's a lot harder today. At all. But then again, I have a unique point of view on this because I grew up in it, so I don't think it's any more or less tough. I just think the problems are a little bit different.

What advice did your parents give you when you became a board member and then president?

The one thing that my mom and my dad have both instilled in me is to always put your community first, so I've lived my whole life by always putting my community first. The other thing my dad told me that really rang true for me was on election night when I won. He said, "Congratulations, Steven. I love you, and I'm proud of you, but I want you to know something. You'll never be more popular than you are tonight." And I knew in the back of my mind, when my dad said that to me, I knew it was going to come true. I was hoping it wouldn't, but I knew what he was saying was very true. You are never more popular than the night you win your election.

Are you satisfied with the recent permit compromise?

Most people didn't get everything they wanted, including me. But this was the most compassionate phase-out compromise that I could build consensus around. [Last] Tuesday night, we got a unanimous vote and closure.

What is the school board working on in the coming months?

We need to continue to move our Measure E efforts forward. The community trusted us with more than \$300 million of their money and we need to make sure we get this right.

Also, all of the contracts of all our principals are up, and we need to address that situation.

In the search for a new superintendent, what qualities are important for the position?

I am most interested in finding someone who is a bona-fide leader. I want someone who has extraordinary leadership qualities. I want someone who children, parents, employees and community members can look up to. I want us to find someone who is a consensus builder, and I want to find someone who wants to lead us back to greatness. I want somebody who is hungry to make us a lighthouse district once again.

Why do you think previous superintendents and principals failed?

I think it was a combination of things. One of the things that has been missing is we have lost our identity as a school district. Our internal culture from an organizational standpoint is not consistent. I don't think that there was a strong vision for who we were and where we needed to be, and I think it's very hard for someone to come in here from the outside and try to understand who we were and where we were going when I didn't get the sense that we knew ourselves. We haven't had the management wherewithal to attract and retain great administrators. I don't believe we've had the management skills as a board to hold on to stars.

On that note, I think it's very important that we get to a place where we redefine how we run our business. We need to put executive compensation packages in place for our top administrators. We need to stop giving principals one-year contracts. We need to lock up our stars. We need to develop and create a farm system to develop rising stars. We need to go out and convince stars from other districts to come into our school district, and once we have them here, we need to be smart as to how we keep them here. I believe that we can bring people from the outside, bring them into our culture and get them to a place where they "bleed Beverly."

Just because someone's first job was in BHUSD doesn't mean that they're the only ones that can bleed Beverly. I believe that we can get to a point that we bring people from

the outside, bring them into our culture and get them invested in our system. They become leaders not just in our school district but in our community, and they will stay. It's all about how we treat them. And I believe that we've never had the building blocks in place as a board to hold on to these people.

What important lessons have you learned from previous board presidents and superintendents?

One lesson that I've learned is that most people who are new to our district do not want to rock the boat, and when you have a constant revolving door of administrators and superintendents, you're stuck in neutral. And it's very hard to move this school district forward because no one wants to take any chances. And as a board member, I really feel that the buck stops with me. It's my record. And my record is permanent, so the choices that are made during my term as a school board member will stay with me, and I want to be responsible for those choices.

What I've learned from different board presidents is that everybody has their own style. My style is to read the room very quickly, understand the nuances, control the room and set the tone.

In your installation speech, you challenged the school community, as you mentioned, to "bleed Beverly." How do you accomplish that?

First we need to redefine who we are and where we want to be. If we don't all have the collective goal of being the best school district in the country, this will never work. So when you have everyone believing that we can be the best district in the country you automatically go on the offense, which means you go and find the best. You don't take no for an answer. You bring them in. You make them feel wanted, and you make them feel respected; you make them feel needed.

Nobody in this district works for me. Everyone in this district works with me. That's my approach. Nobody works for anybody; we work with each other. Bleeding Beverly and having that sense of pride in your work, in your community, is how we are going to redefine our school district. I don't want anyone working with us in the school

district that doesn't bleed Beverly. We can't be the best unless we're all united and going after the same goal of being the best.

What aspect of our public school system would you say needs the most improvement?

Morale.

How do you accomplish that?

Shifting the energy. Having people feel appreciated, having people feel heard, treat-



Steven Fenton and Leeza Gibbons

ing people with respect and dignity, letting people know that they can start out in the school district and work their way up. Allowing people to dream.

You're the first non-parent on the school board. Does that hurt or help your position?

I really think it helps. All of my colleagues bring something unique to the table. For me, I think one of the things that I am able to bring to my teammates is a certain objectivi-

ty that is separate and unique, and I'm always a believer in the farther I am away from the problem, the more closely I can see it. To use the permit issue as an example, I took the emotion out of it, and I let logic guide me. To me, it's all 'big picture.'

You and Brian Goldberg often vote similarly on many issues. Tell us about that.

Brian played team sports growing up. He played high school football. I think Brian wants to be the best at everything he does,

and I'm the same way. So I think where Brian and I really click is we really believe Beverly Hills Unified can be the best school district in the country, and I'm not so sure that people who have sat in my seat in previous years have really truly, in their heart of hearts, felt the same way. I really believe we can be the single best school district in the United States. Brian and I both come from the same school of "there are no ribbons for second place." And we both believe that you can't win as an organization if your employees don't believe in the mission.

When Myra Lurie was skipped over for board president in December, some claimed you were violating protocol. How do you respond to that?

We have clearly had a history as a board of having different protocols. There has never been one set in doing anything, and I'm a big believer that every year the current five members of every school board should choose who their president and vice president should be.

The same goes for my belief in the city council. I think it's up to the five existing members of the Board of Education and the city council to decide who their vice president and president and who their vice mayor and mayor should be. It's a democratic way.

Have you decided if you'll run for city council in 2011?

I would like to be on the city council one day, but the only thing I'm focused on right now is moving our school district forward.

A year from now, what will you be happy that you've accomplished?

If we could solidify the joint venture with the City of Beverly Hills for a preschool that would become, in essence, the sixth school here in Beverly Hills Unified, that's one goal.

Another goal of mine that I want to accomplish in the next year is to develop the next generation of great school-district leadership. I want to put a system in place where we could home grow our own. I'm presently working on that as we speak. We need to grow our own. We need to have a deep bench full of rising stars here in the school district, and we don't have a program in place that will facilitate that. I'm hopeful in the very near future I will be introducing that program into the community. When I talk about putting a program in place, I'm really talking about a leadership academy to develop future school-district stars.

Another goal that I have over the next year is to turn our morale problem around. I want people to feel excited about the school district again.

Norco is ranked third in Division II-A.

What's Next?

The Normans are scheduled to play host to Morningside Friday at the Swim-Gym, and play at Culver City Wednesday in Ocean League games and at Palos Verdes Saturday in a nonleague game, all beginning at 6 p.m.

Palos Verdes is ranked third in Division III-A.

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

sports cont. from page 9
points, including a fourth-quarter 3-point basket. Kliman added nine, including a second-quarter 3-point basket, Jaina Abdul-Mansour, Miranda Abdul-Mansour's twin sister, seven, Chelsea Austin and Moy four each and Serena Shlomof two for the Normans.

Austin had 13 rebounds.

Inglewood was ranked second in the Southern Section Division III-A poll conducted by the Southern California Interscholastic Basketball Coaches Association and released Jan. 11. Beverly Hills is ranked sixth in Division II-A.

**West Coast Holiday Invitational
Norco 49, Beverly Hills 45**

The Normans led by eight at halftime and

five entering the fourth quarter, but were unable to hold the leads in the fifth-place game Dec. 31 at the Swim-Gym, losing for the second time in three games after starting the season 10-2.

Beverly Hills missed nine of its 12 shots and two of three free throws in the fourth quarter, as it was outscored, 16-7.

"We just don't have a lot of kids coming off the bench, so I think we get worn down at the ends of tournaments and the ends of games," Braddell said. "It's held true in three of the four losses that we've had. We had double-digit leads and we've blown double-digit leads. It's no excuse, but a lot of it has to do with the lack of bench."

The Normans will try to remedy the problem by increasing their intensity and getting "in better shape," Braddell said.

Beverly Hills outscored the Cougars, 15-12, in the first quarter, making four of eight shots. Kliman made two 3-point baskets and Miranda Abdul-Mansour scored six of her 20 points.

The Normans increased their lead to 30-22 at halftime by outscoring Norco, 15-10, making six of 11 shots. Miranda Abdul-Mansour scored nine points, making a 3-point basket, and Kliman also made a 3-point basket.

Beverly Hills was outscored, 11-8, in the third quarter, making three of 11 shots, including a 3-point basket by Jaina Abdul-Mansour.

Kliman and Austin each added nine points, Jaina Abdul-Mansour five and Moy two.

Austin had 11 rebounds.

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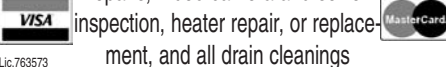
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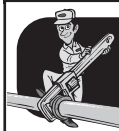
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in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 12/22/09. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk a new 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: 12/31/09, 1/7/10, 1/14/10, 1/21/10-1505

FICTITIOUS BUSINESS NAME STATEMENT: 20091935966 The following person(s) is/are doing business as: OBED JEAN BAPTISTE PRODUCTION; OBED JEAN BAPTISTE PRODUCTIONS 7440 N. Sepulveda Blvd #208 Van Nuys CA 91405. OBED JEAN BAPTISTE 7440 N. Sepulveda Blvd #208 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: Obed Jean Baptiste, 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: 12/18/09. 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: 12/31/09, 1/7/10, 1/14/10, 1/21/10-1506

FICTITIOUS BUSINESS NAME STATEMENT: 20091942041 The following person(s) is/are doing business as: SS MAGR & MB & PC MAN 407 W. 7th Street Los Angeles, CA 93534. BESHQY KAMAL GERGES 1016 W. Ave J-14 Lancaster CA 93534. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above. Signed: Beshqy Gerger, 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: 12/18/09. 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: 12/31/09, 1/7/10, 1/14/10, 1/21/10-1507

FICTITIOUS BUSINESS NAME STATEMENT: 20091942322 The following person(s) is/are doing business as: THE CIERRA SMOG 9609 San Pedro Los Angeles, CA 90003. COLETTE MCGRUDER 3722 Arlington Ave Los Angeles CA 90018. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above. Signed: Colette McGruder, 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: 12/21/09. 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: 12/31/09, 1/7/10, 1/14/10, 1/21/10-1508

FICTITIOUS BUSINESS NAME STATEMENT: 20091923338 The following person(s) is/are doing business as: SECURITY CAMERA EXPERTS; HD SECURITY PROS 4804 Laurel Canyon Blvd Suite 540 Studio City CA 91607 LULL INVESTMENTS, INC. 4804 Laurel Canyon Blvd Suite 540 Studio City CA 91607. The business is conducted by: A COMPANY. Registrant has not commenced to transact business under the fictitious business name or names listed above. Signed: Rafael Saakian, 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: 12/22/09. 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: 12/31/09, 1/7/10, 1/14/10, 1/21/10-1509

FICTITIOUS BUSINESS NAME STATEMENT: 20091924136 The following person(s) is/are doing business as: ROXSPAESTHETICS 465 N. Roxbury Dr Suite 1001 Beverly Hills CA 90210 ROXBURY SURGICAL ASSOCIATES, INC. 465 N. Roxbury Drive Suite 1001 Beverly Hills CA 90210. The business is conducted by: A CORPORATION. Registrant commenced to transact business under the fictitious business name or names listed above on 11/01/09. Signed: Jay W. Calvert, 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: 12/17/09. 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: 12/31/09, 1/7/10, 1/14/10, 1/21/10-1510

FICTITIOUS BUSINESS NAME STATEMENT: 20091924153 The following person(s) is/are doing business as: ROX BARIATRIC CENTER 465 N. Roxbury Dr Suite 1001 Beverly Hills CA 90210 ROXBURY SURGICAL ASSOCIATES, INC. 465 N. Roxbury Drive Suite 1001 Beverly Hills CA 90210. The business is conducted by: A CORPORATION. Registrant commenced to transact business under the fictitious business name or names listed above on 11/01/09. Signed: Jay W. Calvert, 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: 12/17/09. 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: 12/31/09, 1/7/10, 1/14/10, 1/21/10-1511

son(s) is/are doing business as: ROX BARIATRIC CENTER 465 N. Roxbury Dr Suite 1001 Beverly Hills CA 90210 ROXBURY SURGICAL ASSOCIATES, INC. 465 N. Roxbury Drive Suite 1001 Beverly Hills CA 90210. The business is conducted by: A CORPORATION. Registrant commenced to transact business under the fictitious business name or names listed above on 11/01/09. Signed: Jay W. Calvert, 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: 12/17/09. 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: 12/31/09, 1/7/10, 1/14/10, 1/21/10-1511

FICTITIOUS BUSINESS NAME STATEMENT: 2009197525 The following person(s) is/are doing business as: THE LAW OFFICES OF STEPHENSON ACQUISITO & COLMAN 303 N. Glenoaks Blvd. Suite 700 Burbank, CA 91502 LAW OFFICE OF JOY YOUNG, INC. 303 N. Glenoaks Blvd. Suite 700 Burbank, CA 91502. The business is conducted by: A CORPORATION. Registrant commenced to transact business under the fictitious business name or names listed above on 12/18/09. Signed: Law Office of Joy Young, 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: 12/29/09. 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: 1/7/10, 1/14/10, 1/21/10-1512

FICTITIOUS BUSINESS NAME STATEMENT: 2009197526 The following person(s) is/are doing business as: HILLDALE PLAZA; HILLDALE PLAZA BUILDING 1010 Hilldale Ave. West Hollywood, CA 90046 DARA REZVANPOUR; SIAMAK TORKIAN 6340 Coldwater Canyon Ave #205 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: Dara Rezanpour, Manager. 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: 12/29/09. 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: 1/7/10, 1/14/10, 1/21/10, 1/28/10-1513

FICTITIOUS BUSINESS NAME STATEMENT: 2009197524 The following person(s) is/are doing business as: NOVEX FINE CUSTOM TAILOR 9709 S. Santa Monica Blvd. Beverly Hills, CA 90210 HAROLD K. KELESHIAN 1586 Clark Street Upland, CA 91784. The business is conducted by: AN INDIVIDUAL. Registrant commenced to transact business under the fictitious business name or names listed above on 1969. Signed: Harold K. Keleshan, 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: 12/29/09. 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: 1/7/10, 1/14/10, 1/21/10, 1/28/10-1514

FICTITIOUS BUSINESS NAME STATEMENT: 20091966621 The following person(s) is/are doing business as: THE K MAGAZINE LLC 264 S. La Cienega Blvd Suite 1263 Beverly Hills, CA 90211 THE K MAGAZINE LLC 264 S. La Cienega Blvd Suite 1263 Beverly Hills, CA 90211. The business is conducted by: A LIMITED LIABILITY COMPANY. Registrant has not commenced to transact business under the fictitious business name or names listed above. Signed: Leamon Keishan Moseley, 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: 12/24/09. 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: 1/7/10, 1/14/10, 1/21/10, 1/28/10-1515

FICTITIOUS BUSINESS NAME STATEMENT: 20091984361 The following person(s) is/are doing business as: SCHNEIDER TRAVEL; SCHNEIDERTRAVEL 1526 S. Shendoah #301 Los Angeles, CA 90035 DAVID SCHNEIDER/SCHNEIDERTRAVEL; TZIPPORAH SCHNEIDER/SCHNEIDER TRAVEL 1526 S. Shendoah #301 Los Angeles, CA 90035. The business is conducted by: A HUSBAND & WIFE. Registrant has not commenced to transact business under the fictitious business name or names listed above. Signed: David Schneider, 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: 12/30/09. 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: 1/7/10, 1/14/10, 1/21/10, 1/28/10-1516

NOTICE OF APPLICATION TO SELL ALCOHOLIC BEVERAGES

Department of Alcoholic Beverage Control
888 S. Figueroa St.
Ste. 320
Los Angeles, CA 90017
(213) 833-6043

NOTICE OF APPLICATION TO SELL ALCOHOLIC BEVERAGES

Date of Filing Application: October 27, 2009
The name of the applicant is: NOURISH LLC
The applicants listed above are applying to the department of alcoholic beverage control to sell alcoholic beverages at: 1154 N. HIGHLAND AVE LOS ANGELES, CA 90038-1205
Type of license applied for: 47- ON SALE GENERAL EATING PLACE

FICTITIOUS BUSINESS NAME STATEMENT: 20091912900

The following person(s) is/are doing business as: LOS 4 HERMANOS #4, 450 E. HERMANOS #4, LOS ANGELES, CA 90011. MARGARITA PULIDO, 9418 HICKORY ST L.A. CA 90002. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here in on 1/11/2004. Signed MARGARITA PULIDO. 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: 12/16/2009. 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: 1/7/2010, 1/14/2010, 1/21/2010, 1/28/2010 1749 6

FICTITIOUS BUSINESS NAME STATEMENT: 20091970242

The following person(s) is/are doing business as: THE POWER OF LOVE, EL PODER DEL AMOR, 14500 MCNAB AVE #1015, BELLFLOWER, CA 90706. CARMEN RAMIREZ, 14500 MCNAB AVE #1015 BELLFLOWER, CA 90706. JAVIER RAMIREZ RIOS, 14500 MCNAB AVE #1015 BELLFLOWER CA 90706. The business is conducted by: Husband and Wife. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed CARMEN RAMIREZ, JAVIER RAMIREZ RIOS. 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: 12/28/2009. 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: 1/7/2010, 1/14/2010, 1/21/2010, 1/28/2010 1750 8

FICTITIOUS BUSINESS NAME STATEMENT: 20091970571

The following person(s) is/are doing business as: INCOME TAX & ALTERNATIVE SERVICES, 906 N. WESTERN AVE, LOS ANGELES, CA 90029. ANA MAJIA, 8221 OAKDALE AVE NORTHRIDGE CA 90029 RAFAEL CHEVEZ, 3620 3RD ST LA CA 90029. The business is conducted by: a Limited Partnership. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed ANA MAJIA. 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: 12/28/2009. 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: 1/7/2010, 1/14/2010, 1/21/2010, 1/28/2010 1750 6

FICTITIOUS BUSINESS NAME STATEMENT: 20091970589

The following person(s) is/are doing business as: ROCIO'S BEAUTY SALON AND BARBER SHOP, ROCIO'S BARBER SHOP, 417 W. ARBOR VITAE ST., INGLEWOOD, CA 90301. ROCIO ROMERO, 21233 TALISMAN ST. TORRANCE CA 90503. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here in on 4/1/1982. Signed ROCIO ROMERO. 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: 12/28/2009. 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: 1/7/2010, 1/14/2010, 1/21/2010, 1/28/2010 1750 7

FICTITIOUS BUSINESS NAME STATEMENT: 20091983282

The following person(s) is/are doing business as: KATO'S FLOWERS AND GIFTS, 6902 ATLANTIC AVE. BELL, CA 90201. ALBERTOS VASQUEZ, 3721 FERNWOOD AVE LYNWOOD CA 90262. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here in on 10/14/2004. Signed ALBERTO VASQUEZ. 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: 12/31/2009. 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: 1/7/2010, 1/14/2010, 1/21/2010, 1/28/2010 1751 4

FICTITIOUS BUSINESS NAME STATEMENT: 20100014093 The following person(s) is/are doing business as: GLENDALE DENTAL ARTS, DENTAL OFFICE OF JOHN GAZARIAN DDS, INC & ASSOCIATES GLENDALE ARTS CENTER 230 N. Maryland Ave Suite 205 Glendale, CA 91206 JOHN GAZARIAN, DDS, INC 230 N. Maryland Ave Suite 205 Glendale, CA 91206. The business is conducted by: A CORPORATION. Registrant commenced to transact business under the fictitious business name or names listed above on 1/8/10. Signed: John Gazarian, DDS 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: 1/1/83. 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.,

Public Notices

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Forms available at
www.onestopdbas.com

FICTITIOUS BUSINESS NAME STATEMENT: 20091948201 The following person(s) is/are doing business as: SISTERS IN WEAR 827 Hollywood Way #218 Burbank CA 91555 ELSA COMSTOCK 10011 Roscoe Blvd Sun Valley CA 91352. The business is conducted by: AN INDIVIDUAL. Registrant has not commenced to transact business under the fictitious business name or names listed above. Signed: Elisa Comstock, 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: 12/22/09. 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: 12/31/09, 1/7/10, 1/14/10, 1/21/10-1501

FICTITIOUS BUSINESS NAME STATEMENT: 20091725407 The following person(s) is/are doing business as: YOUTH EMPOWERMENT NETWORK 800 South Pacific Coast Highway #8342 Redondo Beach CA 90277. INTERNATIONAL EMPOWERMENT EDUCATION FOUNDATION 800 South Pacific Coast Highway #8342 Redondo Beach CA 90277. The business is conducted by: A COMPANY. Registrant has not commenced to transact business under the fictitious business name or names listed above. Signed: International Empowerment Education Foundation, 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: 12/31/09, 1/7/10, 1/14/10, 1/21/10-1502

FICTITIOUS BUSINESS NAME STATEMENT: 2009191597 The following person(s) is/are doing business as: DIAMONDS AND PEARLS; DIAMONDS AND PEARLS ORGANIZATION 6433 Topanga Canyon Blvd #519 Canoga Park, CA 91303. JERENLICKA E. MADDEN 1005 Delphand Dr. Indpls, FL 16241. DANA S. CODY 6433 Topanga Canyon Blvd #519 Canoga Park CA 91303. The business is conducted by: A JOINT VENTURE. Registrant has not commenced to transact business under the fictitious business name or names listed above. Signed: Elisa Comstock, 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: 11/25/09. 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: 12/31/09, 1/7/10, 1/14/10, 1/21/10-1503

FICTITIOUS BUSINESS NAME STATEMENT: 2009189451 The following person(s) is/are doing business as: SLIMWARE 913 S. Mansfield Ave Los Angeles, CA 90036. DISTINCTIVE ASSETS, LLC. 913 S. Mansfield Ave Los Angeles, CA 90036. The business is conducted by: A LIMITED LIABILITY. Registrant has not commenced to transact business under the fictitious business name or names listed above. Signed: Lash Fary, 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: 12/31/09, 1/7/10, 1/14/10, 1/21/10-1504

FICTITIOUS BUSINESS NAME STATEMENT: 20091839767 The following person(s) is/are doing business as: AUJA DESIGNS 5243 Yarmouth Ave #19 Encino CA 91316. SOGOL TEHRANIZADEH 5243 Yarmouth Ave #19 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. Signed: Sogol Tehranizadeh, owner. The Registrant(s) declared that all information

Registered Owner: Salvador Tiliit 12275 ? Branford St Sun Valley, CA 91352
File # 20100030422
File Date: 1/8/10
STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
File # 20081597565
Date Filed: 9-4-08
Name Of Business: COAST TO COAST PODIATRY CARE 6648 Reseda Blvd Suite A Reseda, CA
Registered Owner: Nina C Robinson, DPM 4733 Torrance Blvd #306 Torrance, CA 90503
File # 20100008579
File Date: 1/5/10

Orna Gonen and Natanel Gonen
17447 Enadia Way
Van Nuys, CA 91406
Case Number: LS019549

Superior Court of California County of Los Angeles
14400 Erwin Street Mall
Van Nuys, CA 91401

PETITION FOR CHANGE OF NAME
TO ALL INTERESTED PERSONS:

Petitioner: Orna Gonen and Natanel Gonen

Present Names: Shoham Sean Ragoness, Mayan Dylon Ragoness, Nitzan Jaden ragoness

Proposed Names: Shoham Gonen, Mayan Gonen, Nitzan Gonen

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.

3. A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county, Beverly Hills Weekly.

Date: Oct. 20, 2009

Signed, John A. Clarke,
Executive officer/Clerk.

Department Of Alcoholic Beverage Control
888 S. Figueroa St. Ste. 320
Los Angeles, CA 90017
(213)833-6043

NOTICE OF APPLICATION
FOR CHANGE IN OWNERSHIP OF
ALCOHOLIC BEVERAGE LICENSE
Date of Filing Application: January 6, 2010

To Whom It May Concern:

The Name(s) of the Applicant(s) is/are:

WYNTON REAL ESTATE BEVERY HILLS LLC

The applicants listed above are applying to the Department of Alcoholic Beverage Control to sell alcoholic beverages at:

9291 BURTON WAY

BEVERLY HILLS, CA 90210-3709

Type of license(s) applied for:

47- ON-SALE GENERAL EATING PLACE

66- CONTROLLED ACCESS CABINET PERMIT

68- PORTABLE BAR

NOTICE OF APPLICATION TO SELL ALCOHOLIC BEVERAGES

Date of Filing Application: DECEMBER 30, 2009

To Whom It May Concern:

The Name(s) of the Applicant(s) is/are: CFF CAVIAR INC

The applicants listed above are applying to the Department of Alcoholic Beverage Control to sell alcoholic beverages at: 321 N ROBERTSON BLVD WEST HOLLYWOOD, CA 90048-2415

Type of License(s) Applied for: 47 - ON-SALE GENERAL EATING PLACE

Department of Alcoholic Beverage Control 888 S. FIGUEROA ST, STE 320, LOS ANGELES, CA 90017 (213) 833-6043
LA151800 BEVERLY HILLS WEEKLY 1/14, 21, 28, 2010

FICTITIOUS BUSINESS NAME STATEMENT: 20090003322

The following person(s) is/are doing business as: FORK IN THE ROAD CATERING, 925 NEWPORT AVE, LONG BEACH, CA 90804, MARISA POWERS, 925 NEWPORT AVE, LONG BEACH, CA 90804. The business is conducted by: Co-Partners. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed KYLE STINSON. 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: 1/4/2010. 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: 1/14/2010, 1/21/2010, 1/28/2010, 2/4/2010 1753 5

FICTITIOUS BUSINESS NAME STATEMENT: 20090003780

The following person(s) is/are doing business as: TRUJILLO TRUCK WASH, 6530 ORCHARD AVE APT #3, BELL, CA 90201. RICARDO TRUJILLO, 6530 ORCHARD AVE APT #3 BELL, CA 90201. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here in on 1/4/2010. Signed RICARDO TRUJILLO. 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: 1/4/2010. 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: 1/14/2010, 1/21/2010, 1/28/2010, 2/4/2010 1753 6

FICTITIOUS BUSINESS NAME STATEMENT: 20090003821

The following person(s) is/are doing business as: MITCHELL ROSSMORE, 19800 NEWBRIDGE CIRCLE, WALNUT, CA 91789. GARY LOPEZ, 19800 NEWBRIDGE CIRCLE WALNUT CA 91789. The business is conducted by: an Individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed GARY LOPEZ. 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: 1/4/2010. 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: 1/14/2010, 1/21/2010, 1/28/2010, 2/4/2010 1753 7

FICTITIOUS BUSINESS NAME STATEMENT: 20090003975

The following person(s) is/are doing business as: ZAPATERIA Y REGALOS LUPITA, 4623 DURFEE AVE, PICO RIVERA, CA 90660. JOSE VASQUEZ, 16710 ORANGE AVE #074 PARAMOUNT CA 90723. 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 JOSE VAZQUEZ. 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: 1/4/2010. 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: 1/14/2010, 1/21/2010, 1/28/2010, 2/4/2010 1753 9

FICTITIOUS BUSINESS NAME STATEMENT: 20090000923

The following person(s) is/are doing business as: ENTERTAINMENT TALENT MANAGEMENT, 309 E HILLCREST BLVD #132, INGLEWOOD, CA 90301. ALGENE NASH, 9211 S HARVARD BLVD LOS ANGELES CA 90047. 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 ALGENE NASH. 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: 1/5/2010. 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: 1/14/2010, 1/21/2010, 1/28/2010, 2/4/2010 1752 9

FICTITIOUS BUSINESS NAME STATEMENT: 20091994713

The following person(s) is/are doing business as: A & K DELIVERY SERVICE, 3412 N. BELLFLOWER BLVD, LONG BEACH, CA 90808. ALEX R. MONTEZ, 3412 N. BELLFLOWER BLVD LONG BEACH CA 90808. The business is conducted by: an Individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed ALEX R. MONTEZ. 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: 12/31/2009. 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: 1/21/2010, 1/28/2010, 2/4/2010, 2/11/2010 1752 3

FICTITIOUS BUSINESS NAME STATEMENT: 20100002819

The following person(s) is/are doing business as: C & C SCREEN PRINTING, 7101-B MCKINLEY AVE, LOS ANGELES, CA 90001. PAOLA MUNOZ LOERA, 4655 E. 59TH PL APT. #F MAYWOOD CA 90270. 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 PAOLA MUNOZ LOERA. 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: 1/4/2010. 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: 1/21/2010, 1/28/2010, 2/4/2010, 2/11/2010 1756 8

FICTITIOUS BUSINESS NAME STATEMENT: 20100003118

The following person(s) is/are doing business as: LOVE NAILS, 15215 ATLANTIC AVE #A7, COMPTON, CA 90221. PAULI MY NGUYEN, 6391 KIOWA RD WEST-MINSTER CA 92683. 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 PAULI MY NGUYEN. 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: 1/4/2010. 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: 1/21/2010, 1/28/2010, 2/4/2010, 2/11/2010 1753 8

FICTITIOUS BUSINESS NAME STATEMENT: 201000035874

The following person(s) is/are doing business as: ANN BECHAMEL BAKERY SALES, 201 W GARVEY AVE. 102-302, MONTEREY PARK, CA 91754. MY THI HOANG LAM, 150 W. NORWOOD PL SAN GABRIEL CA 91776. 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 MY THI HOANG LAM. 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: 1/11/2010. 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: 1/21/2010, 1/28/2010, 2/4/2010, 2/11/2010 1756 9

FICTITIOUS BUSINESS NAME STATEMENT: 201000036166

The following person(s) is/are doing business as: LA ULTIMA TAZA, 3928 E. 5TH STREET, LOS ANGELES, CA 90063. CESAR LOPEZ, 3928 E. 5TH STREET LOS ANGELES CA 90063 ERIKA Y. RUIZ-LOPEZ, 3928 E. 5TH STREET LOS ANGELES CA 90063. The business is conducted by: Husband and Wife. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed CESAR LOPEZ, ERIKA YVETTE RUIZ-LOPEZ. 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: 1/11/2010. 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: 1/21/2010, 1/28/2010, 2/4/2010, 2/11/2010 1757 0

FICTITIOUS BUSINESS NAME STATEMENT: 20091951011 The following person(s) is/are doing business as: NOR CIGAR AND WINE 5639 Lankershim Blvd Nona, CA 91601 NORARY VARDANYAN 5454 Hermitage Ave #1 Valley Village, CA 91601. The business is conducted by: AN INDIVIDUAL. Registrant commenced to transact business under the fictitious business name or names listed above on 1/7/05. Signed: Norary 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: 12/22/09. 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: 1/21/10, 1/28/10, 2/4/10, 2/11/10 - 1559

FICTITIOUS BUSINESS NAME STATEMENT: 20091868786 The following person(s) is/are doing business as: RM TOURS 501 W Glenoaks Blvd #611 Glendale, CA 91202 RUSTAM MKRTRCHYAN 501 W Glenoaks Blvd #611 Glendale, CA 91202. The business is conducted by: AN INDIVIDUAL. Registrant commenced to transact business under the fictitious business name or names listed above on. Signed: Rustam Mkrtrchyan, 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: 12/9/09. 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: 1/7/10, 1/14/10, 1/21/10, 1/28/10 - 1560

FICTITIOUS BUSINESS NAME STATEMENT: 20100066859 The following person(s) is/are doing business as: HENO WHOLESALE 3757 Kellton Ave #208 Los Angeles, CA 90034 HENRICH MAJNOUNIAN 3757 Kellton Ave #208 Los Angeles, CA 90034. The business is conducted by: AN INDIVIDUAL. Registrant commenced to transact business under the fictitious business name or names listed above on 1/15/10. Signed: Morary 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: 1/4/05. 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: 1/21/10, 1/28/10, 2/4/10, 2/11/10 - 1561

FICTITIOUS BUSINESS NAME STATEMENT: 201000052838 The following person(s) is/are doing business as: STAR LINE AUTO WHOLESALE 1446 Elm Ave Glendale, CA 91201 JOSEPH C KESHISHIAN 1446 Elm Ave Glendale, CA 91201. The business is conducted by: AN INDIVIDUAL. Registrant commenced to transact business under the fictitious business name or names listed above on 1/7/05. Signed: Joseph C. Keshishian, 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: 1/13/10. 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: 1/21/10, 1/28/10, 2/4/10, 2/11/10 - 1562

FICTITIOUS BUSINESS NAME STATEMENT: 201000067587 The following person(s) is/are doing business as: NE NE'S SOY SECRET CANDLES 4571 Haskell Ave #1 Encino, CA 91436 NE NE'S SOY SECRET P.O. Box 91 Glendale, CA 91209 NEDRA MUNOZ 4571 Haskell Ave #1 Encino, CA 91436. The business is conducted by: AN INDIVIDUAL. Registrant commenced to transact business under the fictitious business name or names listed above on 1/7/05. Signed: Nedra Munoz, 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: 1/15/10. 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: 1/21/10, 1/28/10, 2/4/10, 2/11/10 - 1563

FICTITIOUS BUSINESS NAME STATEMENT: 20100067053 The following person(s) is/are doing business as: WALTZ FOR AVA MUSIC, ART DESIGN 3422 The Paseo Los Angeles, CA 90065 THERESA RAGAN 3422 Los Angeles, CA 90065. The business is conducted by: AN INDIVIDUAL. Registrant commenced to transact business under the fictitious business name or names listed above on 1/7/05. Signed: Theresa Ragan, 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: 1/15/10. 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: 1/21/10, 1/28/10, 2/4/10, 2/11/10 - 1564

FICTITIOUS BUSINESS NAME STATEMENT: 20100066700 The following person(s) is/are doing business as: DIVIN MEAT MARKET 107 S Adams St Glendale, CA 91205 HERMINE ABRAHAMYAN 1146 Lexington Ave #209 Glendale, CA 91206. The business is conducted by: AN INDIVIDUAL. Registrant commenced to transact business under the fictitious business name or names listed above on 1/7/05. Signed: Hermine Abrahamyan, 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: 1/15/10. 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: 1/21/10, 1/28/10, 2/4/10, 2/11/10 - 1565

FICTITIOUS BUSINESS NAME STATEMENT: 20100066799 The following person(s) is/are doing business as: SROUR PROPERTIES 16668 Lamaide St Encino, CA 91436 STEVE SROUR 16668 LA-Maidea St Encino, CA 91436. The business is conducted by: AN INDIVIDUAL. Registrant commenced to transact business under the fictitious business name or names listed above on 1/7/05. Signed: Steve Srour, 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: 1/15/10. 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: 1/21/10, 1/28/10, 2/4/10, 2/11/10 - 1566

FICTITIOUS BUSINESS NAME STATEMENT: 20100066977 The following person(s) is/are doing business as: ROPA DEPOT, ROPD DEPOT DOT COM 6000 De Soto Ave #128 Woodland Hills, CA 91367 ALIREZA GHORCHIAN 6000 De Soto Ave #126 Woodland Hills, CA 91367. The business is conducted by: AN INDIVIDUAL. Registrant commenced to transact business under the fictitious business name or names listed above on 1/7/05. Signed: Alireza Ghorchian, 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: 1/15/10. 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: 1/21/10, 1/28/10, 2/4/10, 2/11/10 - 1567

FICTITIOUS BUSINESS NAME STATEMENT: 20100044860 The following person(s) is/are doing business as: MINOLA 6000 De Soto Ave #114 Woodland Hills, CA 91367 MINOO GHAFFARI 6000 De Soto Ave #114 Woodland Hills, CA 91367. The business is conducted by: AN INDIVIDUAL. Registrant commenced to transact business under the fictitious business name or names listed above on 1/7/05. Signed: Minoo Ghaffari, 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: 1/12/10. 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: 1/21/10, 1/28/10, 2/4/10, 2/11/10 - 1568

FICTITIOUS BUSINESS NAME STATEMENT: 201000041781 The following person(s) is/are doing business as: SPORT AUTO ACCESSORIES 2148 Glendale Galleria Glendale, CA 91210; 21011 Gresham St #5 Canoga Park, CA 91304 MD RAKIBUL HASAN 21011 Gresham St #5 Canoga Park, CA 91304 MD RAKIBUL HASAN 21011 Gresham St #5 Canoga Park, CA 91304. The business is conducted by: AN INDIVIDUAL. Registrant commenced to transact business under the fictitious business name or names listed above on 1/7/05. Signed: MD Rakibul Hasan, 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: 1/12/10. 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: 1/21/10, 1/28/10, 2/4/10, 2/11/10 - 1569

FICTITIOUS BUSINESS NAME STATEMENT: 20100065501 The following person(s) is/are doing business as: EDUCATIONAL FILM PRODUCTION 18532 Clark St #210 Tarzana, CA 91356 ANNA VASYLYEVA 18532 Clark St #210 Tarzana, CA 91356. The business is conducted by: AN INDIVIDUAL. Registrant commenced to transact business under the fictitious business name or names listed above on 1/7/05. Signed: Anna Vasylyeva, 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: 1/15/10. 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: 1/21/10, 1/28/10, 2/4/10, 2/11/10 - 1570

FICTITIOUS BUSINESS NAME STATEMENT: 20100065502 The following person(s) is/are doing business as: EDUCATIONAL FILM NETWORK 18532 Clark St #210 Tarzana, CA 91356 ANNA VASYLYEVA 18532 Clark St #210 Tarzana, CA 91356. The business is conducted by: AN INDIVIDUAL. Registrant commenced to transact business under the fictitious business name or names listed above on 1/7/05. Signed: Anna Vasylyeva, 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: 1/15/10. 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: 1/21/10, 1/28/10, 2/4/10, 2/11/10 - 1571

FICTITIOUS BUSINESS NAME STATEMENT: 20100043570 The following person(s) is/are doing business as: DRINK & SLIM; F & J SKIN CARE 18445 Vanowen St Reseda, CA 91335 FATEMEH KHAN BABA POUR 76 Dapplegray Rd Bell Canyon, CA 91307. The business is conducted by: AN INDIVIDUAL. Registrant commenced to transact business under the fictitious business name or names listed above on 1/7/05. Signed: Fatehah Khan Baba Pour, 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: 1/12/10. 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: 1/21/10, 1/28/10, 2/4/10, 2/11/10 - 1572

FICTITIOUS BUSINESS NAME STATEMENT: 20100043571 The following person(s) is/are doing business as: BHHS CLASS OF 2000 1961 Mt Olympus Dr Los Angeles, CA 90046 GABRIEL HALIMI 1961 Mt Olympus Dr Los Angeles, CA 90046. The business is conducted by: AN INDIVIDUAL. Registrant commenced to transact business under the fictitious business name or names listed above on 1/7/05. Signed: Gabriel Halimi, 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: 1/12/10. 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: 1/21/10, 1/28/10, 2/4/10, 2/11/10 - 1573

FICTITIOUS BUSINESS NAME STATEMENT: 20100013916 The following person(s) is/are doing business as: EAGLES AUTO DETAILING 1530 Second St #6 San Fernando, CA 91342 BERNARDO VERGAS 1530 Second St #6 San Fernando, CA 91342. The business is conducted by: AN INDIVIDUAL. Registrant commenced to transact business under the fictitious business name or names listed above on 1/7/05. Signed: Bernardo Vargas, 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: 1/6/10. 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: 1/21/10, 1/28/10, 2/4/10, 2/11/10 - 1574

FICTITIOUS BUSINESS NAME STATEMENT: 20100009224 The following person(s) is/are doing business as: SIGNXCOPY 6430 Orange St Los Angeles, CA 90048 SIROO S AMI 6430 Orange St Los Angeles, CA 90048. The business is conducted by: AN INDIVIDUAL. Registrant commenced to transact business under the fictitious business name or names listed above on 1/7/05. Signed: Siroos Sami, 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: 1/5/10. 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: 1/21/10, 1/28/10, 2/4/10, 2/11/10 - 1575

FICTITIOUS BUSINESS NAME STATEMENT: 20100045031 The following person(s) is/are doing business as: NOR STUDIO 6504 Varna Ave Van Nuys, CA

91401 NORARY VARDANYAN 6504 Varna Ave Van Nuys, CA 91401. The business is conducted by: AN INDIVIDUAL. Registrant commenced to transact business under the fictitious business name or names listed above on 1/14/05. Signed: Norary 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: 1/12/10. 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: 1/21/10, 1/28/10, 2/4/10, 2/11/10 - 1576

FICTITIOUS BUSINESS NAME STATEMENT: 20100066859 The following person(s) is/are doing business as: HENO WHOLESALE 3757 Kellton Ave #208 Los Angeles, CA 90034 HENRICH MAJNOUNIAN 3757 Kellton Ave #208 Los Angeles, CA 90034. The business is conducted by: AN INDIVIDUAL. Registrant commenced to transact business under the fictitious business name or names listed above on 1/14/05. Signed: Henrich Majnounian, 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: 1/15/10. 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: 1/21/10, 1/28/10, 2/4/10,

under the fictitious business name or names listed above on 1/17/05. Signed: Greg Khatchadorian, 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: 1/12/10. 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: 1/21/10, 1/28/10, 2/4/10, 2/11/10 – 1586

FICTITIOUS BUSINESS NAME STATEMENT: 20100045030 The following person(s) is/are doing business as: MULTI LOCKSMITH 14622 Ventura Blvd #708 Sherman Oaks, CA 91403 STAS GALINSKI 14207 Delano St #4 Van Nuys, CA 91401 HANAN BEN ABU 5112 Sepulveda Blvd #116 Sherman Oaks, CA 91403 FREDY MESIKA 5112 Sepulveda Blvd #118 Sherman Oaks, CA 91403. The business is conducted by: A GENERAL PARTNERSHIP. Registrant commenced to transact business under the fictitious business name or names listed above on 1/17/05. Signed: Hanan Ben Abu, 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: 1/12/10. 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: 1/21/10, 1/28/10, 2/4/10, 2/11/10 – 1587

FICTITIOUS BUSINESS NAME STATEMENT: 20100041667 The following person(s) is/are doing business as: RR DUST BUSTER CLEANING SERVICE 12304 Clover Rd Pacoima, CA 91331 ROCHELLE QUIJANO 12304 Clover Rd Pacoima, CA 91331 ROMIR QUIJANO 12304 Pacoima, CA 91331. The business is conducted by: JOINT VENTURE. Registrant commenced to transact business under the fictitious business name or names listed above on 1/17/05. Signed: Rochelle Quijano, Romir Quijano, 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: 1/12/10. 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: 1/21/10, 1/28/10, 2/4/10, 2/11/10 – 1588

FICTITIOUS BUSINESS NAME STATEMENT: 20100066804 The following person(s) is/are doing business as: UNO APPAREL; UNO APPAREL DOT COM 116 E 16th St Unit E Los Angeles, CA 90015 ALIREZA PEZESHKI 116 E 16th St Unit E Los Angeles, CA 90015 ALIREZA GHOORCHIAN 6000 DE Soto Ave #126 Woodland Hills, CA 91367. The business is conducted by: A GENERAL PARTNER-SHIP. Registrant commenced to transact business under the fictitious business name or names listed above on 1/17/05. Signed: Alireza Ghoorchian, 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: 1/15/10. 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: 1/21/10, 1/28/10, 2/4/10, 2/11/10 – 1589

FICTITIOUS BUSINESS NAME STATEMENT: 20091868772 The following person(s) is/are doing business as: CALAYAN MEDICAL AESTHETICS 50 N La Cienga Blvd #110 Beverly Hills, CA 90211 CALAYAN SURGEICENTERE CORP 50 N La Cienga Los Angeles, CA 90211. The business is conducted by: A CORPORATION. Registrant commenced to transact business under the fictitious business name or names listed above on 1/17/05. Signed: Adelaia Arce, VP Marketing. 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: 12/9/09. 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: 1/21/10, 1/28/10, 2/4/10, 2/11/10 – 1590

FICTITIOUS BUSINESS NAME STATEMENT: 20100030283 The following person(s) is/are doing business as: MARTEL ROYALE APARTMENTS 1615 N Martel Ave Los Angeles, CA 90046 THE STEVEN DUJA AND ESTHER DULA MAILY TRUST 1139 S Wetherly Dr Los Angeles, CA 90035. The business is conducted by: A TRUST. Registrant commenced to transact business under the fictitious business name or names listed above on 1/18/10. Signed: Steven Dula, 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: 12/10/81. 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: 1/21/10, 1/28/10, 2/4/10, 2/11/10 – 1591

FICTITIOUS BUSINESS NAME STATEMENT: NO FILE NO. The following person(s) is/are doing business as: CLASSY CONSIGNMENTS 11636 Barrington Ct Los Angeles, CA 90049 SUZANNA EINHORN 10645 Wilshire Blvd #301 Los Angeles, CA 90024 DONALD EINHORN 10645 Wilshire Blvd #301 Los Angeles, CA 90024. The business is conducted by: A GENERAL PARTNERSHIP. Registrant commenced to transact business under the fictitious business name or names listed above on 9/09. Signed: Therese Ragan, 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: 1/15/10. 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: 1/21/10, 1/28/10, 2/4/10, 2/11/10 – 1592

Petitioner: Orna Gonen and Natanel Gonen
Present Names: Shoham Sean Ragonas, Mayan Dylon Ragonas, Nitzan Jaden ragonas
Proposed Names: Shoham Gonen, Mayan Gonen, Nitzan Gonen
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.

3. A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county, Beverly Hills Weekly.

Date: Oct. 20, 2009 Signed, John A. Clarke,
Executive officer/Clerk.

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
File # 20090339756
Date Filed: 3-17-09
Name Of Business: MARTEL ROYALE APARTMENTS 1615 N Martel Ave Los Angeles, CA 90046
Registered Owner: Steven Dula 1139 S Wetherly Dr Los Angeles, CA 90035
Esther Dula 1139 S Wetherly Dr Los Angeles, CA 90035
File # 20100030282
File Date: 1/8/10

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
File # 20081888267
Date Filed: 10-23-08
Name Of Business: DVIN MEAT MARKET 107 S Adams Glendale, CA 91205
Registered Owner: Anna Shahnazarian 628 Palm Ave Burbank, CA 91501
File # 20100066699
File Date: 1/15/10

Adam Alexander Cromwell Garrie
231 N LaPeer Dr #104
Beverly Hills, CA 90211
Case Number: BS124440
Superior Court of California County of Los Angeles
111 N Hill St
Los Angeles, CA 90012
PETITION FOR CHANGE OF NAME
TO ALL INTERESTED PERSONS:

Petitioner: Adam Alexander Cromwell Garrie
Present Names: Adam Alexander Cromwell
Proposed Names: Adam Garrett Alexander Cromwell Garrie
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.

3. A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the fol-

lowing newspaper of general circulation, printed in this county, Beverly Hills Weekly.

Date: Feb 26, 2010 Signed, Murray Gross,
Commissioner of the

Superior Court

Department Of Alcoholic Beverage Control
888 S. Figueroa St. Ste. 320
Los Angeles, CA 90017
(213)833-6043
NOTICE OF APPLICATION
FOR CHANGE IN OWNERSHIP OF
ALCOHOLIC BEVERAGE LICENSE
Date of Filing Application: January 13, 2010
To Whom It May Concern:
The Name(s) of the Applicant(s) is/are:
P & S PIZZA 2 LLC
The applicants listed above are applying to the Department of Alcoholic Beverage Control to sell alcoholic beverages at:
8908 SANTA MONICA BLVD
WEST HOLLYWOOD, CA 90069-4902
Type of license(s) applied for:
41- ON-SALE BEER AND WINE- EATING PLACE

FICTITIOUS BUSINESS NAME STATEMENT: 20091994713
The following person(s) is/are doing business as: A & K DELIVERY SERVICE, 3412 N. BELLFLOWER BLVD, LONG BEACH, CA 90808. ALEX R. MONTEZ, 3412 N. BELLFLOWER BLVD LONG BEACH CA 90808. The business is conducted by: an Individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed ALEX R. MONTEZ. 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: 12/31/2009. 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: 1/21/2010, 1/28/2010, 2/4/2010, 2/11/2010 1752 3

FICTITIOUS BUSINESS NAME STATEMENT: 20100002819
The following person(s) is/are doing business as: C & C SCREEN PRINTING, 7101-B MCKINLEY AVE, LOS ANGELES, CA 90001. PAOLA MUNOZ LOERA, 4655 E. 59TH PL APT. #F MAYWOOD CA 90270. 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 PAOLA MUNOZ LOERA. 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: 1/4/2010. 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: 1/21/2010, 1/28/2010, 2/4/2010, 2/11/2010 1756 8

FICTITIOUS BUSINESS NAME STATEMENT: 201000003118
The following person(s) is/are doing business as: LOVE NAILS, 15215 ATLANTIC AVE #A7, COMPTON, CA 90221. PAULI MY NGUYEN, 6391 KIOWA RD WEST-MINSTER CA 92683. 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 PAULI MY NGUYEN. 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: 1/4/2010. 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: 1/21/2010, 1/28/2010, 2/4/2010, 2/11/2010 1753 8

FICTITIOUS BUSINESS NAME STATEMENT: 20100035874
The following person(s) is/are doing business as: ANN BECHAMEL BAKERY SALES, 201 W. GARVEY AVE. 102-302, MONTEREY PARK, CA 91754. MY THI HOANG LAM, 150 W. NORWOOD PL SAN GABRIEL CA 91776. 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 MY THI HOANG LAM. 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: 1/11/2010. 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: 1/21/2010, 1/28/2010, 2/4/2010, 2/11/2010 1756 9

FICTITIOUS BUSINESS NAME STATEMENT: 20100036166
The following person(s) is/are doing business as: LA ULTIMA TAZA, 3928 E. 5TH STREET, LOS ANGELES, CA 90063. CESAR LOPEZ, 3928 E. 5TH STREET LOS ANGELES CA 90063 ERIKA Y. RUIZ-LOPEZ, 3928 E. 5TH STREET LOS ANGELES CA 90063. The business is conducted by: Husband and Wife. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed CESAR LOPEZ, ERIKA YVETTE RUIZ-LOPEZ. 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: 1/11/2010. 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: 1/21/2010, 1/28/2010, 2/4/2010, 2/11/2010 1757 0

FILE NO. 20100023723
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS:
COMFORT KEEPERS - #724, 21500 WYANDOTTE ST, #110, CANOGA PARK, CA 91303 [LOS ANGELES]. The full name of registrant(s) is/are: AZADEH MANOUSSI, 21500 WYANDOTTE ST, #110, CANOGA PARK, CA 91303. 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/ AZADEH MANOUSSI, OWNER

This statement was filed with the County Clerk of LOS ANGELES County on 1/07/2010 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).
LA151842 BEVERLY HILLS WEEKLY 1/14, 21, 28, 2/4, 2010

FILE NO. 20100016482
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS:
SANTA MONICA 76, 7960 SANTA MONICA BLVD, WEST HOLLYWOOD, CA 90046 [LA]. The full name of registrant(s) is/are: AR-RAHMAN INC [CALIFORNIA], 242 S. NEW HAMPSHIRE AVE, LOS ANGELES, CA 90004. 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/ AR-RAHMAN INC BY: UMER F. MOMON, PRESIDENT
This statement was filed with the County Clerk of LOS ANGELES County on 1/06/2010 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).
LA151799 BEVERLY HILLS WEEKLY 1/14, 21, 28, 2/4, 2010

NOTICE OF PETITION TO ADMINISTER ESTATE OF: JEROME F. BIRN CASE NO. SP008032

To all heirs, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the WILL or estate, or both of JEROME F. BIRN.

A PETITION FOR PROBATE has been filed by PATTY WEAVER BIRN in the Superior Court of California, County of LOS ANGELES.

THE PETITION FOR PROBATE requests that PATTY WEAVER BIRN 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: 03/05/10 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
GARY L. ZIMMERMAN - #36247
GARY L. ZIMMERMAN, A PROFESSIONAL CORPORATION
9107 WILSHIRE BLVD #300
BEVERLY HILLS CA 90210
1/7, 1/14, 1/21/10
CNS-1769843#

NOTICE OF PETITION TO ADMINISTER ESTATE OF: ALTOVISE DAVIS CASE NO. BP116194

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

A PETITION FOR PROBATE has been filed by SAMMY SPEAKS, L.P. in the Superior Court of California, County of LOS ANGELES.

THE PETITION FOR PROBATE requests that BURT BOYAR be appointed as Special Administrator with general powers to administer the estate of the decedent.

THE PETITION requests authority to administer the estate under the Independent Administration of Estates Act with limited authority. (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: 02/08/10 at 8:30AM in Dept. 9 located at 111 N. HILL ST., LOS ANGELES, CA 90012

IF YOU OBJECT to the granting of the petition, you should appear at the hearing and state your

objections or file written objections with the court before the hearing. Your appearance may be in person or by your attorney.

IF YOU ARE A CREDITOR or a contingent creditor of the 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
KENNETH G. PETRULIS, ESQ.
GOODSON WACHTEL AND PETRULIS APC
10940 WILSHIRE BLVD #1400
LOS ANGELES CA 90024
1/21, 1/28, 2/4/10
CNS-1776383#

WORKER'S COMPENSATION APPEALS BOARD, State of California	
ANTONIA CUARA	CASE NUMBER LBO 0344378;LBO 0344777
vs	Applicant
VICTOR ANYAKWO dba THRIFTY WASH	Defendant
	ORDER FOR SERVICE BY PUBLICATION OF APPLICATION FOR ADJUDICATION AND NOTICE OF SPECIAL LAWSUIT
SPECIAL NOTICE OF LAWSUIT	
VICTOR ANYAKWO dba THRIFTY WASH; 4510 CENTURY BLVD., INGLEWOOD CA 90301 A lawsuit, the attached Application for Adjudication of Claim, has been filed with the Workers Compensation Appeals Board against you as the named defendant by the above-named applicant(s). 1) An Answer to the Application must be filed and served within six days of the service of the Application pursuant to Appeals Board rules; therefore, your written response must be filed with the Appeals Board promptly; a letter or phone call will not protect your interests. 2) You will be served with a Notice(s) of Hearing and must appear at all hearings or conferences. After such hearing, even absent your appearance, a decision may be made and an award of compensation benefits may issue against you. The award could result in the garnishment of your wages, taking of your money or property or other relief. 3) You must notify the Appeals Board of the proper address for the service of official and papers and notify the Appeals Board of any changes in that address.	
Name and Address of Appeals Board:	Worker's Compensation Appeals Board
300 Oceangate, Ste-200; Long Beach, CA 90802	
Address	City, State, ZIP Code
COMPLETED BY :	Applicant Attorney
DENNIS R. FUSI, ESQ.	310-530-1888
24328 S. VERMONT AVE. STE-301 ; HARBOR CITY, CA 90710	

WORKER'S COMPENSATION APPEALS BOARD, State of California	
REYNALDO CANUL	CASE NUMBER ADJ2055640
vs	Applicant
KI SOO YANG dba GARDENA SEOUL BAKERY	Defendant
	ORDER FOR SERVICE BY PUBLICATION OF APPLICATION FOR ADJUDICATION AND NOTICE OF SPECIAL LAWSUIT
SPECIAL NOTICE OF LAWSUIT	
KI SOO YANG dba GARDENA SEOUL BAKERY; 2241 W. ROSECRANS AVENUE, GARDENA CA 90249 & 1833 W. 149 TH STREET, GARDENA CA 90249 A lawsuit, the attached Application for Adjudication of Claim, has been filed with the Workers Compensation Appeals Board against you as the named defendant by the above-named applicant(s). 1) An Answer to the Application must be filed and served within six days of the service of the Application pursuant to Appeals Board rules; therefore, your written response must be filed with the Appeals Board promptly 2) You will be served with a Notice(s) of Hearing and must appear at all hearings or conferences. After such hearing, even absent your appearance, a decision may be made and an award of compensation benefits may issue against you. The award could result in the garnishment of your wages, taking of your money or property or other relief. 3) You must notify the Appeals Board of the proper address for the service of official and papers and notify the Appeals Board of any changes in that address.	
Name and Address of Appeals Board:	Worker's Compensation Appeals Board
300 Oceangate, Ste-200; Long Beach, CA 90802	
Address	City, State, ZIP Code
COMPLETED BY :	Applicant Attorney
DENNIS R. FUSI, ESQ.	310-530-1888
24328 S. VERMONT AVE. STE-301 ; HARBOR CITY, CA 90710	

WORKER'S COMPENSATION APPEALS BOARD, State of California	
ANABEL GALVEZ	CASE NUMBER ADJ2396148
vs	Applicant
MARCOS S. AZER dba ROYAL COMMUNITY	Defendant
	ORDER FOR SERVICE BY PUBLICATION OF APPLICATION FOR ADJUDICATION AND NOTICE OF SPECIAL LAWSUIT
SPECIAL NOTICE OF LAWSUIT	
MARCOS S. AZER dba ROYAL COMMUNITY; 17300 ROSCOE BLVD., NORTHRIDGE CA 91325 A lawsuit, the attached Application for Adjudication of Claim, has been filed with the Workers Compensation Appeals Board against you as the named defendant by the above-named applicant(s). 1) An Answer to the Application must be filed and served within six days of the service of the Application pursuant to Appeals Board rules; therefore, your written response must be filed with the Appeals Board promptly 2) You will be served with a Notice(s) of Hearing and must appear at all hearings or conferences. After such hearing, even absent your appearance, a decision may be made and an award of compensation benefits may issue against you. The award could result in the garnishment of your wages, taking of your money or property or other relief. 3) You must notify the Appeals Board of the proper address for the service of official and papers and notify the Appeals Board of any changes in that address.	
Name and Address of Appeals Board:	Worker's Compensation Appeals Board
300 Oceangate, Ste-200; Long Beach, CA 90802	
Address	City, State, ZIP Code
COMPLETED BY :	Applicant Attorney
DENNIS R. FUSI, ESQ.	310-530-1888
24328 S. VERMONT AVE. STE-301 ; HARBOR CITY, CA 90710	

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135-Beauty Aids
140-Health Aids
145-Lost Items
150-Found Items
155-School and Classes
160-Adult Entertainment
161-Escort
165-Massage
170-Caregiver

200-299 Services
201-Accounting
202-Acoustics
204-Additions
206-Appliance Repair
208-Asphalt Paving
210-Bath Tub Repair/Reglazing
212-Bookkeeping Services
214-Brush Clearing

215-Building
216-Car Alarms
217-Culinary Service
218-Carpentry
220-Cleaning
222-Carpet Installation
224-Computer Repair
225-Computer Tech Support
226-Concrete
227-Construction
228-Contractors
230-Counseling
232-Decking
234-Drywall
236-Electrical
237-Entertainment
238-Exterminators
240-Fencing
242-Garage Doors
244-Handyman
246-Hauling
248-Internet Services
250-Iron Work
252-Janitorial
254-Landscaping
255-Legal Services

LEGEND

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

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

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

416-Lakeshore Property
418-Oceanfront Property
420-Out-of-State Property
422-Real Estate Exchange
424-Real Estate Wanted
500-599 Employment
500-Employment Opportunities
501-Help Wanted
505-Work at Home
510-Employment Agencies
515-Business Services
516-Business Opportunities
520-Jobs Wanted
521-Personal Shopper
522-Drivers

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

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

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

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

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www.drbonniegoldstein.com

(310)475-2323

Specializing in individual, group and family therapy, our diverse team provides integrative treatment focused on healing & change.

We aim to:

- Develop self-understanding, self-compassion and self-esteem.
- Mobilize towards action, formulating short-and-long-term goals.
- Identify, articulate and actualize client's search for meaning.

In the dynamic context of group interactions, we offer children, adolescents transitioning toward adulthood, and college-to-career participants an opportunity to:

- Explore issues concerning family interactions & peer relationships.
- Develop tools for enhanced communication with friends and family.
- Provide a safe haven from life's "storms", helping members flourish.

Our licensed therapists, clinical interns and specialists include:

- Bonnie Mark-Goldstein, Ph.D., Director
- Shoshanna Hecht, LCSW
- Sara Hutter Bornstein, MFT
- Jeremy Fink, MSW
- Danielle Horwich, MSW
- Elisha Goldstein, Ph.D
- Nina Drabkin, M.A.
- Jana Zawatsky, M.S.Ed., NCSP
- * Marion Solomon Ph.D., Clinical Consultant

As an adjunct to traditional psychotherapeutic interventions, we offer mindfulness training, hypnosis, EMDR, and somatic awareness for stress reduction and enhanced wellbeing.

More Information about specific groups & staff can be found at www.drbonniegoldstein.com Email bgoldstein613@gmail.com