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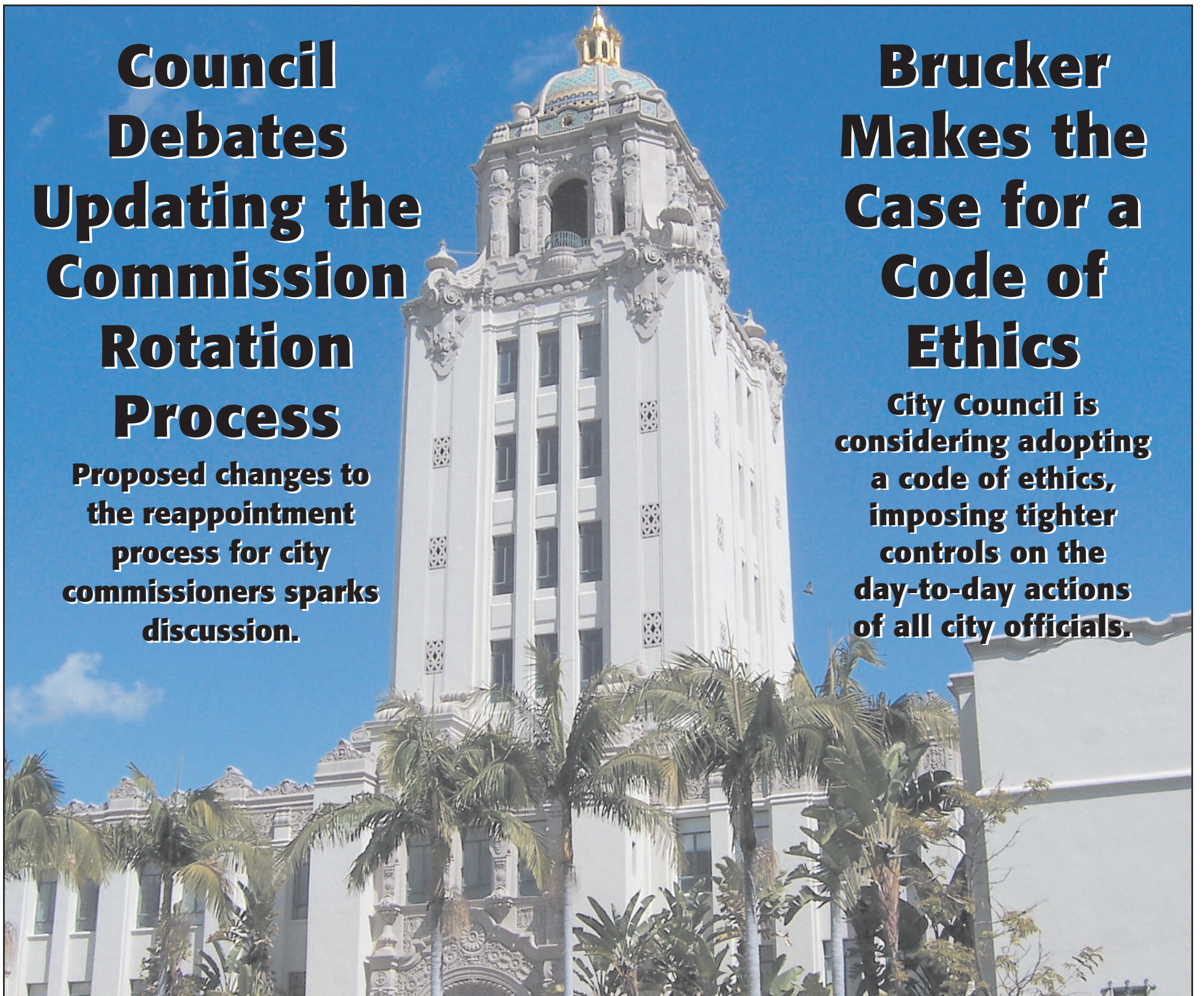
Issue 336 • March 9 - March 15, 2006

Council Debates Updating the Commission Rotation Process

**Proposed changes to
the reappointment
process for city
commissioners sparks
discussion.**

Brucker Makes the Case for a Code of Ethics

**City Council is
considering adopting
a code of ethics,
imposing tighter
controls on the
day-to-day actions
of all city officials.**





letters & email

"Two Leaders Are Dumped"

Thank you, *Beverly Hills Weekly*, for covering the uproar that has ensued at Beverly Vista School and within the community since Principal Irene Stern was guided into retirement by Superintendent Hubbard and the Board of Education. The *Weekly* also covered the massive turnout by school staff, faculty and community members at the Board of Education meeting on Feb. 28 to protest this action. Since the board is able to cloak itself under the auspices of the oft cited Brown Act, the attending public is unable to get an answer to their queries. The Beverly Vista family has been left in the dark in regards to why this has been implemented. Now, almost three weeks later, and amidst much turmoil, we are all still scratching our heads as to why this has transpired. Typically, a small community relies upon their local newspaper to investigate issues that affect them, and to report responsibly and without bias. This community has noticed that there is one such local paper that does actually report on important current civic events.

Here are the two big buzzwords:

accountability and responsibility.

Lori Wagner
Beverly Vista parent
Beverly Hills

Your Rudy Cole gave us another demonstration of his all-knowing, insider's sophistry regarding the forced retirement of Irene Stern. If he weren't so completely misinformed and was a lot less arrogant, he might have been able to present a sensible article. But he failed.

Cole tells us "... but Stern is not running an independent shop and whatever her successes, and they are many, the whole system falls apart when a principal refuses to heed the direction of the superintendent, as it appears to be the case here." Cole must have access to information that no one else does. He could present the community with a kind gift by citing JUST ONE direction of the superintendent that Mrs. Stern failed to heed. He will not be able to because no such event ever happened. Mrs. Stern, as do all good administrators, receives a great many instructions and directions from her supervisors. Most times, she proceeds without comment or says, "good idea." However, sometimes, the direction may have potential problems associated with it which she will point out to the supervisor. As a subordinate, she feels obliged to identify possible concerns and pitfalls to the boss. That may or may not alter the instruction. But, when the final direction is issued, it is followed. I challenge Mr. Cole to show any instance of failure to comply on Mrs. Stern's part. If he doesn't show us any,

we'll know why.

Secondly, if her refusals to heed direction have caused the "whole system to fall apart," where are the evidences of that? What system has fallen apart? If he doesn't have details or examples he ought to retract the statement.

Cole goes on. "Nothing that caused Stern's removal had anything to do with dishonesty or any ethical or education related behavior only her unwillingness to accept reality that the super is her boss." Cole does not know that for a fact. Did he interview Mrs. Stern? No, he did not. If he is not quoting Mrs. Stern then it is conjecture. Is he quoting Dr. Hubbard? If so, he ought to tell us that. The remark is absolutely untrue. Repeat-- absolutely untrue! Mrs. Stern knows who her boss is and always has.

Dr. Hubbard was schooled in a system which advances the concept that new superintendents should remove all holdovers and build a management team of new hires who are then "de facto loyal" to the new boss. Under Hubbard, this process is well under way in BHUSD and will continue. That's why Mrs. Stern was pushed out to satisfy Superintendent Hubbard's learned managerial philosophy. That's a rotten reason to trash someone else's career.

Rudy Cole likes to throw names and inferences and value judgments around as if the world was waiting breathlessly for these pearls. He makes a whole bunch of other foolish and unsupportable statements in the

letters cont. on page 4

WHAT'S ON YOUR MIND?

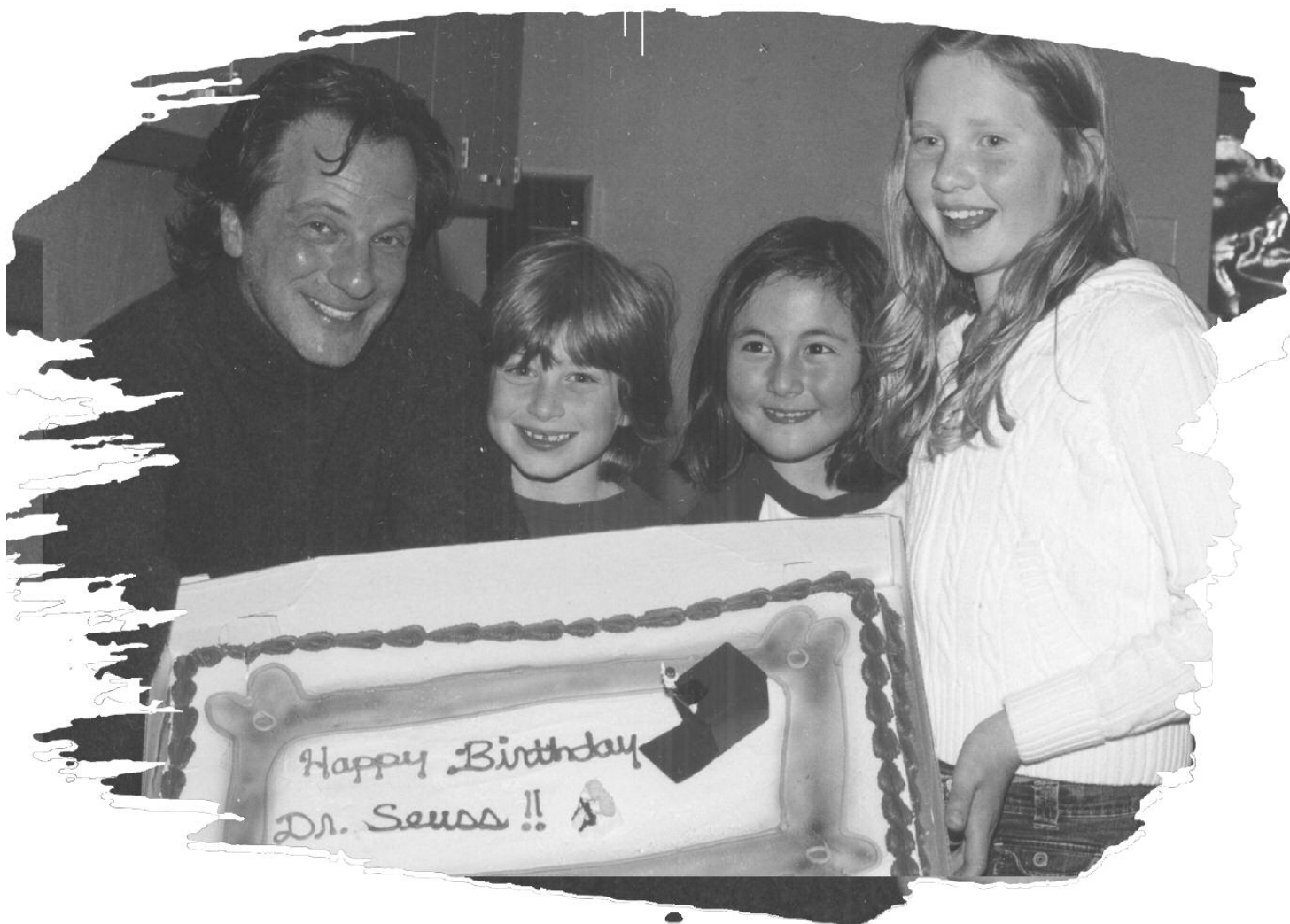
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SNAPSHOT



"HAPPY BIRTHDAY, DR. SEUSS"
WHITTIER DRIVE

(El Rodeo students participated in "Read Across America" last Friday to honor Dr. Seuss' birthday. To celebrate and raise funds for library books El Rodeo hosted a "Seuss-A-Thon," with readers including staff, teachers, administrators, parents, and community celebrities and actors Julie Warner, Tom Gallop and Jonathan Prince, who is pictured above (L-R) with his son Jackson and fellow El Rodeo classmates Hana Kateman and Louise Sederowsky. El Rodeo Librarian Marlene Gilbert organized the fund-raising event, which raised more than \$1,500.)

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Publisher & CEO
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Andrea Simpson

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140 South Beverly Drive #201
Beverly Hills, CA 90212
310.887.0788 phone
310.887.0789 fax
CNPA Member

editor@bhweekly.com
All staff can be reached at:
first name @bhweekly.com
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Applicants Vie For Land Next To Proposed Sports Center

Vocal Montage opponent Probity is among the applicants.

By Andrea Simpson



Probity CEO Robert Zarnegin

Nineteen applicants have turned in Request for Qualifications (RFQ) for the Community Recreation Center/private development adjacent to the proposed sports center site bounded by Third Street, Foothill Road and Alden Drive in the Industrial Area of the city. Among the applicants are some familiar Beverly Hills names like J.H. Snyder Company and Probity International, a staunch opponent of the Montage Hotel project.

Probity CEO Robert Zarnegin, whose company owns such projects as the Peninsula Beverly Hills, funded hundreds of thousands of dollars to oppose the "No on Measure A" campaign. At the time, Probity also made critical comments about the mayor and City Council.

Probity's other projects include Four Thirty North Rodeo Drive, a collection of retail shops on Rodeo Drive; Villa Toscana, a mixed-use development consisting of two and three bedroom townhouse condominium units and a single-story retail structure on Wilshire Boulevard in Santa Monica; and is the former developer of Maison Reeves, a luxury condominium project on South Reeves Drive at Gregory, which was subsequently sold to another developer.

According to Probity CFO Dan Parks, Probity is proposing a mixed-use project consisting of an upscale boutique hotel and residential condo units that he said the company



Probity CFO Dan Parks

thinks will provide a better return to Beverly Hills on the city's land. Probity also proposed an apartment alternative because of the city's indication that it does not want to sell the land but lease it. Probity has teamed up with Urban Partners which has worked on a number of public-private ventures in Southern California.

A letter dated January 4, 2004 sent to former Mayor Mark Egerman, council members and planning commissioners from Probity, outlines the basis of Probity's opposition to the Montage Hotel development, one of which states that the addition of another Beverly Hills hotel will lead to rate cuts and reduced occupancies at existing hotels.

"...we believe, based on our knowledge of the Beverly Hills hotel market, that the introduction of 200+ additional keys and related amenities in the luxury hotel market will likely lead to rate cuts and reduced occupancies at existing hotel properties, some of which are already experiencing historically low occupancies and average daily rates. The City's efforts

in favor of the Montage project may very well threaten the existence of several hotels already realizing little or no operating profit and lead to little or no increase in occupancy tax collections," as stated in the letter.

Parks said, however, Probity's proposal is not a luxury hotel.

"We're proposing an upscale hotel which would be at a price point of around \$300 per room or perhaps as low as \$250. The luxury market ranges, I think for the most part, upwards of \$400 on an average rate and in our earlier letter we were raising a concern of the saturation of the luxury market. I think in Beverly Hills there is a real lack of that next tier down in terms of room quality and price point," Parks said.

In other campaign material signed by its major funding source, Probity, the "No on Measure A" proponents wrote that the city and Montage are "lying" about the subsidy; money for schools, fire and police; and parking. "What's the Council hiding?" another letter stated.

As a result of this criticism, Parks said he hopes Probity will not run into any resistance from the council with its proposal.

"I know there was a lot of acrimony in the process. I know that some people threw the word 'liar' around. We were on the receiving end of that, at least I think as often as people associated with us were dishing it out," Parks said. "I think when you step back you realize that people are going to have disagreements and perhaps one party can actually be wrong without making them a liar."

According to the Probity website, Parks is directly responsible for all of the company's accounting, budgeting, forecasting and internal control functions. Also a licensed real estate broker, prior to joining Probity, Parks was chief financial officer of a large apartment and office development company in Burbank.

"I think we can move beyond that. I hope we can move beyond that," added Parks, who was also critical of the council and Montage. "I think on a positive note, one of the things we were very critical of with the Montage process was that the city did not have this kind of public contest, [which] is what an RFQ is, to determine the best use of that site. I'm very happy to see that they're doing that this time around. Whether we get the project or not, I think they'll wind up with a deal that's much better for the city as a result."

The city is exploring the option of using a portion of the site across the street for private development to cover the costs of the recreation center construction.

J.H. Snyder is currently constructing The Crescent, a mixed-use project on Wilshire and Crescent. Snyder was unavailable for comment.

The RFQ process is intended to evaluate the developers' qualifications and to provide a preliminary concept of what they see on the site. According to Community Development Department Director Mahdi Aluzri, once the list is narrowed it's taken to the council for approval, but the council will have no say in the first cut. City staff is currently scheduling the second round of interviews at which point those applicants are invited to participate in the RFP (Request For Proposal) process which should include a specific development proposal.

The council will be involved in a land use study session in which members will vote on whether commercial, office, residential or hotel use is best suitable and viable for the area, Councilmember Steve Webb said.

Once the council has selected the type of use, staff will bring three finalists back to the council.

All meetings will be in open session.

"Whichever developer, whether it's Probity or Jerry Snyder, makes no difference to me," Webb said. "Who comes forward with the best deal and in the best interest of the city, that's who I want. We're looking for those who have the best qualities and have what's best in mind for the city, and if turns out to be Probity, I don't have a problem."

The Athens Group, a Probity competitor and Montage developer, disagrees.

"You're kidding. After they spent a couple of million dollars trying to stop a beautiful hotel project that the city and the community want and after they back a lawsuit that is costing the city hundreds of thousands of dollars, it takes a lot of nerve to apply for a hotel project," Athens CFO Jay Newman said. "According to Probity,

there is a glut of hotel rooms in Beverly Hills. I guess this glut only relates to hotel rooms not owned by them."

Other well known RFQ applicants include Goldrich & Kest Industries, Lambert Development, Forest City, The Related Companies; Accord Interests, Ensemble Investments, and Standard Pacific Homes.

Goldrich & Kest is a real estate investment partnership with more than 200 properties, mainly in California. Government-subsidized projects represent more than half of its housing portfolio. G & K Industries leases several retirement and nursing homes to third parties and operates two itself.

Lambert Development has worked in a variety of developments that include luxury condominiums, mixed-use retail-loft properties and the renovation of historic sites. For example, The Brannan and The Oriental Warehouse, mixed-use and loft developments, in San Francisco.

Last year the U.S. Department of Housing and Urban Development (HUD) announced that a landmark \$1.2 million disability settlement was reached with Lambert and other developers and general contractors involving one of Lambert's mixed-use projects, The Renaissance in San Diego, which resolved a discrimination complaint alleging violations of the Federal Fair Housing Act.

A condominium owner filed the complaint alleging he had to request and pay for accessibility modifications that, by law, should have been included in the complex when it was constructed in 2003. HUD's Office of Fair Housing and Equal Opportunity investigated the com-

city & schools cont. on page 4



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city & schools cont. from page 3

plaint and was able to successfully conciliate the case. Lambert, Roel Construction Co., Inc., and Carrier Johnson agreed to make approximately \$200,000 in common-area retrofit improvements and contribute \$1.2 million up front for the establishment of a structured retrofit-trust fund.

Forest City Enterprises is a \$7.8 billion company recently rated by *Fortune* magazine as the top publicly traded real estate company. An NYSE-listed real estate company based in Cleveland, Ohio, its portfolio includes interests in retail centers, apartment communities, office buildings and hotels throughout the United States.

The Related Companies focuses on the development of multi-family housing in California and has developed more than 6,000 units of housing in California, with properties in San Francisco, Los Angeles County, Orange County, San Bernardino County, and San Diego County. They are also New York City's leading developer and owner of luxury rental and for sale housing as well as mixed income developments including the Time Warner Center and One Central Park condominiums that surround it.

Accord Interests develops new projects or repositions under-utilized or undeveloped inter-urban projects by creating commercial, hospital-ity, retail and multi-family properties, including the Hollywood News Building, Beverly Hills Residence Inn by Marriott and Nickelodeon Animation Studios.

Ensemble is a developer of medical use facilities in Arizona, Southern California and Nevada.

The first phase of the interview process is expected to take another four to six weeks.

letters cont. from page 2

article. He really should go out and get some facts first.

Mark A. Stern
Westlake Village, CA
via bhweekly.com

I write to respond to comments of Rudy Cole in issue #335 discussing the departure of Irene Stern as principal of Beverly Vista. Parents, students and teachers came to the Feb. 21 Board of Education meeting to remind Dr. Hubbard that he is employed by Beverly Hills taxpayers. The board also was reminded that these taxpayers, many of whom contributed time and money to election campaigns of board members, felt betrayed by those members who sat so smugly and passed notes to each other as the public spoke. The taxpayers of Beverly Hills voiced opposition to the low ball tactics used by Hubbard and the board in this matter. Dr. Hubbard and the board should be proud that BV students excel on California state tests. The academic success of BV students is a consequence of classroom discipline and teacher respect not observed on other BHUSD campuses by this writer.

I am not privy to the substance of any disagreements between Dr. Hubbard and Mrs. Stern. Perhaps she recalled the introduction and failure of Whole Language at some schools in the 1990s and cautiously questioned the rationale of many new instructional programs being introduced in BHUSD K-8 schools. I certainly do!

Students in grades K-5 no longer receive traditional A, B, C letter grades. Standards-based learning has been introduced to modify the curriculum and grading system previously used at each school. Thousands of taxpayer dollars have been spent by BHUSD to pay substitute teachers to staff classrooms while teachers attend workshops wherein highly compensated consultants discuss how teachers should embrace and teach these standards. The consultants review scenarios discussing when a student could be deemed correct by answering 2+2 equals 5.

Meanwhile, pull out classes for advanced fourth and fifth grade math students have been eliminated. Pull out classes have been replaced by the concept of differentiated learning whereby teachers are expected to be able to teach to all academic levels in a classroom using subgroups of students who are separated into clusters according to ability. While BHUSD is using these innovative programs, students in Korea, Japan and Europe are mastering mental multiplication skills allowing these children to correctly multiply four digits by four digits in their heads.

Hopefully, standards-based learning is successful in BHUSD. I suspect some students will progress and succeed. Those students who do not, however, had better hope grandpa designates them as beneficiaries of generation skipping trusts funded with extensive holdings of appreciated California real estate. It will be difficult to sustain a Beverly Hills lifestyle while earning mini-

mum wage.

Mrs. Stern produced positive results at BV even if she may have questioned or challenged Dr. Hubbard. The board and Dr. Hubbard should focus upon problems such as the Beverly High teacher who had so many first semester students fail or drop out of an advanced math course that the class had to be canceled. The fiasco surrounding the nine-month construction project of the El Rodeo playground would have been averted had Hubbard's staff stayed focused on that ball. The El Rodeo auditorium is an embarrassment to a community so closely associated with the entertainment industry.

The public will be watching Dr. Hubbard. He has purged talented teachers and exceptional administrators from BHUSD schools. I hope he does produce positive results for Beverly Hills schools. He better select his puppets carefully. If current test scores decline, he may arrive at Lasky Drive one morning and find that his key no longer unlocks the door to his office.

Thomas Hayostek
Beverly Hills

I had the good fortune of working with Mrs. Stern on a daily basis for many years. I knew her when she was an excellent history teacher. I worked with her when she was a devoted assistant principal and an outstanding principal. I think it's a very sad day for Beverly Vista families when the principal, who has led their school under the most dif-

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Furniture Doctor and We'll Sell It Finds New Locations

By Irv Rudman

House Calls

Juan C. Sanchez Custom Upholstery is your neighborhood furniture store that upholsters, remodels and repairs custom made and all types of furniture, and can now be found at 5180 Adams Boulevard in Los Angeles.

Owner, Juan Sanchez, specializes in made-to-order frames, where a client can bring in any picture of their favorite piece of furniture, and Juan can provide the frame. He's a genius and is in business to help you.

Juan says his store is special because "we work for all fashion ways and we do whatever the client wants, and quality of job is different from what you see in the market at stores like Robinsons-May, Sears and Levitz."

And if you need more evidence of his craftsmanship, Juan Sanchez Upholstery has been featured in a variety of national magazines, including *Architectural Digest*.

This store has one-of-a-kind service you won't get anywhere else, so if you're in need of a furniture fix, stop by Juan Sanchez

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"We'll Sell It On eBay" Announces Roll-Out of New Franchise Outlet Locations

The originators of the "We'll Sell It On eBay" drop-off stores have announced the roll-out of their new national franchise locations. We'll Sell It has been making headline news on CNN, FOX, CBS and Tribune Broadcasting with their upscale eBay concept. Interest by perspective investors and the media was immediate following the debut of the company's first such location right here in Beverly Hills in 2004.

As a result, We'll Sell It will now offers

national franchise opportunities for interested entrepreneurs. With corporate headquarters based in Hollywood, California, in addition to a uniquely successful marketing niche, We'll Sell It has the most sophisticated infrastructure and superb proprietary software in the industry.

Under the direction of recognized eBay expert and consultant Greg Kusch, the company enjoys the benefit of business professionals who have years of entrepreneurial experience. Kusch is a certified and trained eBay expert who has spent thousands of hours researching everything from human buying patterns to developing different auction strategies. CNN, Fox and many other media outlets refer to Kusch as "the eBay guru." With franchises now available in 43 states, We'll Sell It will provide approved franchisees an outstanding turnkey facilities package, which includes Supertrak Software, computers, camera and photo center, monitors, phone system, software, and décor, including signage and flooring, and much more. Typically, We'll Sell It stores range from 900 to 1,500 square feet, and are located in strip malls and well-traveled streets.

In addition to We'll Sell It's superior business system and franchise advantage, owners also benefit from the company's outstanding franchisee support program. Kusch says franchisees receive comprehensive training in all of the proven We'll Sell It sales techniques and business management methods, including personnel, office, customer service, computer software, and marketing procedures. They also receive on-the-job training at a selected location, as well as training at the franchisees new location prior to grand opening.

We'll Sell It is a franchise business, which means that as a franchise owner, franchisees



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where are they now?



Gene Eaves

Hawthorne Instrumental Music Teacher, 1960-1996

BHEA President, 1978-1989

Sylmar, CA

How did you become an instrumental music teacher?

When I was at [U]SC, I started off as a performance major on viola. I had to work my way through SC, so I worked 40 hours a week and went to school. I couldn't practice to keep up with that, so I went into music education and had never been happier. And that's how I became a music teacher.

How did you first get to Beverly Hills?

The head of the Music Ed department at SC was contacted by the then elementary music supervisor [in Beverly Hills] and she asked, "Who would you recommend?" I was still in the service, but I would be out in June, and he recommended me. It happened that Bob Holmes, who was the [Beverly High choral teacher] for many, many years and I did practice teaching at Hollywood High and we

became acquainted. He also recommended me, so that's how I came to Beverly [Hills].

You taught all over the district.

I've been all over. When I started in 1960, there were two of us who taught as a team. We went around and taught music at all four elementary schools. George Wing, who was the orchestra man at the high school for years, was having trouble with his back and they would have a sub for me and I would go up and teach orchestra at the high school. It was easier for them to get a sub for me than it was to get one qualified for George.

Do you remember your first principals?

There were four of them. At Hawthorne, it was Clorine Jones, who had been a supervisor of music herself in a previous incarnation. At El Rodeo, for only one year, it was Homer



Cornick, John French at Beverly Vista, and at Horace Mann it was Dave Haserot.

Out of all the schools you've taught at in Beverly Hills, did you have a favorite?

This is difficult. But I found that the students and the parents in Horace Mann were closest to my own experience in growing up. I found that they had the clearest idea and the greatest appreciation for what the education system in Beverly Hills could do for their children. They were very much supportive of the teachers and I just felt comfortable there. I think it was the up-and-coming school in the district, Horace Mann being the area of small home owners, and to a great extent, apartments, the other two schools were either old money or nouveau riche. So I felt comfortable there and I think we made a great deal of progress. I was very proud of that school. It was never the largest of the schools, but the parents were very supportive. The Corwin family was very, very good to me. [The late Principal] Dave Haserot, who was a musician himself-- he had played clarinet through college-- he was always very supportive of music though he never insisted that I do one thing or the other. He was very good about letting me pick the music for graduation. I was there eight years before I played "Pomp and Circumstance" twice. I was able to pick other literature which I think the students needed or I could do better on, and it was won-

derful. He was very supportive but not manipulative. He said, "I want a good performance." That was his only directive.

You were president of the teachers' union (BHEA) for 11 years. How did you first get involved?

I had been teaching seven or eight years and a friend of mine at the high school, another teacher, Simone Laidig, was running for president. One of the people from Horace Mann came to me and said, "It's time you got involved in the association. There's a slot open for vice president. You really don't have to do anything; you just have to show up." I said, "That's my kind of thing." I was duly elected, and Simone was elected. Simone was a rather sensitive type, and she resigned. The bylaws said that the vice president will accede to the presidency and finish out the term, and that's what I did. I liked what I was doing, and they liked what I did, so that started the 11-year time that I was president.

Can you mention the names of other teachers who were active in the union over the years?

There's not too many of them who are still teaching. Sylvia Contreras [Nelson], a foreign language teacher traveling at the elementary schools. She was a representative when I was elected vice president and she stayed with me until I finished my tour of duty. Betty Nichols from the high school, Lee Morris who is still teaching at the high school. John Warling-- he taught at the high school and at Horace Mann. Tina Dagodag, she's still teaching at Horace

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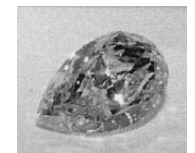
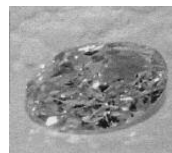
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Mann; Larry Bigler at the high school. Those are the ones that come to mind because they were there for so many years. They were the strength of the organization. I tended to delegate a lot of things, and as long as it's working, go for it. Maybe that's why I could survive so long.

In the late 1970s, during your tenure as BHEA president, there were serious budget cuts made to California schools. Arts and music programs were usually the first to be cut.

It was very difficult because Beverly [Hills] had always been the gilded ghetto. In the reign of [former Superintendent] Kenneth L. Peters, all he had to do was smile. He could sell bonds and they would pass with no problem. In Sacramento, when he walked into a room, all the other superintendents stood up. I saw that happen. I was impressed. We were up there trying to lobby the legislature. That was when they put all the monies in Sacramento and they would dole it out. It was not individual school districts. Beverly has a very high assessed valuation; of course, we were always able to get the bonds passed very easily, while in Compton or lesser affluent areas it was like pulling teeth. So, we went up to Sacramento, the unions and some of the administrators. That's one of the rare times when we were on the same side of the table. We wanted to get them to level up, rather than level down, to bring everyone up to what Beverly had rather than going down to the common denominator.

In the mid-1980s, while you were still president of the BHEA, there were more

budget cuts and spoke out against the Board of Education.

We really went out and beat the bushes for everybody. The tenor of the Board [of Education] changed. The boards became less and less friendly as monies became less and less available. They asked [for] more and more without any kind of reward either in monetary means or in other areas. There was one board member who thought technology was the be-all and end-all and that teachers were just ancillary to technology. So we did have a real clash. I was president when we took a strike vote and luckily the board came off some of their positions and we were able to reach agreement.

Teachers went on strike in 1989, and after that it seems a lot of parents were inspired to run for the school board. How do you think the strike changed teaching in Beverly Hills?

The real hard-nosers were the ones who led us up to the strike, and for a while [after] there was kind of a relative calm. I came in at the end of the golden age, when money was around. There was the age of open hostilities, but the last one was the period of benign neglect. That was directed at one of the superintendents, who was educationally a fine man, but as far as being a great leader, not really. I've seen a lot of different things and I have seen a lot of changes in the district and sometimes individual board members and presidents of the board would be fine, and there were others that would not be. They seemed more concerned with a personal agenda. They

could see the trees, but not necessarily the forest. And that was, I don't think, to the betterment of the district.

Why do you think that in Beverly Hills, unlike some other school districts, the teacher's union does not have a big role in electing school board members?

One of my parent friends at Horace Mann said, "Teachers, you're higher than the maids, but not as far up as a housekeeper or a chauffeur." Believe me, that did not sit well with us, but it's been sort of true. The populace at large in Beverly Hills will very often be very complimentary about the academic preparation of the staff and the good teaching that goes on in classes, but socially we are not very important. They would accept us as their academic peers but in anything social it was pretty obvious where we could sit-- next to the kitchen entrance where the waiters came in and out.

You started teaching second graders full-time at Hawthorne in 1990.

When they closed up the instrumental music in the elementary schools-- and they've since reinstated it-- in 1990, that's when I took a second grade classroom at Hawthorne. I couldn't have been happier. It was a great place in my full-time teaching career.

Why did you retire from teaching full-time in 1996?

It was a confluence of situations. It got to a point of no return, when you no longer accrue any more [seniority] towards your pension. At that point anything I got would be going to the

IRS, and I had passed 60, so I thought, "This is it." I saw that they were changing some of the textbooks I was using and I realized that if I were to stay around and learn the new texts, that would take three, four, five years. I certainly didn't want to go that long.

What are you doing now?

From that time [1996] until today I've been on the sub list and I sometimes work as much as half time. It's not unusual for me to work 10 days a month. I've been staying at Hawthorne because that's where I ended up doing my classroom work and I know the teachers and I know the school pretty well. I feel comfortable here, though I've subbed in all of the district's schools.

Do you keep in touch with anyone from Beverly Hills?

Tina Dagodag. We get together with the Warlings up in Valencia for birthdays and holidays and that sort of thing. I keep in contact with the faculty by subbing.

Today, the teacher's union is headed by Beverly Hills science teacher Chris Bushee. What advice would you give him?

It's difficult to say, because the situations have changed quite a bit. But I'd say keep your ear to the ground and don't be surprised if things change when you least expect it. Keep lines of communication clear. Keep a stiff upper lip because sometimes teachers can be very demanding. Don't let the job eat you.

-- Interview by Anna Scott

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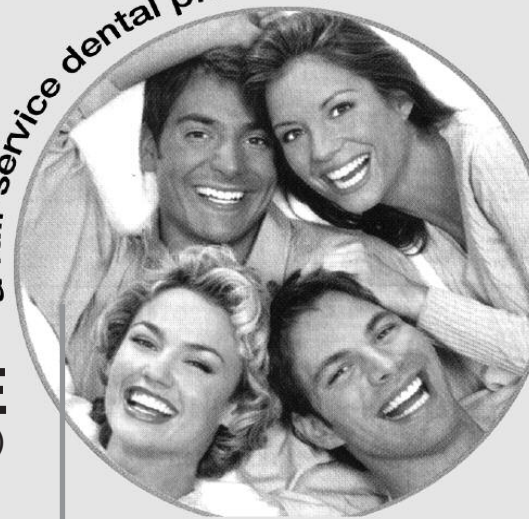
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Response to Letters

Columnist reacts to Stern, Tanenbaum reader reactions.
By Rudy Cole

Before you read this, take a challenging moment and glance at the letters to the editor the *Weekly* is publishing this week. If you have you will probably understand my obligation to respond and agree that what this city needs is a Columnist Protection Program.

The controversy surrounding the departure of Beverly Vista Principal **Irene Stern** brought several angry responses to my column.

It would really be helpful if those reacting to my words had reading skills or, at least, some memory. Possibly a certificate of graduation from an accredited kindergarten, not one obtainable from a mail order house on the internet, would be required before publication.

I did not "trash" Mrs. Stern. On the contrary, I wrote: "Stern is a tough administrator and a good one." I gave her credit for the awards the school has received. In attempting to discern the reasons for her departure, I learned from

sources I consider reliable that she had not responded to some direction from the superintendent of schools. It is to the school board and the superintendent's credit that they did not exacerbate the issue by offering a defense of their actions. They stoically took the heat permitting Mrs. Stern to leave under the best possible circumstances. The loyal reaction of her supporters is to be commended, but not if it escalates into irrational and unreasonable attacks on the board or the administration.

For the record, at no point did I discuss this with Superintendent **Jeff Hubbard**. My information came from parents and teachers at the school, most of it, but not all, supportive of their principal.

But there was one letter that requires some special treatment. The writer apparently left out one tiny, possibly insignificant fact: He, **Mark Stern**, is the husband of the principal. Probably an unintended oversight. Defending their spouses

is what husbands should do. It goes to our primal instincts. Of course, Mark and I have a history. For years, he was one of my severest critics and one of the city's leading City Council bashers-- it hardly mattered who served on that body. His letter writing aside, Mark is a genial and friendly type, not typist. We used to have congenial discussions when he lived here and jogged near Beverly Vista School. (My days of walking in that area are probably over.) In the interests of full disclosure, Mark could have found a means of identifying his vested interest in the matter of Stern v. Cole. And such nasty words! You might think I was **T.J. Simers**.

In any case, and in the interests of fairness, I offer this letter in my defense:

"Readers such as Mark Stern seem to forget Rudy Cole's contribution to our schools. His columns have been credited for helping convince the City Council to increase funding through the Joint Powers Agreement. He even had nice things to say about Mrs. Stern, and what many current parents probably don't know, Cole was the manager of the most successful school bond election in our history, winning by a whopping 93 percent 'yes' vote. That bond vote led to the first major improvements in school facil-

ities."

Sincerely,
Josette Cole

(Editor's Note: **Josette** is related by marriage to the besieged columnist. Unfortunately, his brother and cousins were unwilling to come to his defense and his cats preferred to remain neutral, or was that neutered?)

Back to reality: Beverly Vista will have a new principal, Mrs. Stern can leave knowing she was appreciated by many in her community and school, and the parents of Beverly Vista and the whole district will remember how much this board and this superintendent do to serve the educational needs of the whole district, not just one school.

As to some of the other attacks on the school board, chalk them up to strong feelings for Mrs. Stern. I watched the tape of the board meeting several times and I did not, as one writer suggested, see any "smug" behavior. What I did see was a great deal of discomfort and self-inflicted restraint. Not responding to gratuitous attacks was difficult, but the correct and fair process. Remember, this was not a public hearing on whether Mrs. Stern should be retained as principal. That decision is, under law, made behind closed doors and almost always at the suggestion of the administration. The board listened politely and with considerable courtesy to often highly charged, threatening personal attacks.

Final thought: We did receive consider-

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able communication on both sides of this issue from people who would not give their names. I would protect a name, but not publish their views without identification.

Before tackling a letter published last week that was critical of my column on former Mayor **Robert K. Tanenbaum**, some thoughts on column writing. I'm very far from perfect and I make more than my share of mistakes, but I try very hard to put aside personal feelings, which is not always possible, when I write these words. We are a very emotional community, and that is good. We have strong feelings on a wide range of community issues and any written words are fair game for counter attack. I do try to be fair, to give a balanced, not totally biased expression of views, even when I have my own strong feelings on an issue. When I come up short, send those letters.

The letter, as with some others, cherry picked my words. It was about Tanenbaum, of course, but the writer failed to mention that I gave the volatile former council member credit for some positive contributions even though I strongly objected to his representing people suing the city shortly after he was defeated for re-election. I did not dwell on the failure of the Beverly Hills Family "Y", when under his leadership, and other issues raised during his re-election try. What last week's letter writer should know is that many readers thought I was much too soft on Tanenbaum. Frankly, I thought the column was fair and bal-

anced.

There was one allegation in this letter to the editor that does require a very clear response. **Joy C. Shefter** wrote, among other comments, that "speaking of the truth, it is time for Mr. Cole to inform readers that he was a paid lobbyist for the Cirrus project on Canon Drive."

Reminds me of the campaign against **Claude Pepper** for Senate by **George Smathers** in the 1950s, who, in the backwoods of Florida, proclaimed that his opponent "has not denied that he is a well known heterosexual."

The facts: My representation was NOT a secret. I made that very public at every hearing before the Planning Commission and in discussions with city staff. All a matter of record. However, reader Shefter should know that this matter never went to the City Council and I never mentioned Cirrus in these columns-- a self imposed rule. In the last five years, I have represented only three clients who had matters before the council, including the Snyder project. At no time did I discuss the merits of these or other clients in this column. My rule is simple: I will not appear at a council hearing for any client and write about it while I represent them. After, yes, when I am no longer professionally involved. Also, as a matter of record, because I oppose conversions of apartments to condos in almost every instance, I do not represent any developer who asks for a conversion approval. Again, my own rules and my own conscience. If I am not to appear before the

City Council, I feel I do not have any conflict.

I have no financial interest in this publication, receive no fees and often I am unable to accept clients because of a possible conflict.

I do make a living from representing clients with government relations issues, mostly outside the city. I've been doing that for more than 30 years. The word lobbyist is a misnomer. It implies working the corridors of government to obtain a favorable action or vote.

Governmental relations and consulting goes much further and is not simply an attempt to influence elected officials.

As for the Cirrus project on North Canon, although I no longer represent them, it was to be a medical facility-- not doctor's offices, but with ground floor retail. It was approved entirely within code. It faced no opposition from community groups or civic leaders, however, it will probably not be built and the property is likely to be sold prior to construction.

One sidebar about the Stern departure. If the board or the administration had actual enmity toward her, she would not have been offered the job as principal of the Adult School-- some might even consider that a promotion and a good assignment prior to retirement.

Adelphia interrupted many Academy Award parties this week when an outage affected some customers north of Santa Monica, just prior to the award show.

One house party was not able to see one of their guests in an award-related interview. Too bad. It was one of the best in years. The opening skits were clever, the show had good momentum and **Jon Stewart** did a very craftsman like job as host and for the first time in decades, a movie I preferred ("Crash") actually won.

Gloria Jennings, Commissioner **Lou Milkowski's** perpetual bride, is recovering nicely at home following a series of surgeries and hospital visits. We wish her a speedy return to her duties in our cultural affairs.

Theatre 40 has scored a big win: To help celebrate its 40th anniversary, it will present the incomparable **Eli Wallach** and **Anne Jackson** in their production of "Bits and Pieces" one night only on Sunday, March 19 at 7 p.m. Tickets will be very limited, and for information, call (310) 364-0535.

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



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opinion & commentary



Bob v. Rudy

Former mayor responds to Rudy Cole's column.

By Robert K. Tanenbaum

This column is in response to Rudy Cole's article which appeared in issue #334.

In the first week of January the Beverly Hills North Homeowners' Association circulated an "Open Letter To The Community." Its purpose was to express the North Homeowners' Association concerns that the City Council was promoting over-development causing additional destination gridlock. Also, the "Open Letter" expressed additional concerns that City Hall was engaging in spot-zoning, fiscal mismanagement and outright deceit. On Jan. 26, City Hall responded to the issues that were raised in our "Open Letter." On that Thursday night at 7 p.m., approximately 200 of our fellow residents "enthusiastically" shared similar concerns with us at our annual Town Hall meeting.

On Feb. 16, we submitted our reply to the City Hall response to our letter. Our reply pointedly highlighted the misinformation and unmitigated fabrications laced throughout the City Hall response. For example, we chided City Hall for raising our water rate 26 percent for no expressed legitimate reason. City Hall's response was mysteriously, "there is no tax!" We also reported City Hall's duplicity when they failed to notify the residents about the Cirrus Medical Office project abutting the Montage on Canon Drive. City Hall was obligated, pursuant to law, to inform the public about this project which was expected to generate, based on its own numbers, 50,000 cars per month. Interesting to note that Rudy Cole was a consultant to the Cirrus project.

City Hall declined to respond directly in any fashion to our reply. An old courthouse saw has it that when you have a weak case on the facts, try the law; when you have a weak case on the law, try the facts; and when you have a weak case on the facts and the law, try the prosecutor. And who better to perform this futile disservice than Rudy Cole, one familiar with the courts, and himself a developer's consultant for hire.

On Feb. 23, Mr. Cole's article appeared in the *Weekly*. No one from the *Weekly* had the decency to contact me regarding the distortions and pathetic content of the piece. In his article, Mr. Cole, instead of refuting the resident-inspired positions contained in our "Open Letters to the Community," simply launched into a personal attack against me. Since Mr. Cole, nowhere in his piece, refutes or, in any way, remotely casts a scintilla of doubt upon the well-reasoned, factually reliable substance or content of the matters raised in our "Open Letters," logically we can conclude that his alleged refutation has the impact of a feather and the essence of the substance of our "Open Letters" remain uncontradicted and unchallenged.

Now to his false and defamatory personal attack on me. Briefly, let's examine Mr. Cole's futile and inane analysis:

Ethics Law

Our city needs an ethics law to root-out influence peddling at City Hall. The ethics law we propose bars ex-council members and planning commissioners for a two-year period from appearing before City Council and/or Planning Commission meetings may-

ors, shortly after leaving the council, who choose to represent developers, have access and influence to a disproportionate degree. Simply, they are profiteering at the expense of the residents.

Mr. Cole offers no counterpoint to our proposed ethics law. Instead, he erroneously states that immediately upon completion of my city service I used "inside information" and sued the city. What a distortion!

Let's talk some truth: Nineteen months after I left the council, two other lawyers and I, on behalf of eight plaintiffs, filed a civil rights complaint in federal court alleging racial profiling. It was one of the first prominently nationally reported profiling cases. Ultimately, the case was settled. Racial profiling is an extremely serious matter. As a direct result of filing the civil rights case, an avalanche of individuals of minority ethnicity came forward. Some of those who came forward were: 1) A Beverly High teacher/coach, 2) a nationally prominent lawyer, 3) a former Princeton All-American professional basketball player and educator; and 4) a congressman from Ohio. In addition, during this period, the now defunct *Beverly Hills Post* reported that one of its own executives was also a victim of racial profiling. At that time, Mr. Cole wrote for the *Beverly Hills Post*. He knew first hand the seriousness and legitimacy of the civil rights issue, yet he noted in his article that it had no merit.

Sports Center

In Mr. Cole's article, he states that since I was in favor of a sports center over a decade

briefs

City Hall Evacuated Due To Bomb Scare

Beverly Hills City Hall was evacuated last Thursday morning after a suspicious item was found outside the Fire Department.

At about 5:45 a.m. a fire department employee noticed a suspicious item outside the headquarters on Rexford Drive. According to Lt. Mitch McCann, to be safe, the city closed off the area on Rexford between Burton Way and Santa Monica for nearly three hours while the BHPD called on the bomb squad. It was later determined that the item posed no threat. The streets re-opened at about 9:30 a.m.

Because of the early hour, City Hall was not yet open. Those employees and visitors present were evacuated to Rexford. Police department employees remained in the building.

McCann described the suspicious item as a "common, everyday business or household item," but did not provide any details about its description because of the ongoing investigation.

"We're still working on it trying to find out whether the item was left intentionally or unintentionally and whether criminal charges will be filed," McCann said.

The evacuation caught the attention of the national media, including CNN and Fox News.

Mayor Briskman Named "Woman of the Year"

Assemblymember Paul Koretz (D-West Hollywood) has selected Beverly Hills Mayor Linda Briskman as "Woman of the Year" in the 42nd Assembly District. This year marks the twentieth annual Woman of the Year celebration which will be held at the State Capitol March 20 during Women's History Month.

Each assemblymember is asked to select one woman who resides in his or her district who has significantly contributed to their community. Koretz said, "Choosing a 'Woman of the Year' is a decision I often struggle with. Our community provides so many exceptional women; picking one to single out is always difficult. My decision this year was much simpler. Mayor Briskman's great work on behalf of Beverly Hills made her an obvious choice. I look forward to celebrating her accomplishments in Sacramento."

The event is sponsored by the California Legislative Women's Caucus. Each of the eighty honorees, representing the 79 Assembly Districts and the Office of the Lieutenant Governor, will be introduced during a special ceremony on the Assembly Floor. One of the legislature's largest events, the celebration gives the legislature the opportunity to show appreciation for the women's contributions to government, business and the community.

Briskman made open communication a priority during her tenure as mayor, which ends the same day as the ceremony. Locally, she initiated one-on-one meetings with citizens,

and spearheaded proposed regional and state solutions to transportation, public safety and homeles issues. She was also at the forefront of the national movement to raise awareness of heart disease among women.

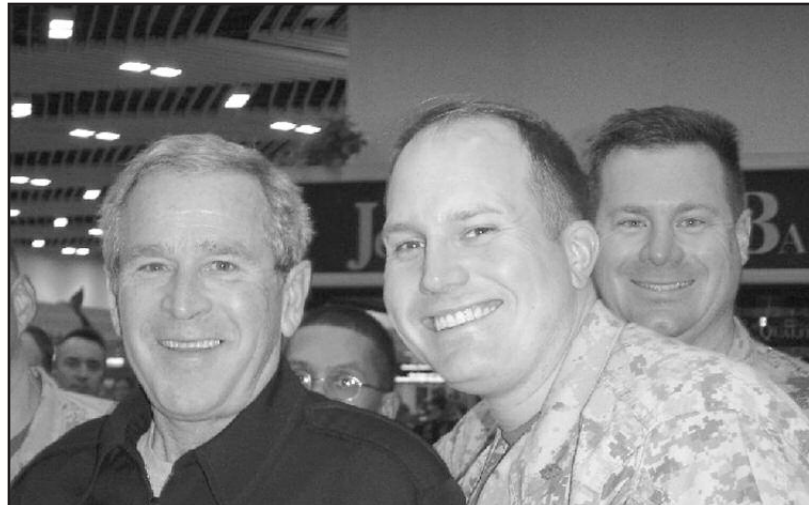
"I am deeply touched to have been chosen to represent the 42nd Assembly District," Briskman said. "The award ceremony falls on my last full day as mayor. It's been a wonderful year that is made even more meaningful to me by being recognized in this way as my year as mayor draws to a close."

New Rec and Parks Commissioner Appointed

South Camden Drive resident Marc O'Krent has been appointed to replace Jeff Brynan on the Recreation and Parks Commission. There were 14 applicants.

O'Krent is the CEO of the Los Angeles-based telecommunications company The Telephone Connection.

Brynan's term ends March 13, but he has



Lieutenant Commander Jim Stepenosky, brother of Beverly High Principal Dan Stepenosky, is a Naval flight surgeon with Marine Air Group 16, which left for Iraq last Monday. When Jim's plane landed to refuel at Shannon Airport, President George W. Bush was visiting on the ground while on his way to Pakistan. Pictured (L-R) are President Bush, Jim Stepenosky (in back) with friend.

agreed to remain on the commission until formal action is taken on the appointment at the council meeting April 4.

Unsuccessful applicants included Beverly Hills realtor Yar Meshkaty and former Board of Education member Virginia Maas.

BHPD Reports Decrease in Crime Since Last Year; Drunk Driving Enforcement Stronger than Ever

The Beverly Hills Police Department announced crime statistics for 2005, reporting a 9 percent decrease crime and a 19 percent increase in arrests.

The new numbers are in keeping with the trend of the last two years, since the arrival of Chief Dave Snowden in 2004. Since Snowden's arrival, crime has steadily

ago, therefore, I should support one now. Frankly, assuming that the residents wanted it, a sports facility of modest dimensions and reasonable cost placed in an acceptable locale within code, might make sense. Similarly, a hotel within code consistent with our city's General Plan would also be welcome. However, the issue for us today is the mega scope and accompanying enormous projected costs in terms of dollars and adverse environmental impacts that will result from the proposed sports center. For example, City Hall informs that the sports center as proposed is approximately 80,000 square feet at a \$60 million-\$80 million cost. Additionally, there is an intention to add commercial and residential development that will require a cut-through from the Industrial Area onto Santa Monica Boulevard to accommodate additional residential traffic.

All of this development is to take place inside the Industrial Area just east of the Civic Center parking area and bordered by Civic Center Drive and Third Street.

The importance of maintaining the integrity of the Industrial Area as decided by the residents in a special election cannot be overstated. It is the last remaining parcel of city-owned real estate that has been set aside for the maintenance and development of city services is ill conceived because of its enormous cost projection, oversized nature, concomitant commercial development, and its misdirected and counter productive location setting.

We need, as a community, to have an open, free and informed debate about these

matters. We are committed to keeping the marketplace of ideas democratic, stimulated and honest. All in our community are invited to our next Town Hall meeting to share views regarding these issues. Mr. Cole, please attend and let's discuss in an open forum how we can all make our city a better place.

Serious acts of misconduct have occurred and continue to occur at City Hall. Ultimately, all those involved are accountable to the people. Moreover, generally, the residents of our city in Paddy Chayefsky terms are "fed up and are not going to take it anymore." Personal attacks and City Hall deceptions will only serve to sharpen the focus of our resolve to restore dignity and integrity in our city's institutions.

Robert K. Tanenbaum is a former mayor of Beverly Hills.

Corrections, Issues #332 and #335:

- In "Where Are They Now" [issue #332] retired Beverly High journalism teacher Gil Chesterton's name was misspelled.
- In the cover story, "Council Kids: 50 Years Later", Byron Thalheimer's name was incorrectly identified.

letters cont. from page 4

ficult of circumstances, is dismissed without any understanding of the cause.

Mr. Cole makes unsubstantiated assertions that Mrs. Stern is being fired because she disobeyed the superintendent. Does Mr. Cole have some inside information that the rest of us have not been privy to? It is my understanding that all personnel matters are kept strictly confidential. As far as I know, no reason has been given for Mrs. Stern's firing. Quite the contrary, anyone who knows Mrs. Stern would certainly agree that she would never disobey her boss. She might have had the temerity to disagree with him, but she would always have been respectful of his position and of hers.

The most perplexing part of this is that it's highly unusual to remove the CEO when the company is producing record profits. Beverly Vista has thrived under her leadership. Test scores are up. Beverly Vista is a California Distinguished School and a Blue Ribbon School. Mrs. Stern knows every single child on her campus by name. She doesn't lock herself up in her office but practices the art of constant vigilance, supervising, advising and always keeping a watchful eye on the students. She has mentored her teachers and encouraged their growth. Mrs. Stern has worked diligently with PTA. She is the one who has made it possible for the construction of the school to move forward without incident. She has the historical knowledge that will be needed as this last phase is completed. She is the one who has spent countless hours, evenings and weekends to find ways

to improve the school. Mrs. Stern is the one who understands the needs of the campus and should have been allowed to see the completion of the vision, a new completely rebuilt school. This is something we've all dreamed about since 1994 when the school was declared to be unsafe.

The old idiom still applies, "If it ain't broke, don't fix it."

Susan Weisbarth

*Beverly Vista PTA President, 1998-2000
Beverly Hills*

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I am a fifth grade student at Coronado Beach Elementary School in New Smyrna Beach, Florida. I have adopted your state as a class project. Please send me one picture postcard from your state. Please do not send me anything but a postcard. We are unable to accept letters or packages due to safety precautions. I am writing in hopes of getting a postcard from as many different people as possible. It would be great if some would take the time to write a short note on the postcard telling me something interesting or special about your state.

I hope readers can help me with my project. My classmates are also doing this project. Each of us has chosen a different state. I would like to become an expert on your state.

P.S. My school gets out in May.

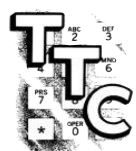
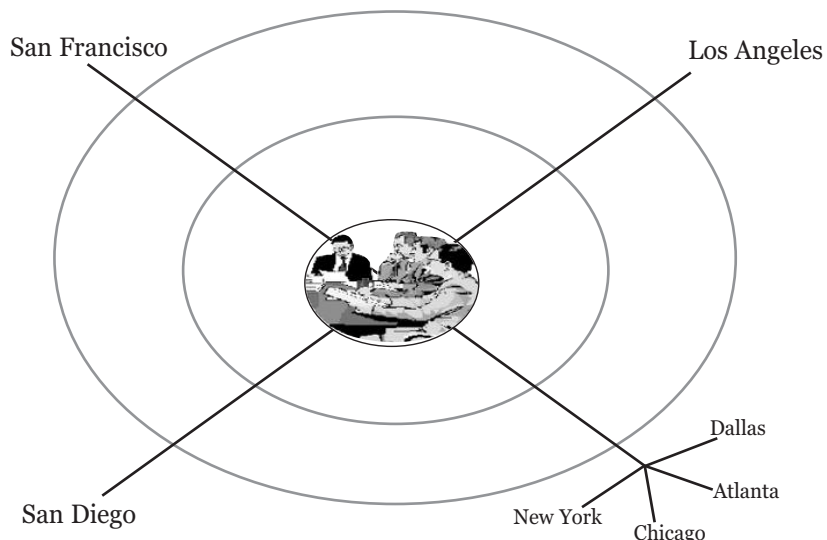
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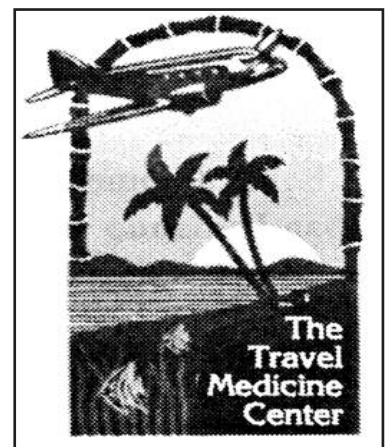
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briefs cont. from page 10

decreased while the number of arrests has risen.

Snowden has made traffic safety a focus for the department. A newly created DUI team arrested approximately 294 drunk drivers in Beverly Hills last year and implemented periodic sobriety checkpoints.

At the latest checkpoint on Feb. 24, 11 arrests were made. Five people were arrested for driving under the influence of alcohol, five for driving with a suspended license or no license, and one for possession of marijuana.

The Police Department will be conducting two more checkpoints this month. The first, to take place on the 500 block of North Beverly Drive is scheduled for March 22, from 2-4 p.m. The second will be in effect on Santa Monica Boulevard at Sierra Drive on March 24, from 10 p.m.-2 a.m.

Notice for Eviction and Rent Increase Notices Cut in Half

The notice required in Beverly Hills for landlords to give tenants prior to eviction was changed last month from 60 days to 30 days, in compliance with state law.

In 2004, Beverly Hills modified its municipal codes regulating rent control to be consistent with state laws at the recommendation of City Attorney Larry Wiener.

Following the state law adoption, the notice required prior to rent increases in Beverly Hills was changed from 60 to 30 days required by the state.

Although the 30-day notice for rent increases has been effective since June 2004, many residents may only see the effects now. According to Beverly Hills Code Enforcement Manager Bart Swanson, there is a requisite lag period following any change in rent law, during which all landlords must be notified. Tenants whose rents increased in early 2005 may not have been subject to the 30-day rule until this year.

Last month, the 60-day state law for eviction notices was also changed to 30 days.

BHPD Plans Neighborhood Watch Recruitment

The Beverly Hills Police Department plans to recruit individual Neighborhood Watch members as well as Neighborhood Watch Block Captains starting with this year's Neighborhood Watch Zone meetings this month and next.

The meetings will target two topics, "Identity Theft" and how "Disaster Preparedness Relates to Neighborhood Watch." The city is divided into 21 "watch zones" comprised of various Neighborhood Watch Blocks.

The Department of Homeland Security has asked city councils to develop a plan to get their citizens ready to withstand another possible attack on the U.S. using a method called Citizen Corps comprising of four elements already implemented in the city: Community Emergency Response Training (C.E.R.T.), Disaster Communications System (D.C.S.), Volunteers In Policing (V.I.P.), and Neighborhood Watch. The goal is to organize all Neighborhood Watch Blocks in the city along the lines of Citizen Corps.

"If we are able to do this, we believe that each organized block will become a self-suf-

ficient entity that can sustain itself for the first three to five days of a major natural disaster or terrorist incident," Sgt. Joe Chirillo said at Tuesday's informal council meeting. "Each block will have members who are trained in the various aspects of Citizen Corps, First Aid, etc. who cannot only help sustain their block but know how to prioritize and communicate their needs to authorities who can eventually help them."

Currently 194 block captains have organized their block or apartment building, but the list is not reliable because many of these block captains have quit without informing the department. The department estimates that about 40 block captains remain, and those blocks that remain do not include the expanded role of disaster preparedness.

"To be honest, the citizenry is currently not able to sustain themselves for a three- to five-day period in the event of an attack or natural disaster," Chirillo said.

Chirillo said to initiate the program it will take a multi-faceted approach of recruitment from the BHPD, council and community leaders.

Chirillo requested the council recognize a few block captains at a meeting when promoting the program to encourage others to join, citywide mailings; pitching the program to PTAs, homeowners' associations and civic groups; media releases; outreach to the Persian community through radio stations, temples, and by having Farsi translators available for meetings; solicitations of prior C.E.R.T. graduates to become block captains; door-to-door recruitment; and acknowledging of organized blocks with signs.

For more information about the presentations for your zone, call (310) 285-2133 or (310) 285-2163.

Grenda Guilfoil To Act As Maple Counseling Center Interim CEO



Interim Maple Center CEO
Grenda Guilfoil

The Maple Counseling Center has hired Beverly Hills resident Grenda Guilfoil as its interim Chief Executive Officer replacing Brian David Goldberg, who resigned last week to pursue other interests. She comes to the Center from the Los Angeles County Medical Association.

Guilfoil has extensive experience in non-profit leadership and earned a MBA in Business Administration. Her previous professional experience includes her work as vice president of student services and enrollment manager at Phillips Graduate Institute and director of admissions at Quest Education Corporation (Modern Technology College).

Beverly Hills City Council, School Board Majorities Back Feuer

Members of the Beverly Hills City Council and Board of Education have endorsed former L.A. City Councilmember Mike Feuer in the 42nd Assembly District Democratic Primary Election.

Beverly Hills comprises nearly 10 percent of the expected turnout among Democratic voters in the election.



Last Tuesday the careers of costume designers Edith Head (posthumous), James Acheson and Milena Canonero were honored with the Rodeo Drive Walk of Style Award from the City of Beverly Hills and the Rodeo Drive Committee at an award ceremony held at the Beverly Hills Post Office. The Rodeo Drive Walk of Style Award honors style legends for their contributions to the worlds of fashion and entertainment. The day before the ceremony the honorees received a permanent plaque in the sidewalk along the famed street that features their signature and quote. Pictured (L-R) are Martin Landau, Mayor Linda Briskman, Milena Canonero, Jaqueline Bisset, Melissa Galt, Peri Ellen Berne and James Acheson.

Among his supporters are Beverly Hills Councilmembers Barry Brucker, Jimmy Delshad and Frank Fenton, and former Mayors Allan Alexander, Les Bronte, Mark Egerman, Tom Levyn, and Joe Tilem.

Other supporters are Board of Education members Myra Lurie, Alissa Roston and Nooshin Meshkaty, along with Superintendent Jeff Hubbard and former school board member Virginia Maas.

NCJW/L.A. To Honor Rose Norton

The National Council of Jewish Women will honor Beverly Hills resident Rose Norton with the Hannah G. Solomon Award April 1 at 6:30 p.m. at the Skirball Cultural Center.

Norton joined NCJW/LA more than 50 years ago and has served as division president, membership chairperson, vice president of administration, president of El Nido, one of the many agencies founded by the Council and where she still serves as an advisor.

Norton served on the Beverly Hills Planning Commission and has contributed to LACMA, Beverly Hills Library, United Jewish Fund and United Way. She returned to the Council's Board of Directors in 1998 concentrating her energies on the Council Thrift Stores, which provide 70 percent of the funding for NCJW/LA's community outreach programs.

The Hannah G. Solomon Award is presented to individuals who have changed the lives of others through his or her leadership efforts and service.

Beverly Hills Business Community Gives Thumbs Up To Red Line Extension

The Beverly Hills Chamber of Commerce Board of Directors voted last Tuesday to support two transportation proposals that will improve the condition of getting to and through the city. Based on recommendations that were presented by the Chamber's Government Affairs Committee, the board voted to support the extension of the Red Line subway to the Westside, with one or more stations being located within the business districts of Beverly Hills and to support the L.A. Metro's proposed trial of an exclusive bus lane along Wilshire Boulevard during peak traffic periods.

"The Chamber Board's vote to support

these initiatives signals a commitment from the business community that it will take an active role on the transportation issues that will impact Beverly Hills' residents, businesses and visitors in the future," Chamber CEO Dan Walsh said after the vote. "Beverly Hills will be at the table-- that you can be sure of."

While numerous components of the extension remain to be worked out, from routes to funding, the Chamber board felt that one or more stops in Beverly Hills would enhance the retail and general business attraction of the city, as well as ensure that that Beverly Hills be part of the subway extension discussion as details emerge moving forward.

"The opportunity of establishing Beverly Hills stops along the Red Line subway route is historic," said former Mayor Allan Alexander, who is the Chamber's Vice President of Economic Development and Chair of the Government Affairs Committee. "This city's access to a transportation option that will bring consumers, employees, visitors, and locals from throughout the greater Los Angeles region to the Westside appeals to business today and more importantly, business tomorrow."

The Chamber Board of Directors also voted to support the proposed L.A. Metro peak-period bus lane trial along Wilshire Boulevard between Doheny Drive and Fairfax Avenue. The board recognized that buses pass through Beverly Hills every 85 seconds during peak periods, and the exclusive bus lane could see more people transported through the city with less delay and at relatively low cost. With its vote, the board also recommended that Metro consider extending its trial zone west to Beverly Drive to promote the use of public transportation and help alleviate traffic gridlock along the Wilshire Corridor.

Adult School to Continue to Offer Pilot School Course

Following a successful premiere during the winter term, Private Pilot Ground School will be offered again this spring at the Beverly Hills Adult School.

"Three-quarters of the students enrolled in the ground school class continued into practical flight training," said John Borsum,

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sports & scores



Normans Edged In Lacrosse Varsity Debut

BHHS boys' golf team wins three matches.

By Steven Herbert

A penalty-filled second quarter and lack of depth spoiled the debut of boys' lacrosse as a varsity sport at Beverly High.

The Normans allowed five second-quarter goals in an 8-7 loss at West Hills Chaminade in a non-league game last Thursday.

After trailing 7-2 at halftime, Beverly Hills cut the deficit to 7-6 entering the fourth quarter. Sam Forrest scored the first two Norman goals of the third quarter, with Matt Lockhart scoring the third and Alex Komlos the fourth, off D.J. Jebejian's assist.

The Eagles scored first in the fourth quarter, increasing their lead to 8-6. Forrest scored for Beverly Hills with less than three minutes to play. The Normans called time out with 45 seconds left, but the Eagle goaltender stopped their shot and Chaminade ran out the clock.

Beverly Hills "showed a lot of character by coming back in the third quarter," said coach Tim

Ray, who also coached the team when lacrosse was played as a team sport at the school, without district assistance.

"Pulling it to within one goal to end the game was a good victory for us," Ray said. "In the past, we haven't been able to come back against teams. We seem to give up, but we didn't this game."

The first quarter ended in a 2-2 tie, with Jon Gallagher scoring both Beverly Hills goals, the second on Forrest's assist.

Goaltender John Gornik faced 27 shots and made 19 saves.

What's Next?

Beverly Hills is scheduled to play at Manhattan Beach Mira Costa today at 5 p.m. in a Bay League game; play host to Studio City Harvard-Westlake in a nonleague game Saturday at 10 a.m. at Nickoll Field in its home varsity debut and play at Palos Verdes Tuesday at 3:30 p.m. in a Bay League game.

Boys' Golf

Beverly Hills 188, Palos Verdes Chadwick 204

Norman sophomore Brendan Doyle shot a match-low two-under-par 33 in a nonleague match at Rancho Park Golf Course Feb. 28.

Beverly Hills 197, Palos Verdes Peninsula 204

Doyle shot a two-over-par 37 in a nonleague match March 1 at Palos Verdes Country Club in Palos Verdes Estates.

Beverly Hills 183, West Torrance 201

Jackson Trugman fired five birdies and a match-low three-under-par 33 for the Normans (3-0) in a nonleague match last Thursday at Alondra Golf Course in Lawndale.

William Byun, Alex Choi, and Josh Fishman each shot rounds of one-over-par 37 for Beverly Hills.

What's Next?

The Normans are scheduled to face La Canada today at 2:30 p.m. at La Canada Country Club in La Canada Flintridge, Torrance Tuesday at 2:30 p.m. at Los Verdes Golf Course in Rancho Palos Verdes and play host to Palos Verdes Peninsula Wednesday at 2 p.m. at Rancho Park Golf Course in nonleague matches. Beverly Hills is also scheduled to compete in the Azusa Tournament Monday at Spring Valley Lake Country Club in Victorville.

Boys' Tennis

Beverly Hills 9, Los Angeles Loyola 9 (Beverly Hills wins on games, 84-81)

The Igor Fedonenko-Chris Hur doubles team won all three of its sets as the host Normans were winners in their season-opening nonleague match March 1.

Jeff Lin, playing No. 1 singles for Beverly Hills, was a 6-0, 6-0 winner in his final two sets after a 7-

6 (3) loss to Peter Del Moral in the opening round.

The Norman No. 2 doubles team of Coleman Kelly and Peter Yoon won two of three sets.

Singles player Ethan Bond and the Daniel Levy-Gary Parizher doubles team each won one set for Beverly Hills.

Beverly Hills 11, Corona Del Mar 7

The Levy-Parizher doubles team won both of its sets and the Kelly-Yoon doubles team two of three sets in a nonleague match at Beverly Hills last Thursday.

Bond, Lin and David Vayzner all won two of three sets in singles play.

The Fedonenko-Hur team won one of three sets for the Normans (2-0).

What's Next?

The Normans are scheduled to play at Palisades Tuesday in an intersectional match and play host to Santa Barbara Wednesday in a nonleague match. Both matches are set to start at 2:30 p.m.

Softball

Beverly High is scheduled to play host to Los Angeles Marlborough today at 3:30 p.m. and Playa Del Rey St. Bernard Tuesday at 3:15 p.m. in nonleague games. The Normans are also scheduled to play home games Friday and Saturday in the St. Monica High School Softball Classic at times to be determined.

Track and Field

Beverly High is scheduled to play host to Manhattan Beach Mira Costa in a nonleague meet today at 2:45 p.m. at Nickoll Field.

Steven Herbert also covers sports for the Los Angeles Times and The Associated Press. He welcomes feedback and suggestions. He can be reached by e-mail at StvHerbert@aol.com, by telephone at (310) 275-7943 or by fax at (310) 273-4519.

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COUNCIL DEBATES UPDATING THE COMMISSION ROTATION PROCESS

Proposed changes to the reappointment process for city commissioners sparks discussion.

By Anna Scott

The City Council examined four potential changes to the commission process at Tuesday's meeting, and discussed whether the updates would improve or hinder an already inconsistent system. Opinions differed on two of the recommendations, both addressing the appointment procedure for city commissioners.

The suggested revisions, prepared by city staff at the request of the council, follow the Planning Commission's election of Shahram Melamed as vice chair over Nancy Krasne out of the traditional seniority order.

After reviewing standing commission procedures, staff found that while some commissions "have adopted a resolution pertaining to rules of procedure that is more than 10-years-old," others have no procedural guidelines at all outside of Beverly Hills Municipal Code.

Staff recommended that each commission create or update its official rules of procedure, and specifically include a section on the rotation of chair and vice chair.

Traditionally, commissioners have been elected to chair and vice chair positions according to seniority. However, this is not always the case, most recently evidenced by the Planning Commission's election of Melamed over Krasne.

Councilmember Barry Brucker agreed with the suggestion, but added that seniority order should be the election method among all commissions.

Mayor Linda Briskman countered that although seniority has been the practice, commissioners are not bound to it, and supported

staff's suggestion that each commission standardize its own rotation method as it sees fit.

City Attorney Larry Wiener confirmed that the city's municipal code guidelines for commissions do not specify seniority as the basis for commission elections.

Councilmembers Steve Webb, Jimmy Delshad and Frank Fenton agreed with the staff and Briskman's view that the method of rotation for chairs and vice chairs be defined separately by each commission.

In response, Brucker raised the question of why seniority is so meticulously tracked--sometimes determined by minutes if two commissioners are appointed on the same day-- if not for the purpose of determining when commissioners are up for office.

Briskman responded that, "It [seniority] determines where [commissioners] sit at meetings," explaining that seniority order helps commissioners organize meetings and assist new commissioners in learning the commission process. However, Briskman added, deference to seniority is primarily "ceremonial" and not binding.

Staff also suggested that commissioners up for reappointment be interviewed by a council liaison before being confirmed for a second term.

Currently, after an initial two year term, commissioners are reappointed for another four years based on objective criteria such as attendance and voting recusal record. Any further discussion of the reappointment takes place only at the specific request of a city councilmember in a public forum.

Now, staff has suggested that re-appointees be interviewed by the council liaison before the City Clerk proceeds with tallying attendance and voting records.

Council member Barry Brucker expressed concern that the addition of an interview would give the council too much discretion in reappointing commissioners.

Commission applicants who don't support those council members' agendas might be unfairly barred from service, Brucker argued.

"If there is a project [pending] and there is a difference of opinion, I'm concerned that it could have the potential to cloud the recommendation," Brucker said.

Webb did not share Brucker's concern, pointing out that city commissioners "are there in our [the council's] place."

"I have a responsibility to the community, not to the commissioner," Webb said. "The only time I would be concerned about a [commissioner's] vote would be a commissioner who voted against the city attorney's recommendation."

Brucker made it clear that he does not believe any present council member would take advantage of the commission process to push a personal agenda.

Nonetheless, Brucker maintained, the process should be safeguarded. If the reappointment interview is adopted, Brucker argued, it should consist of a standardized list of questions.

Again, Webb disputed Brucker's argument. The questions asked of a re-appointee, Webb

said, "should be customized to suit the specific concerns" of the council liaison.

"You can't predict those ahead of time," Webb said. He noted that any council liaison reviewing a commission reappointment will have had at least two years of experience with the re-appointee and therefore should be able to identify any issues related to his or her performance.

The rest of the commission approved of the recommendation for a council liaison to review commission re-appointees, but was split over the interview format.

Delshad agreed with Webb's argument that the council liaison should question re-appointees as they see fit.

Fenton suggested that instead of standardized questions, liaison members should be given a "broad outline," i.e., two or three standard questions to be included with their own.

Briskman deferred further discussion of the issue until July, when five members of the Design Review Commission will be up for reappointment.

The council unanimously approved a recommendation that all prospective commissioners be asked if they have ever applied for the "Team Beverly Hills" program, rather than whether they have participated in the program.

The staff's suggestion that all Beverly Hills commissions and committees become subject to the 2005 Commissioners' Interaction Protocol, which provides guidelines for commissioners' conduct, was also unanimously accepted.

BRUCKER MAKES THE CASE FOR A CODE OF ETHICS

City Council is considering adopting a code of ethics, imposing tighter controls on the day-to-day actions of all city officials.

Councilmember Barry Brucker has put forth a proposal for Beverly Hills to adopt a local code of ethics. The code would provide a framework for every day decision-making by council, board, commission and committee members.

Municipal ethics codes, which currently exist in 12 out of 400 cities statewide, are designed to supplement state ethics laws with "values-based" behavioral guidelines that apply directly to daily operations.

According Simi Valley councilmember Karen Bejhan, whose city is one of the 12 with an existing ethics code, the measure has primarily functioned to "create an atmosphere of sensitivity" among city officials.

Ethics codes, Brucker pointed out, can also expand on state laws.

"Unlike ethics 'laws,' ethics 'codes' go beyond minimum ethical requirements established by ethics laws to define how public officials act 'when they are at their best,' Brucker wrote in a Feb. 7 letter to council.

As an example, Brucker points to the state's one

year ban on former officeholders from lobbying the same governmental agency, which could be extended by a local code of ethics.

"We should at least equal the standard," Brucker said, adding that a code of ethics would help ensure that council members and commissioners come to their positions "with no ulterior motive."

In advance of yesterday's meeting, Brucker drafted a sample Beverly Hills Code of Ethics & Values, based largely on the codes in place in cities such as Oxnard, Simi Valley, Fresno and Mountain View.

"Beverly Hills is a community of energized, involved, passionate and caring citizens," Brucker said. "Who better to take the lead [on ethics]?"

Tuesday, after hearing a presentation by the City Attorney's office on current state ethics laws, council took an informal vote on whether to the adopt a city ethics code.

Frank Fenton voted for the adoption, suggesting that each council member review the 12 city codes currently in place in California and pick out relevant items, to be compiled into a Beverly Hills

code.

Brucker, meanwhile, requested the formation of an ad-hoc committee to review the existing codes and create a draft for Beverly Hills.

Councilmember Jimmy Delshad also voted for adopting the ethics code, and agreed with Brucker's point that it should be more prohibitive than state law with regard to lobbying.

"We are dealing with the trust of the community," Delshad said.

Vice Mayor Steve Webb gave cautious approval of the proposal.

"I agree in terms of ethics," Webb said, but made it clear that he does not think this is purely a council issue.

"Perception in the community is important. We should act responsibly toward each other and toward the community. If the community would feel that it was helpful, then yes," Webb said.

He added that if council does move forward with adopting the code, it should not be done in private study sessions but in an open forum with the input of local residents.

Mayor Linda Briskman voted against adopting a code. Although she said that she had "no problem" with extending the lobbying law, ethics, she said "are personal. They don't need to be written down."

Briskman added that she does not believe a code of ethics would act as a deterrent to corruption. It's in the hands of voters, she said, to elect trustworthy representatives, and as long as they do, there is no need for an ethical code.

"[The council] can approach this as a group to see if there's anything worthwhile," Briskman said. "But I think that with this council it would be preaching to the choir."

City Manager Rod Wood cautioned that vague wording of a proposed code might lead to problems. He suggested that Brucker's proposed code be changed to describe specific behaviors, "to avoid arguments over adjectives."

Briskman said she is willing to review existing ethics codes and discuss the possibility of a Beverly Hills code at a future session.

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Beverly Hills Adult School Director. "That's a strong indication that our private pilot course is serving our diverse community and providing an effective entry into aviation education and recreation."

Course instructor Bruce Breslau is an advertising/creative director for television and a Certified Flight Instructor and Aviation Safety Counselor with the FAA Van Nuys Flight Standards District Office. Breslau has offered and instructed similar courses at Pierce College and UCLA Extension.

"The course at the Beverly Hills Adult School is a comprehensive and economical

gateway into general aviation; a way of 'testing the waters' and gaining exposure to the entire private pilot curriculum before getting into an aircraft," Breslau said. "Learning with other similarly motivated pilots-to-be in a classroom atmosphere adds collaboration and fun to the mix."

The course covers all required subject areas for the FAA Private Pilot Knowledge Test for Airplane and Helicopter, including rules and regulations, aerodynamics, airspace, meteorology, performance, navigation, and flight planning. It is designed for those who have no previous experience or exposure to the general aviation arena and/or those who have just

started or are thinking about starting flight training for personal or business purposes.

The class will be offered Wednesday evenings from 7-9:30 p.m., starting April 5. For more information or registration, contact the Beverly Hills Adult School at (310) 551-5150, or online at www.bhas.bhusd.org.

BHUSD and BHEF Offer Summer School Enrichment For Kids

The Beverly Hills Unified School District and the Beverly Hills Education Foundation are offering a Summer Arts program through BHUSD's Arts Academy for second through eighth graders. The program builds a foundation in the arts that includes music, drama, visual arts, and dance.

The Junior Arts Academy is for second through fifth graders and the Arts Academy for sixth through eighth graders. All students will receive a certificate at the end of the program.

The Summer Enrichment Program will also include kindergarten "Round Up" and first grade "Magic", as well as a chance to brush up on basic skills in "Math Mania" to review and improve fundamentals, sports, science lab, and a chance to explore the ocean. New classes will also be added to this year's program.

Due to the popularity of last summer's program, three sessions are being offered for the morning, afternoon or all day.

Brochures and registration forms are available this month. For more information, call (310) 557-0651.

BHPD Officer Recognized By Council

Ofr. Ubaldo Mendoza was presented the police medal in recognition of his heroism and quick action by the City Council on Tuesday.

On Nov. 10 at about 8:30 p.m., Mendoza arrived at 355 South McCarty Drive in response to a fire at an apartment complex, and as he awaited the arrival of Fire Department units, he entered the burning building braving heavy smoke to knock on doors to alert residents to evacuate the building. He proceeded to the second floor, but the smoke was too intense to safely proceed into the hallway. Firefighters were subsequently able to evacuate those residents. Mendoza also began to coordinate the response of arriving police units as an additional precaution, and with the help of Ofr. Daniel Tanner evacuated an adjacent apartment building at 9709 Olympic Boulevard.

L.A. Art Scene Starts This Week

The City of Beverly Hills presents "L.A. Art Scene", highlighting the works of local artists living and working in Los Angeles from the Frederick R. Weisman Foundation starting this week through June 4 at the Beverly Hills Municipal Gallery, located at 455 North Rexford Drive.

Hours are Monday-Friday from noon-4 p.m. and Sunday from 11 a.m.-3 p.m. Admission is free.

For more information, call (310) 550-4796.

Beverly Vista Neighborhood Association Meeting Next Thursday

The Beverly Vista Neighborhood Association will hold its spring general meeting next Thursday, March 16, at 7:30 p.m. at the home of Lee & Leora Lewis, 241 South Palm Drive. Vice Mayor Steve Webb and Police Chief Dave Snowden will be guests.

Residents on the 100, 200 and 300 blocks South Maple and South Palm drives are invited to the meeting to discuss concerns about crime prevention, traffic, parking, postal service, usage of disabled placards, and graffiti attacks on public and private property.

Residents attending the fall meeting were surveyed to identify areas of concern. According to the survey, almost 80 percent of the residents want stricter police enforcement of traffic regulations, for example, stopping at stop signs. The survey also revealed that most residents don't know how often police patrol the neighborhood. Snowden will be addressing these issues as well as establishing a broader Neighborhood Watch program in the area.

Other survey results indicated speeding and traffic cutting through residential streets, parking enforcement and ticketing of illegally parked cars, as concerns. The 100 block of South Maple reports more problems than any other block regarding garbage, noise, commercial vehicle parking in permit only zones and alley repairs, according to the survey. Special event parking is also a concern for the 100 and 200 blocks of South Maple and the 100 block of South Palm. Regarding development of the lot at 9200 Wilshire, the No. 1 choice of residents is a mixed-use development with condominiums and businesses.

-- Compiled by Anna Scott and Andrea Simpson



The Beverly Hills Public Works Department offers sand bags to residents and businesses during the winter rain season. Sand bags can be picked up Monday-Friday from 7 a.m.-4 p.m. at a new location, 336 Foothill Road at Third Street. Bring ID with your address to receive up to 10 sand bags per storm. After hours and weekend service is available by calling (310) 285-2496. For more information visit the city's website www.beverlyhills.org or call (310) 288-ABAG. Pictured (L-R) are Public Works staff members Roland Rebollo, Fausto Zagal and Gardner McKay.

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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: 3/9/06, 3/16/06, 3/23/06, 3/30/06 LCBHW-971

FICTITIOUS BUSINESS NAME STATEMENT: 06-0414172
The following person(s) is/are doing business as: FIRST 2 FUND HOME LOAN SERVICING, FIRST 2 FUND, FIRST 2 FUND, HOME LOAN SERVICING, 10562 E. Live Oak Ave., Arcadia, CA 91707, SOUTHERN CALIFORNIA FIDELITY & BOND COMPANY, 10562 E. Live Oak Ave., Arcadia, CA 91707. The business is conducted by: A CORPORATION. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Clara de Jesus Hernandez, Snokanjan, President, Southern CA Real Estate Services & Investments, Inc. 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: 3/2/06. 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: 3/9/06, 3/16/06, 3/23/06, 3/30/06 LCBHW-971

FICTITIOUS BUSINESS NAME STATEMENT: 06-0423203
The following person(s) is/are doing business as: ANDY'S SHOE REPAIR, 2400 Foothill Blvd. La Verne, CA 91750. ALICRA DE JESUS HERNANDEZ, 121 S. Oxford Ave., #F, Los Angeles, CA 90004. 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: Alicia de Jesus Hernandez, the registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 2/27/06. 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: 3/9/06, 3/16/06, 3/23/06, 3/30/06 LCBHW-972

FICTITIOUS BUSINESS NAME STATEMENT: 06-0423205
The following person(s) is/are doing business as: ASCO SHOE REPAIR, 12119 Garfield Ave. S. Gate, CA 90280. CATALINA MARTINEZ, 12119 Garfield Ave. S. Gate, CA 90280. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Catalina Martinez, 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: 2/27/06. 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: 3/9/06, 3/16/06, 3/23/06, 3/30/06 LCBHW-974

FICTITIOUS BUSINESS NAME STATEMENT: 06-0423206
The following person(s) is/are doing business as: MADHUAY MORTGAGE, 2550 E. Amar Rd. #8B, Northridge, CA 91324. NING CAN, 1106 Claraday St. Clendora, CA 91740. 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: Carol L. Manalang, 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: 2/27/06. 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: 3/9/06, 3/16/06, 3/23/06, 3/30/06 LCBHW-974

FICTITIOUS BUSINESS NAME STATEMENT: 06-0423207
The following person(s) is/are doing business as: STRONG SERVICE SOLUTION, STRONG BUSINESS NETWORK, STRONG FINANCIAL SOLUTION, 14005 Palawan Way, #306, Marina Del Rey, CA 90292. GEIMMO STRONG, STRONG STRONG STRONG, 14005 Palawan Way, #306, Marina Del Rey, CA 90292. 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: Gemma D. Strong, 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: 3/3/06. 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: 3/9/06, 3/16/06, 3/23/06, 3/30/06 LCBHW-975

FICTITIOUS BUSINESS NAME STATEMENT: 06-0423208
The following person(s) is/are doing business as: XPL TRADING, 2114 Pine St. Rosemead, CA 91770. XIAO PING LIN, 2114 Pine St. Rosemead, CA 91770. 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: XPL Trading, 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: 2/27/06. 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: 3/9/06, 3/16/06, 3/23/06, 3/30/06 LCBHW-976

FICTITIOUS BUSINESS NAME STATEMENT: 06-0423336
The following person(s) is/are doing business as: BULLS EYE TOYS, 201 W. Garvey Ave #102-284, Monterey Park, CA 91753. JASON KING, 201 W. Garvey Ave #102-284, Monterey Park, CA 91753. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Jason King, 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: 2/27/06. 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: 3/9/06, 3/16/06, 3/23/06, 3/30/06 LCBHW-977

FICTITIOUS BUSINESS NAME STATEMENT: 06-0423388
The following person(s) is/are doing business as: ROBLES TRANSPORT, 1045 E. 50TH St. Los Angeles, CA 90011. CARLOS ROBLES MARTINEZ, 946 N. Madison St., #19, Stockton, CA 95202. 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: Carlos Robles Martinez, 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: 3/1/06. 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: 3/9/06, 3/16/06, 3/23/06, 3/30/06 LCBHW-978

FICTITIOUS BUSINESS NAME STATEMENT: 06-0439431
The following person(s) is/are doing business as: PARK AVENUE REAL ESTATE CO., 540 N. Montebello Blvd. #D, Montebello, CA 90640. CNR VENTURES, INC., 1800 W. Beverly Blvd #205, Montebello, CA 90640. The business is conducted by: A CORPORATION. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Park Avenue Real Estate, Holland, President/Security, CNR Ventures, Inc. 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: 2/28/06. 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: 3/9/06, 3/16/06, 3/23/06, 3/30/06 LCBHW-979

FICTITIOUS BUSINESS NAME STATEMENT: 06-0449528
The following person(s) is/are doing business as: MUTUAL JAPAN CULINARY ARTS, INC., MIYAKO SUSHI ACADEMY INTERNATIONAL, CALIFORNIA SUSHI ACADEMY, 843 Fourth St. Los Angeles, CA 90013. MUTUAL JAPAN CULINARY ARTS, INC., 843 Fourth St. Los Angeles, CA 90013. 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: Koshi Yamamoto, Secretary, Mutual Japan Culinary Arts, Inc. 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: 2/28/06. 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: 3/9/06, 3/16/06, 3/23/06, 3/30/06 LCBHW-980

FICTITIOUS BUSINESS NAME STATEMENT: 06-0449548
The following person(s) is/are doing business as: FLOWERS BY DESIGN, 5141 N. Valley Center, Covina, CA 91724. OBDULIA RUIZ, 1456 W. 8TH Upland, CA 91766. DOMINGA CECILIA RUIZ, 1456 W. 8TH Upland, CA 91766. 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: OBDULIA RUIZ, Dominga Ceilina Ruiz, 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: 3/1/06. 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: 3/9/06, 3/16/06, 3/23/06, 3/30/06 LCBHW-981

FICTITIOUS BUSINESS NAME STATEMENT: 06-0449547
The following person(s) is/are doing business as: TOUCHING LIVES HOME 1, 4440 Stewart Ave. Baldwin Park, CA 91706. TOUCHING LIVES RESIDENTIAL CARE, INC., 202 E. La Sierra Dr. Arcadia, CA 91008. The business is conducted by: A CORPORATION. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Zoni E. Pascazio, President, Touching Lives Residential Care, Inc. 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: 3/1/06. 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: 3/9/06, 3/16/06, 3/23/06, 3/30/06 LCBHW-982

FICTITIOUS BUSINESS NAME STATEMENT: 06-0449548
The following person(s) is/are doing business as: TOUCHING LIVES HOME 2, 4440 533rd Etna St. Los Angeles, CA 90032. TOUCHING LIVES RESIDENTIAL CARE, INC., 202 E. La Sierra Dr. Arcadia, CA 91006. The business is conducted by: A CORPORATION. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Zoni E. Pascazio, President, Touching Lives Residential Care, Inc. 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: 3/1/06. 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: 3/9/06, 3/16/06, 3/23/06, 3/30/06 LCBHW-983

FICTITIOUS BUSINESS NAME STATEMENT: 06-0449549
The following person(s) is/are doing business as: ROSEMEAD VILLA ADULT BEHAVIORAL CENTER, 9025 Guesst St. Rosemead, CA 91770. TOUCHING LIVES RESIDENTIAL CARE, INC., 202 E. La Sierra Dr. Arcadia, CA 91006. The business is conducted by: A CORPORATION. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Zoni E. Pascazio, President, Touching Lives Residential Care, Inc. 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: 3/1/06. 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: 3/9/06, 3/16/06, 3/23/06, 3/30/06 LCBHW-984

FICTITIOUS BUSINESS NAME STATEMENT: 06-0449550
The following person(s) is/are doing business as: STRUCTURAL SOLUTIONS, CALIBER DESIGN, ANVISION ENGINEERING & BUILD INC, CA 91746. CALIBER DESIGN & BUILD INC, 13403 BH. La Puente, CA 91746. The business is conducted by: A CORPORATION. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Frank Coronado, CEO, Caliber Design & Build, Inc. 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: 3/1/06. 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: 3/9/06, 3/16/06, 3/23/06, 3/30/06 LCBHW-985

FICTITIOUS BUSINESS NAME STATEMENT: 06-0449556
The following person(s) is/are doing business as: BLESSED I INC MOVING SERVICE, 12709 The Wood Blvd. #108, Downey, CA 91704. BLESSED I INC, 12709 The Wood Blvd. #108, Downey, CA 91704. The business is conducted by: A CORPORATION. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Jitendra Patel, CEO, Blessed I Inc, 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: 3/1/06. 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: 3/9/06, 3/16/06, 3/23/06, 3/30/06 LCBHW-986

FICTITIOUS BUSINESS NAME STATEMENT: 06-0459100
The following person(s) is/are doing business as: AIRPX ENVIRONMENTAL, 9220 Telegraph Rd. Downey, CA 91244. AIRPX ENVIRONMENTAL, 9220 Telegraph Rd. #227, Downey, CA 91244. 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: Mohammed Hussain, 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: 3/2/06. 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: 3/9/06, 3/16/06, 3/23/06, 3/30/06 LCBHW-987

FICTITIOUS BUSINESS NAME STATEMENT: 06-0459101
The following person(s) is/are doing business as: ALFADOM, 1626 N. Fuller Ave. #204, Los Angeles, CA 90046. MADELIN AVAHEA, 1626 N. Fuller Ave. #204, Los Angeles, CA 90046. 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: Madelin Avaha, 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: 3/2/06. 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: 3/9/06, 3/16/06, 3/23/06, 3/30/06 LCBHW-988

FICTITIOUS BUSINESS NAME STATEMENT: 06-0459224
The following person(s) is/are doing business as: COACH DOUG, SPIRITUAL GUIDE TO LIFE, SPIRITUAL GUIDE TO MONEY, 4200 W. 59TH St. Los Angeles, CA 90043. DOUGLAS LEE MILLER, 4200 W. 59TH St. Los Angeles, CA 90043. 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: Douglas Miller, 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: 3/2/06. 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: 3/9/06, 3/16/06, 3/23/06, 3/30/06 LCBHW-989

FICTITIOUS BUSINESS NAME STATEMENT: 06-0471833
The following person(s) is/are doing business as: GOHAR SALON, 11755 Victory Blvd. #170, N. Hollywood, CA 91606. SERGIO ARAKELYAN, 11755 Victory Blvd. #170, N. Hollywood, CA 91606. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 8/10/01. Signed: Gohar Arakelyan, 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: 3/3/06. 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: 3/9/06, 3/16/06, 3/23/06, 3/30/06 BHW-992

FICTITIOUS BUSINESS NAME STATEMENT: 06-0471832
The following person(s) is/are doing business as: SERG SALON, 11755 Victory Blvd. #170, N. Hollywood, CA 91606. SERGIO ARAKELYAN, 11755 Victory Blvd. #170, N. Hollywood, CA 91606. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 8/10/01. Signed: Gohar Arakelyan, 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: 3/3/06. 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: 3/9/06, 3/16/06, 3/23/06, 3/30/06 BHW-992

FICTITIOUS BUSINESS NAME STATEMENT: 06-0471772
The following person(s) is/are doing business as: ADEPT DIGITAL, 6300 Ventura Canyon Ave. Van Nuys, CA 91401. GENNADY KASISOV, 6300 Ventura Canyon Ave. Van Nuys, CA 91401. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 3/3/06. Signed: Gennady KasISOV, 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: 3/3/06. 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: 3/9/06, 3/16/06, 3/23/06, 3/30/06 BHW-992

FICTITIOUS BUSINESS NAME STATEMENT: 06-0471771
The following person(s) is/are doing business as: CALSTAR REALTY SERVICES, 3864 E. Colorado Blvd. Pasadena, CA 91107. NJURE, INC., 3864 E. Colorado Blvd. Pasadena, CA 91107. 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: RDSA Baghdasarian, Officer, Nure, Inc. 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: 3/3/06. 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: 3/9/06, 3/16/06, 3/23/06, 3/30/06 BHW-993

FICTITIOUS BUSINESS NAME STATEMENT: 06-0471784
The following person(s) is/are doing business as: C&H TRUCKING, 6730 Tampa Ave. Reseda, CA 91335. HECTOR GONZALEZ, 6730 Tampa Ave. Reseda, CA 91335. 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: Hector Gonzalez, 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: 3/2/06. 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: 3/9/06, 3/16/06, 3/23/06, 3/30/06 BHW-994

FICTITIOUS BUSINESS NAME STATEMENT: 06-0471794
The following person(s) is/are doing business as: CUSTOMIZED TRAVEL BY OC, INTERNATIONAL, 1124 E. Colorado Blvd. Pasadena, CA 91106. OSCAR FERNANDO CABRERA, 2124 Maple St. Burbank, CA 91505. 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: Oscar Cabrera, 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: 3/3/06. 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: 3/9/06, 3/16/06, 3/23/06, 3/30/06 BHW-995

FICTITIOUS BUSINESS NAME STATEMENT: 06-0471846
The following person(s) is/are doing business as: J & CONSTRUCTION, 19718 Roscoe Blvd. WENTZ, CA 91306. J & CONSTRUCTION, 19718 Roscoe Blvd. WENTZ, CA 91306. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Juan Meraz, 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: 3/3/06. 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: 3/9/06, 3/16/06, 3/23/06, 3/30/06 BHW-995

FICTITIOUS BUSINESS NAME STATEMENT: 06-0471823
The following person(s) is/are doing business as: FINE POOLS, 1833 Hattaras St. #76, Tarzana, CA 91356. BRIAN S. FEIN, 1833 Hattaras St. #76, Tarzana, CA 91356. 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: Brian Fein, 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: 3/3/06. 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: 3/9/06, 3/16/06, 3/23/06, 3/30/06 BHW-997

FICTITIOUS BUSINESS NAME STATEMENT: 06-0471768
The following person(s) is/are doing business as: USA SECURITY LINK, 5348 Newcastle Ave. #125, Encino, CA 91316. KHOSROV AHOUBIUM, 5348 Newcastle Ave. #125, Encino, CA 91316. 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: Khosrov Ahoobium, 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: 3/3/06. 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: 3/9/06, 3/16/06, 3/23/06, 3/30/06 BHW-998

FICTITIOUS BUSINESS NAME STATEMENT: 06-0481529
The following person(s) is/are doing business as: WEST RYDER RANCH, 7360 Wega #F, Lancaster, CA 93536. MARILYN NGUYEN, 7408 Bernadine Ave. Red Hills, CA 91309. 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: Marilyn 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: 3/1/06. 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: 3/9/06, 3/16/06, 3/23/06, 3/30/06 BHW-1000

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME: 06-0481529
Original file #06-0210905
The following person(s) have/has/have/has abandoned the use of the fictitious business name: AMIGO ROLL-OFF SERVICE, 15140 Vose St. Van Nuys, CA 91405. The fictitious business name referred to above was filed on: 12/27/06 in the office of the County of Los Angeles. The business was conducted by: AN INDIVIDUAL. 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: 3/1/06. Signed: Manuel Vazquez, Rafael Cardona, 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: 2/27/06. Published: 3/9/06, 3/16/06, 3/23/06, 3/30/06 BHW-1000

FICTITIOUS BUSINESS NAME STATEMENT: 06-0481543
The following person(s) is/are doing business as: MEDIA MIND, 15480 Fiar St. Van Nuys, CA 91411. MICHAEL VALENTINO, 15480 Fiar St. Van Nuys, CA 91411. 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: Michael Valentino, 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: 3/6/06. 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: 3/9/06, 3/16/06, 3/23/06, 3/30/06 BHW-1001

FICTITIOUS BUSINESS NAME STATEMENT: 06-0481529
The following person(s) is/are doing business as: MONTOYA TRUCKING SERVICE, CK TRUCKING SERVICE, KC TRUCKING SERVICE, 5312 1/2 La Mirada Ave. Los Angeles, CA 90029. CARLOS MONTOYA, 5312 1/2 La Mirada Ave. Los Angeles, CA 90029. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 1/1/06. Signed: Carlos Montoya, 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: 3/6/06. 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: 3/9/06, 3/16/06, 3/23/06, 3/30/06 BHW-1002

FICTITIOUS BUSINESS NAME STATEMENT: 06-0479822
The following person(s) is/are doing business as: ANGEL'S BEAUTY SALON, 7200 Vineland Ave #64-65, Sun Valley, CA 91352. EDDIE GALICIA, 11752 Saticoy St. #9, N. Hollywood, CA 91605. ANITA TRING, 1460 N. Mansfield Ave. #103, Hollywood, CA 90028. TWYNNA ALTA LYNETTE SULLES, 1460 N. Mansfield Ave. #103, Hollywood, CA 90028. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 12/6/01. Signed: Twynna Sullles, 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: 3/6/06. 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: 3/9/06, 3/16/06, 3/23/06, 3/30/06 BHW-1003

FICTITIOUS BUSINESS NAME STATEMENT: 06-0284841
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: PLAYA AZUL 13213 VAN NUYS BLVD., PACOIMA, CA 91331. The full name of registrant(s) is/are: GUILLERMO HERNANDEZ CORONA 10417 KEWEN ST., PACOIMA, CA 91331. This Business is being conducted by a/an: INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or 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/ GUILLERMO HERNANDEZ CORONA

This statement was filed with the County Clerk of LOS ANGELES County on FEB 7, 2006 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 in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code).</

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
DAVID COLEMAN, ESQ.
OLDMAN, COOLEY, SALLUS, GOLD, BIRNBERG & COLEMAN
16133 VENTURA BLVD., PENTHOUSE, STE. A
ENCINO, CA 91436
3/2, 3/9, 3/16/06
CNS-931964#

**NOTICE OF PETITION TO ADMINISTER ESTATE OF:
ROSE L. SOKOL
CASE NO. SP006763**

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

A PETITION FOR PROBATE has been filed by AVIVA SOKOL MONOSSON AND REBECCA SOKOL SMITH in the Superior Court of California, County of LOS ANGELES.

THE PETITION FOR PROBATE requests that AVIVA SOKOL MONOSSON AND REBECCA SOKOL SMITH be appointed as personal representative to administer the estate of the decedent.

THE PETITION requests the decedent's WILL and codicils, if any, be admitted to probate. The WILL and any codicils are available for examination in the file kept by the court.

THE PETITION requests authority to administer the estate under the Independent Administration of Estates Act. (This authority will allow the personal representative to take many actions without obtaining court approval. Before taking certain very important actions, however, the personal representative will be required to give notice to interested persons unless they have waived notice or consented to the proposed action.)

The independent administration authority will be granted unless an interested person files an objection to the petition and shows good cause why the court should not grant the authority.

A HEARING on the petition will be held on 04/21/06 at 9:15AM in Dept. F 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 deceased, you must file your claim with the court and mail a copy to the personal representative appointed by the court within four months from the date of first issuance of letters as provided in Probate Code section 9100. The time for filing claims will not expire before four months from the hearing date noticed above.

YOU MAY EXAMINE the file kept by the court. If you are a person interested in the estate, you may file with the court a Request for Special Notice (form DE-154) of the filing of an inventory and appraisal of estate assets or of any petition or account as provided in Probate Code Section 1250. A Request for Special Notice form is available from the court clerk. Attorney for Petitioner
JEFFREY P. SMITH, ESQ.
BECKMAN, DAVIS, SMITH & RUDDY, LLP
11355 W. OLYMPIC BLVD., #300
LOS ANGELES, CA 90064
3/2, 3/9, 3/16/06
CNS-932750#

FILE NO. 06-0360569

FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: SURF 'N WASH 3777 S. WESTERN AVE. LOS ANGELES, CA 90018. The full name of registrant(s) is/are: WON DONG KIM 13114 AVENIDA SANTA TECLA #708C, LA MIRADA, CA 90638. 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/ WON DONG KIM
This statement was filed with the County Clerk of LOS ANGELES County on FEB. 16, 2006 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).
LA115467 BEVERLY HILLS WEEKLY 3/2, 9, 16, 23, 2006

FILE NO. 06-0370807

FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: SUBWAY #23959 4802 LAUREL CANYON BLVD., VALLEY VILLAGE, CA 91607. The full name of registrant(s) is/are: C.G. INVESTMENTS, INC. 6345 BALBOA BLVD. #358, ENCINO, CA 91316. 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/ C.G. INVESTMENTS, INC. BY BEHZAD COHAN, PRESIDENT
This statement was filed with the County Clerk of LOS ANGELES County on FEB. 17, 2006 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).
LA115488 BEVERLY HILLS WEEKLY 115488

FILE NO. 06-0360409

FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: EL MAMBI MARKET 13030 FRANCISQUITO AVE. BALDWIN PARK, CA 91706. The full name of registrant(s) is/are: RAMI DHARGALLI AND MOUSSA WATFA 2839 AVE. L, LANCASTER, CA 93536. This Business is being conducted by a/an: CO-PARTNERS. 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/ RAMI DHARGALLI AND MOUSSA WATFA
This statement was filed with the County Clerk of LOS ANGELES County on FEB. 16, 2006 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).
LA115408 BEVERLY HILLS WEEKLY 3/2, 9, 16, 23, 2006

FILE NO. 06-0392295

FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: SUBWAY #1181 27586 SIERRA HWY, CANYON COUNTRY, CA 91351. The full name of registrant(s) is/are: GURSHARAN BRAR 26964 WHITEHORSE PL., SANTA CLARITA, CA 91387. 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/ GURSHARAN BRAR
This statement was filed with the County Clerk of LOS ANGELES County on FEB. 22, 2006 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).

LA115626 BEVERLY HILLS WEEKLY 3/2, 9, 16, 23, 2006

FILE NO. 06-0392296

FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: LANKERSHIM LAUNDROMAT 5733 LANKERSHIM BLVD. N. HOLLYWOOD, CA 91601-1626. The full name of registrant(s) is/are: HANARONET, INC. 11941 WOOD RANCH RD. GRANADA HILLS, CA 91344. 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/ HANARONET, INC. BY BONG YEON WON, CEO
This statement was filed with the County Clerk of LOS ANGELES County on FEB. 22, 2006 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).
LA115629 BEVERLY HILLS WEEKLY 3/2, 9, 16, 23, 2006

FILE NO. 06-0370806

FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: SUBWAY #1379, 10610 VENTURA BLVD. STUDIO CITY, CA 91604. The full name of registrant(s) is/are: C.G. INVESTMENTS, INC. 6345 BALBOA BLVD. #358, ENCINO, CA 91316. 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/ C.G. INVESTMENTS, INC. BY PRESIDENT, BEHZAD COHAN
This statement was filed with the County Clerk of LOS ANGELES County on FEB. 17, 2006 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).
LA115490 BEVERLY HILLS WEEKLY 3/2, 9, 16, 23, 2006

NOTICE OF SHERIFF'S SALE

**FIRST COASTAL BANK, N.A. VS PAGSTA INTERNATIONAL, ETC
CASE NO: BC328474 P**

Under a writ of Execution issued on 04/28/05. Out of the SUPERIOR COURT - CIVIL, of the CENTRAL DISTRICT, County of Los Angeles, State of California, on a judgment entered on 04/19/05.

In favor of FIRST COASTAL BANK, N.A., A NATIONAL BANKING ASSOCIATION and against CAIN, EDWARD L., JR. showing a net balance of \$ 1,303,705.99 actually due on said judgment. (Amount subject to revision)

I have levied upon all the right, title and interest of said judgment debtor(s) in the property in the County of Los Angeles, State of California, described as follows:

A CONDOMINIUM COMPRISED OF:
PARCEL 1:

That Portion of Lot 1 Tract No. 34634, in the City of Beverly Hills, County of Los Angeles, State of California, as per Map Recorded in Book 911 Pages 22 and 23 of Maps, in the Office of the County Recorder of Said County, Shown and Defined as Unit 24 of the Condominium Plan Recorded March 26, 1981 as Instrument No. 81-303955 Official Records. PARCEL 2:

An Undivided 1/28th Interest in and Lot 1 of Said Tract No. 34634, Shown and Defined as "Common Area" on Said Condominium Plan.

Except Therefrom Those Portions Shown and Defined as Units 1 to 28 Inclusive of Said Condominium Plan.

Parcel 3:

An Exclusive Easement to Use U12, U13 and L30-r for Vehicle Parking Purposes the Parking Space Designated on Condominium Plan Recorded March 31, 1981 as Instrument No. 81-303955, for Said Tract 34634, Official Records.

Except Therefrom 50% of All Oil, Gas, Minerals and Other Hydrocarbon Substances below a Depth of 500 Feet from the Surface Thereof, but Without Any Right of Surface Entry, as Reserved in That Certain Deed from Irving Kingston and Minnie Kingston, Recorded December 31, 1974 as Instrument No. 4541.

Also Except Therefrom All of the Water, Minerals, and Minerals Ores of Every King and Character Now Known to Exist or Hereafter Discovered Upon, Within or Underlying the Land Hereinafter Described, or That May Be Produced Therefrom, Including, Without Limit the Generality of the Foregoing, All Petroleum, Oil, Natural Gas and Other Hydrocarbon Substances and Products Derived Therefrom, Together with the Exclusive and Perpetual Right of Ingress and Egress Beneath the Surface as Is Necessary or Useful in Connection Therewith, Which Use May Include Lateral or Slant Drilling, Digging, Surface of Said Land Nor Any Right of Entry in or upon Said Land above Said 500 Foot Depth as Granted to Asa, Inc., California Corporation by Deed Recorded December 20, 1976 as Instrument No. 3925, in Book D7361 Page 773 Official Records.

Commonly known as: 324 N. PALM DRIVE, #403, BEVERLY HILLS, CA 90210

Public notice is hereby given that I will sell at public auction to the highest bidder for cash in lawful money of the United States all the right, title and interest of the debtor(s) in the above described property or so much as will be sufficient to satisfy said writ or warrant with interest and all costs on 04/05/06, 10:00 AM at the following location:
L.A. COUNTY COURTHOUSE
111 N. HILL STREET, ROOM 125B
LOS ANGELES, CA90012

() This sale is subject to a minimum bid in the amount of \$0.00. (Subject to revision)

Prospective bidders should refer to sections 701.510 to 701.680, inclusive, of the Code of Civil Procedure for provisions governing the terms, conditions and effect of the sale and the liability of defaulting bidders.

Creditor's Attorney
MICHAEL GERARD FLETCHER, ESQ.
FRANZEL ROBINS BLOOM & CSATO, L.C.
6500 WILSHIRE BLVD, 17TH FLR
LOS ANGELES, CA 90048
Dated: 02/23/06
Branch: Los Angeles
LEROY D. BACA, Sheriff
By: ELLEN M. CASTILLO, Deputy
Operator Id: E455555

Para obtener esta informacion-traduccion en Espanol llame a este numero: (213) 974-6613

NOTE: IT IS A MISDEMEANOR TO TAKE DOWN OR DEFACE A POSTED NOTICE BEFORE THE DATE OF SALE. (Penal Code section 616)
Beverly Hills Weekly
CN749557 BC328474 P Mar 9,16,23, 2006

PUBLIC NOTICE

Pursuant to the FCC rules regarding review under Section 106 of the National Historic Preservation Act, Verizon Wireless is providing notice of a proposed telecommunications facility at 1631 Arabian Lane in Brentwood, California. The proposed installation is to include collocating antennas on an existing cellular tower. Any interested party may submit comments regarding this project's potential effect to historic structures or cultural resources to Mr. Keith O'Connell, 509-944-3810, URS Corporation, 920 North Argonne Road #300, Spokane, WA 99212. Reference job number 1287.

Beverly Hills Weekly

CN749560 1287 Mar 9, 2006

FILE NO. 06-0459202

FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: PRODUCE LAND MARKET & DELI 16137 DEVONSHIRE ST., GRANADA HILLS, CA 91344. The full name of registrant(s) is/are: ARAM SOULAKHIAN AND KAREN SOULAKHIAN 18806 CELTIC ST., NORTHRIDGE, CA 91326. This Business is being conducted by a/an: HUSBAND AND WIFE. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.

I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is

guilty of a crime).

/s/ ARAM SOULAKHIAN AND KAREN SOULAKHIAN
This statement was filed with the County Clerk of LOS ANGELES County on MARCH 2, 2006 indicated by file stamp above.

NOTICE-THIS FICTITIOUS NAMEFILE NO. 06-0459202
FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: PRODUCE LAND MARKET & DELI 16137 DEVONSHIRE ST., GRANADA HILLS, CA 91344. The full name of registrant(s) is/are: ARAM SOULAKHIAN AND KAREN SOULAKHIAN 18806 CELTIC ST., NORTHRIDGE, CA 91326. This Business is being conducted by a/an: HUSBAND AND WIFE. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.

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

/s/ ARAM SOULAKHIAN AND KAREN SOULAKHIAN
This statement was filed with the County Clerk of LOS ANGELES County on MARCH 2, 2006 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).
LA115847 BH WEEKLY 3/9, 16, 23, 30, 2006

FILE NO. 06-0459132

FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: D'ANGELO 443 S. PACIFIC COAST HWY, REDONDO BEACH, CA 90277. The full name of registrant(s) is/are: KENNEDY D. GO AND MARIE P. GO 4507 SPENCER ST. #303, CA 90503. This Business is being conducted by a/an: HUSBAND AND WIFE. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.

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

/s/ KENNEDY D. GO AND MARIE P. GO
This statement was filed with the County Clerk of LOS ANGELES County on MARCH 2, 2006 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).
LA115853 BEVERLY HILLS WEEKLY 3/9, 16, 23, 30, 2006

FILE NO. 06-0440433

FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: S & S MARKET 1752 E. 92ND ST., LOS ANGELES, CA 90002. The full name of registrant(s) is/are: MICHELLE MEEGIE KIM 1811 S. HIGHLAND AVE., LOS ANGELES, CA 90019. 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/ MICHELLE MEEGIE KIM
This statement was filed with the County Clerk of LOS ANGELES County on FEB. 28, 2006 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).
LA115800 BH WEEKLY 3/9, 16, 23, 30, 2006

FILE NO. 06-0440491

FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: KOMEYOSHI JAPANESE SUSHI 3397 WRIGHTWOOD DR., STUDIO CITY, CA 91604. The full name of registrant(s) is/are: CHUNG JIN YOO AND EUN KYUNG YOO 3397 WRIGHTWOOD DR., STUDIO CITY, CA 91604. This Business is being conducted by a/an: HUSBAND AND WIFE. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.

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

/s/ CHUNG JIN YOO AND EUN KYUNG YOO
This statement was filed with the County Clerk of LOS ANGELES County on FEB. 28, 2006 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).
LA115811 BH WEEKLY 3/9, 16, 23, 30, 2006

FILE NO. 06-0449605

FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: HOUSE OF PIES 1869 N. VERMONT AVE., LOS ANGELES, CA 90027. The full name of registrant(s) is/are: VIROJ WATANA 10101 VENICE BLVD., LOS ANGELES, CA 90034. 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/ VIROJ WATANA
This statement was filed with the County Clerk of LOS ANGELES County on MAR. 1, 2006 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).
LA115771 BH WEEKLY 3/9, 16, 23, 30, 2006

FILE NO. 06-0449605

FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: HOUSE OF PIES 1869 N. VERMONT AVE., LOS ANGELES, CA 90027. The full name of registrant(s) is/are: VIROJ WATANA 10101 VENICE BLVD., LOS ANGELES, CA 90034. 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/ VIROJ WATANA
This statement was filed with the County Clerk of LOS ANGELES County on MAR. 1, 2006 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).
LA115771 BH WEEKLY 3/9, 16, 23, 30, 2006

**CITY OF BEVERLY HILLS
OFFICE OF PROJECT ADMINISTRATION
455 NORTH REXFORD DRIVE
BEVERLY HILLS, CALIFORNIA 90210
LEGAL NOTICE - BIDS WANTED**

1. **Notice Inviting Bids**

a. **Date of Request:** **March 3, 2006**

b. **Bid Number:** **06-10**

c. **Item Description:** Tennis and Basketball Court Resurfacing at Roxbury Park, located at 471 S. Roxbury Drive, Beverly Hills, California 90210.

d. **Obtaining Bid Documents:** A copy of the Bid Package may be obtained by mail or in person from The Office of Project Administration, 345 North Foothill Rd., Beverly Hills, CA 90201, telephone number 310-285-1132.

e. **Bid Opening: Wednesday – March 22, 2006 - 2:00 p.m.**

f. **Due Date and Location for Submittals:** Sealed bids will be received at all times during normal business hours prior to the Bid Opening, at the City Clerks Office, 455 North Rexford Drive, Room 190, Beverly Hills, CA 90210. All bids must be in writing and must contain an original signature by an authorized officer of the firm. Electronic bids (i.e., telephonic, FAX, etc.) are **NOT** acceptable. All bids shall clearly contain on the outside of the sealed envelope in which they are submitted: **BID PACKAGE 06-10: ROXBURY PARK TENNIS AND BASKETBALL COURT RESURFACING**

g. **Contractor's License:** In accordance with provisions of Section 3300 of the California Public Contract Code, the City has determined that the Contractor shall possess a valid California Contractor's License Class BI or other appropriate license classification under the State Contracting Code at the time the contract is bid. Failure to possess such license may render the bid non responsive and bar the award of the contract to that non responsive Bidder.

h. **Liquidated Damages:** There shall be a \$500.00 assessment for each and every calendar day work remains undone after date fixed for completion.

i. **Prevailing Wages:** In accordance with the provisions of Sections 1770 et seq., of the Labor Code, the Director of the Industrial Relations of the State of California has determined the general prevailing rate of wages applicable to the work to be done. The Contractor will be required to pay to all persons employed on the project by the Contractor sums not less than the sums set forth in the documents entitled "General Prevailing Wage Determination made by the Director of Industrial Relations pursuant to California Labor Code, Part 7, Chapter 1, Article 2, Sections 1770, 1773, 1773.1." These documents can be reviewed in the office of the City Clerk or may be obtained from the State.

j. **Prebid Conference Date and Location:** A mandatory pre-bid conference will be conducted on Tuesday, March 14, 2006 at 10:30 A.M. Bidders shall meet at the Roxbury Park Tennis Courts, 471 S. Roxbury Drive, Beverly Hills, CA 90210.

k. **Bid Security:** Each bid shall be accompanied by bid security in the form of a cashier's check, certified check or bid bond in the amount of 10% of the total bid amount. All cashier's checks or certified checks must be drawn on a responsible bank doing business in the United States and shall be made payable to THE CITY OF BEVERLY HILLS. Bid bonds must be issued by a bonding company licensed to do business in the State of California. Bids not accompanied by the required bid security shall be rejected. Cash and personal or company checks are **NOT** acceptable. The City shall return the bid security checks of unsuccessful bidders to them when the successful bidder ("Contractor") enters into the Contract with the City.

l. **Payment Bond and Completion Bond:** A Payment Bond and a Completion Bond, each in the amount of 100% of the contract amount, will be required of the Contractor.

m. **Insurance:** Upon award of contract, contractor will be obligated to file certificates of insurance evidencing coverage as specified in the bid documents and in a form acceptable to the City. The certificates shall be on the City's standard proof of insurance form.

n. **Time of Completion:** The contractual completion time for the work is 30 days, based on

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267-Piano Tuning
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280-Tutoring
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286-Windows
288-Word Processing
289-Lessons
290-Trainer

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400-Homes For Sale
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300-House Furnished
302-House Unfurnished
304-Apartments Furnished

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424-Real Estate Wanted

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505-Work at Home
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