

Beverly Hills Weekly

ALSO ON THE WEB
www.bhweekly.com

SERVING BEVERLY HILLS • BEVERLYWOOD • LOS ANGELES

Issue 361 • August 31 - September 6, 2006

Board Selects Superintendent Finalist

San Diego Administrator Has Background in School Reform



cover story • page 12

city & schools - General Plan where are they now - rudy cole • A Plan That Update Remains Unknown Page 3 Former assistant principal Stu Silver Could Change The City Page 8

ALSO ON THE WEB
www.bhweekly.com

Beverly Hills Weekly

ISSUE 360 • August 24 - August 30, 2006

Exit Strategy

Administrators continue to better prepare students for High School Exit Exam after the release of the results Tuesday

cover story • page 12

letters & email

“Ethics Ordinance”

Though he stood alone, Councilman Brucker should be congratulated for his understanding of: “For when the One Great Scorer comes to write against your name, he writes not that you won or lost, but how you played the game.” B.H. needs an ethics ordinance badly. Of all the Council, what a shame that only Barry seems to care.

*Jim Simon
Beverly Hills*

WHAT'S ON YOUR MIND?

You can write us at:
140 South Beverly Drive #201
Beverly Hills, CA 90212

You can fax us at:
310.887.0789

email us at:
editor@bhweekly.com

URSULA'S COSTUMES

- Children & Adult Rentals
- Masks, Wigs, Make-up
- Fog Machine Rentals
- A Supermarket of Accessories & Costumes
- Alterations & Accessories
- Tailoring & Dressmaking



2516 Wilshire Blvd. In Santa Monica

(Just West of 26th Street)

Sales: (310) 582-8230 Rentals: (310) 582-8231

PADMASHREE FOUNDATION presents

YOGA FEST 2006

in support of
"Lakshchandi MahaYagna"
(Ceremony of 1001 Yogis)

The purpose of our Yoga Fest, is to benefit the "Lakshchandi Mahayagna" (an auspicious ceremony to help re-energize Mother Earth and bring the world and its' inhabitants back in harmony during these critically unstable times).

Please join us for a rejuvenating day of spiritual activities:

- WAH in concert • Yoga classes all day • Yoga for kids
- Renowned speakers • Mahendi body painting • Indian classical dancers • Chanting with Kirtans groups
- Accessories and clothing boutique • Vegetarian Indian food and chai

Open to everyone of all ages and all levels of yoga experience

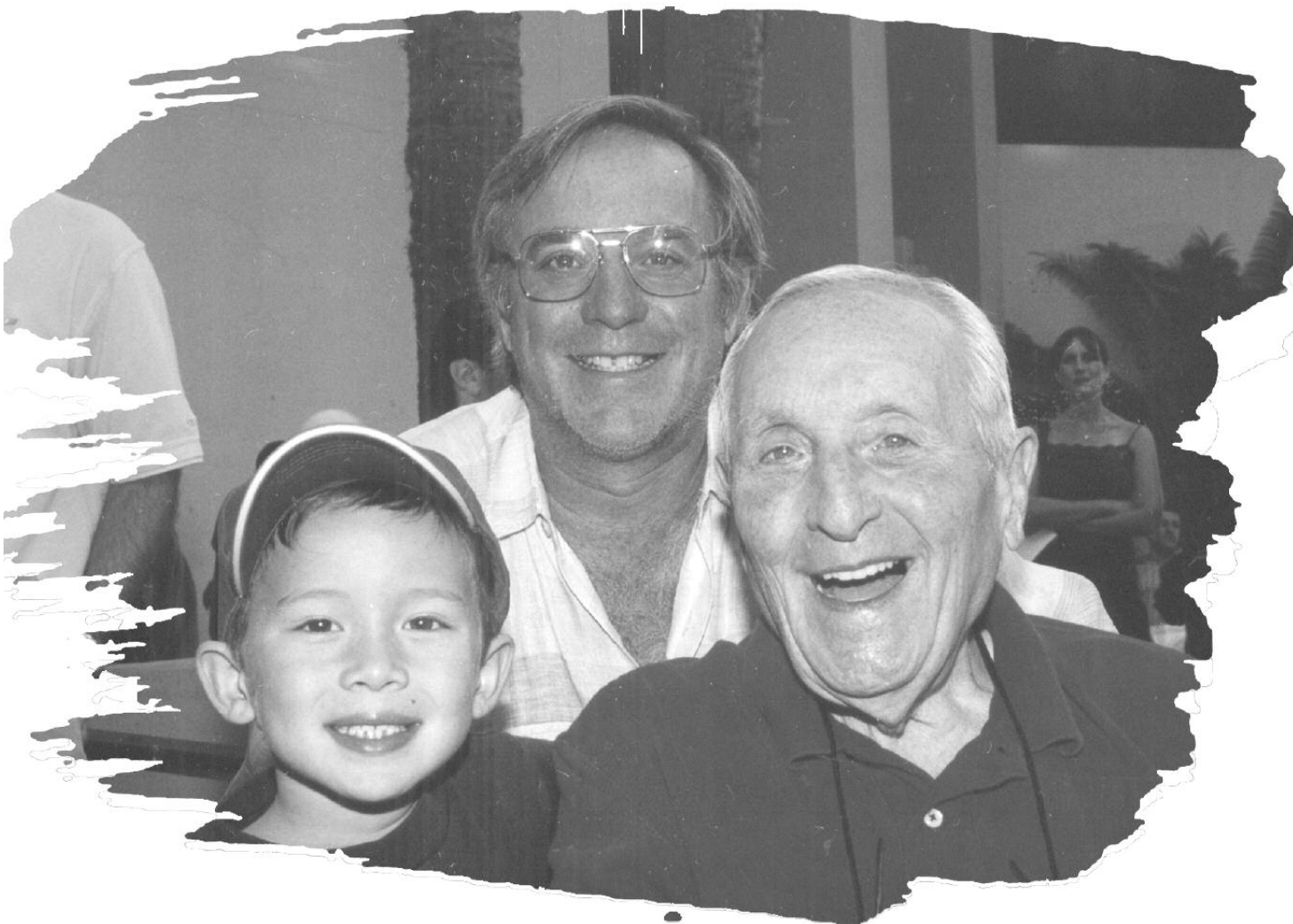
September 10th, 2006
9:00 am - 9:00 pm

Bergamot Station Arts Center
2525 Michigan Ave., Bldg. I
Santa Monica, CA 90404
(Writers Boot Camp Bldg.)

For tickets, to learn more or to participate, please visit our website:
www.yogafest2006.com or call 310-343-8008



SNAPSHOT



“ALL IN THE FAMILY”
CIVIC CENTER DRIVE

Pictured (L-R) Sam, Sande and March Schwartz

Beverly Hills Weekly

Issue 361 • August 31 - September 6, 2006
Beverly Hills Weekly Inc.

Founded: October 7, 1999
Published Thursdays

Delivered in Beverly Hills, Beverlywood, Los Angeles

ISSN#1528-851X

www.bhweekly.com

Publisher & CEO
Josh E. Gross

Managing Editor
Kari Hamanaka

Editorial Assistant
Heather Hampton

Sports Editor
Steven Herbert

Contributing Editor
Rudy Cole

Photographer
Judy Okun

General Manager
Ardy Hakhmian

Assistant General Manager
Bobby Refoua

Advertising Representatives
Soshi Azadian
Natasha Saadat
Melody Shadsirat

Legal Advertising
Michael Saghian
Roddy Radnia

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
Unsolicited materials will not be returned.
©2006 Beverly Hills Weekly Inc.

1 year subscriptions are available.
Sent via US Mail
\$75 payable in advance

Adjudicated as a newspaper of general circulation for the County of Los Angeles. Case # BS065841 of the Los Angeles Superior Court, on November 30, 2000.



city & schools

New School Year Brings Changes in Beverly Hills

District adds influx of principals and teachers By Heather Hampton

Beverly Hills students from kindergarten through 12th grade returned to school on Aug. 24 and were welcomed by the district's five principals, including three new ones and nearly 48 new teachers.

Beverly High Principal J. Guidetti said his first school day as new principal was quite a learning experience.

Guidetti, who is beginning his twenty-first

year in public education, is the first principal in almost 30 years to come from outside the BHUSD. Yet he took it upon himself to make his name known to the students at Beverly High.

"I wanted to make myself visible," Guidetti said. "I tried to figure out a way to meet all the students."

Guidetti said he made a goal to visit all of



Alex Cherniss



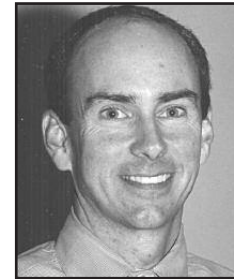
J. Guidetti

the English classrooms on campus last Thursday, but soon found that the task would take a little longer than planned.

"I naively thought I could do it all in one day," Guidetti said.

New Hawthorne Principal Alex Cherniss said his first day went extremely smooth.

"The first day of school [was] excellent," Cherniss said. "All the students were greeted with new Hawthorne distinguished school pen-



Erik Warren

cils as they entered the school and all the teachers were extremely enthusiastic about being back and clearly the students fed off that and were energized."

Cherniss, the former Hawthorne assistant principal, is beginning his fourth year at the school. He previously taught at Beverly Vista and was also an elementary teacher in Ojai in Ventura County.

"We're getting many new families entering our school which is always a positive," he said. "It was extremely exciting to greet our Hawthorne families as the new principal. I'm looking forward to continuing the suc-

city & schools cont. on page 7



NOTICE OF PUBLIC HEARING

CITY CLERK
BYRON POPE, CMC
455 N. Rexford Drive
City Clerk

Beverly Hills, CA 90210-4817
(310) 285-2400
FAX: (310) 385-0862

NOTICE OF PUBLIC HEARING

The City Council of Beverly Hills, at its regular meeting to be held on **Tuesday, September 5, 2006, at 7:30 p.m.**, in the Council Chambers of the City Hall, 455 N. Rexford Drive, Beverly Hills, CA 90210; will hold a public hearing to consider:

AN APPEAL OF THE PLANNING COMMISSION'S DECISION DENYING A REQUEST FOR A GENERAL PLAN AMENDMENT, A ZONING CODE AMENDMENT TO CREATE AN OVERLAY ZONE, A VESTING TENTATIVE TRACT MAP, A PLANNED DEVELOPMENT PERMIT AND ASSOCIATED ENCROACHMENT PERMITS, AND A PROPOSED DEVELOPMENT AGREEMENT TO ALLOW CONSTRUCTION OF A MIXED-USE PROJECT WITH 14,000 SQUARE FEET OF RETAIL/COMMERCIAL SPACE AND 54 RESIDENTIAL CONDOMINIUM UNITS FOR PROPERTY LOCATED AT **9200 WILSHIRE BOULEVARD (LEGACY PARTNERS)**.

The Planning Commission at its hearing of July 27, 2006 denied the project, citing mixed-use, largely residential development as an inappropriate land use for the project site which is currently zoned for commercial development. "The project applicant has appealed the Planning Commission's decision to the City Council by filing a timely appeal with the City Clerk's office."

A Draft Environmental Impact Report (DEIR) was prepared for the project and the DEIR was released on Friday, January 6, 2006 for public review and comment pursuant to a notice published on January 6, 2006. A public hearing on the DEIR was held January 21, 2006 and the 45-day comment period ended February 21, 2006.

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

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

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

BYRON POPE, CMC
City Clerk



NOTICE OF COMMISSION VACANCY

CITY CLERK
BYRON POPE, CMC
455 N. Rexford Drive
City Clerk

Beverly Hills, CA 90210-4817
(310) 285-2400
FAX: (310) 385-0862

NOTICE OF COMMISSION VACANCY:

METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA DIRECTOR

The Beverly Hills City Council is seeking qualified residents to fill the upcoming Metropolitan Water District of Southern California Director vacancy. The initial term of office is for four years. At the discretion of the City Council, the Commissioner may be reappointed to a second term of four years. The appointee will be required to file an initial and an annual "Statement of Economic Interests" financial disclosure.

In order that we may preserve the integrity of the application and interview process, please direct all inquiries to the City Clerk, City Manager or the Director of Public Works. Please DO NOT contact the City Councilmembers or the members of the Metropolitan Water District of Southern California Board of Directors regarding the vacancy.

Application forms for the Metropolitan District of Southern California Director vacancy, along with a description of the duties, and filing details are available for pickup in the City Clerk's Office, Room 190, 455 N. Rexford Drive, or call 310.285.2400 to receive an application and information by mail or by email.

The deadline for filing applications is Friday, October 27, 2006 at 5:00 p.m.

BYRON POPE, CMC
City Clerk

Awesome Customer Service.



"Your neighborhood shoe store"

459 N. Canon Drive, Beverly Hills
Monday-Saturday 10-6 • Open Sunday 12-5pm

310-274-2278

people & profiles

Chris Bushee - BHEA Teacher's Union President

After four days into the new school year, BHEA President, Chris Bushee spoke with the Weekly about his plans to bring the BHEA and its membership into a greater "civic presence."

What is the BHEA's agenda for the coming year?

Our first meeting of our executive board is occurring this Thursday, and I plan to consult with my executive board and hoping that I want to collectively move along with the executive board and move along with some goals for this year. One of my personal goals for BHEA that I will be discussing with them is I would like BHEA to have more of a civic presence this year. I want to get us out there a little bit more in the public eye and build up BHEA's stature and credibility within the Beverly Hills community. I think that is important that we put our best foot forward and so I will be encouraging our executive board and our membership at large to help me create a greater civic presence for our

organization. And another one of my goals that I will be presenting to the executive board is for us to continue organizing our membership internally so that when we do need to act as one with a collective voice that we have a procedure and a plan in place to do so, rapidly and quickly and be more responsive. We started that process last year and we got over one hundred teachers to sign up to participate in various categories that could be anywhere from e-mail lists to writing articles to newspapers and different sorts of solidarity activities and I want to continue that. When times are good, times are good but when times are bad we need to be able to speak as one with a collective voice. Our organization is more than just the president. It's all of us working together so I am very much looking forward to our first executive board meeting this Thursday where I can hear from other leaders of organizations what they would like the goals of BHEA to be as well.

There is a split in your membership in terms of effectiveness of "interest-based bargaining." What is your stand on this?

I believe in the process of interest-based bargaining. I am a supporter of it. I believe

that it allows for a solution that puts keeps the district moving forward. Any time that the district moves forward all of us benefit. It also creates long lasting relationships that can stand the test of time so that when there are points of contention during the negotiations process that things don't break down and you don't go down the road of recriminations and ineffectiveness. In the years that I've spent bargaining with this method it conforms to my personality, this method of bargaining conforms to what I truly believe to be the components that are necessary for problem solving. A lot of times in traditional bargaining I believe there is a lot of horse trading. "I'll give you this if you give me that." And we see that in Congress and we see that in Sacramento and I don't believe in horse trading. I believe that each issue deserves to be decided upon by its own merit and not because of what some secondary benefit may be for some unrelated issue. I'm a scientist. I like to have a thorough investigation of everything and I don't believe in horse trading.

What are your impressions of J. Guidetti, the new Beverly High principal?

I've met with J. several times and I have been very pleased with my interactions with him. I know that J. spent a lot of last week visiting virtually all of the students. He made it a point to go around and visit and present himself along with our new



assistant principal, Elizabeth Hicks. J. and I have talked about our families and where we've come from and how we've gotten to where we are at this point. I have been very pleased with my interactions with J. and I look forward to working with him this year.

Guidetti had problems with the teacher's association in Calabasas. Are you concerned about this in terms of his new position at Beverly High?

Any time that someone comes into a position with a history, let's say there are some negative things in that history, all that means for me is that there will be people who will not cut him as much slack in the future if things begin to go wrong. In

people & profiles cont. on page 10

Digestion Problems?

"Free Report Reveals The Shocking Truth About the "secret" Treatment Your Doctor Probably Doesn't Know...And Likely Hopes You Never Learn..."

BEVERLY HILLS – A new, free report has recently been released that reveals the "untold story" behind digestion problems. Digestion Problems misdiagnosis and mistreatment is rampant and leads to countless years of unnecessary suffering. This free report reveals a natural procedure that is giving digestion problem sufferers their "lives back." - with "miraculous" results for many. If you suffer from digestion problems you need this no B.S., no "gimmicks" free report that is giving hope to digestion problem sufferers everywhere. For your free copy, call toll-free 1-800-713-6950, 24 hr. recorded message.

REBUILD THE FUTURE OF BEVERLY HILLS' PARKS!

Beverly Hills Community Encouraged to Participate in Creating the Master Plan!

All residents are invited to interactive meetings to discuss and examine the community's recreational needs for Roxbury and La Cienega Parks. Current facilities and park grounds will be evaluated to determine needed improvements for existing and future activities.

Park improvements being discussed include:

- NEW PICNIC AREAS
- PLAY AREAS AND EQUIPMENT
- PARK AMENITIES & ATHLETIC FIELDS
- ENHANCED PARKING
- DISABLED ACCESSIBILITY
- ENHANCED COMMUNITY CENTERS

Meeting at:

Roxbury Park
471 S. Roxbury Drive
Wednesday, Sept. 6 @ 7pm

La Cienega Park
8400 Gregory Way
Thursday, Sept. 7 @ 7pm



Beverly Hills Recreation & Parks (310) 285-2537



THE
BON APPÉTIT
CULINARY AND WINE FOCUS
BEVERLY HILLS

SEPTEMBER 8-9, 2006

The Ultimate Wine & Dine Weekend



Barbara Fairchild
Editor-in-Chief
Bon Appétit



Wolfgang Puck
Honorary Co-chair
CUT, Spago



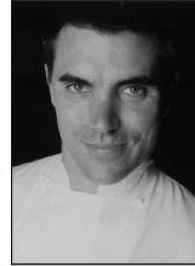
Cat Cora
Executive Chef
Bon Appétit



Colin Cowie
Author, Designer
Producer, TV Host



Giada De Laurentiis
Author, Chef,
Food Network Host



Todd English
Chef, Restaurateur
Olives, Figs



Thomas Keller
Chef, Restaurateur
Per Se, French Laundry



Charlie Trotter
Chef, Restaurateur
Charlie Trotter's

How can you meet these food and entertaining giants?
Where can you sample dishes from the hottest restaurants in Beverly Hills,
shop at the world's finest retailers and enjoy premium wines and spirits?
At the *Bon Appétit* Beverly Hills Culinary and Wine Focus, September 8-9, 2006.

Restaurant Week

To whet your appetite, join us September 1-10 to kick off *Bon Appétit's* 50th anniversary
with a \$50 prix fixe menu at these participating restaurants.

208 Rodeo

blue on blue at Avalon Hotel

The Blvd at The Regent Beverly Wilshire

boe at the Crescent

Bombay Palace

Café Rodeo at Luxe Hotel Rodeo Drive

Crustacean

DaVinci Ristorante

The Farm of Beverly Hills

Fogo de Chão Steakhouse

Il Cielo

Il Fornaio

Il Pastaio

JAAN Restaurant

at Raffles L'Ermitage Beverly Hills

Lawry's The Prime Rib

Massimo Ristorante

McCormick & Schmick's

Nirvana

OLIVER Café/Lounge

Pistachio Grill

Pizza Rustica

Porta Via

Solar Harvest

Spago Beverly Hills



For event details and celebrity appearances visit
BonAppetitFocus.com or call 888-34-FOCUS.

from the hills of beverly



Should I Run For Council?

How the candidates shape up
By Rudy Cole

There are rumors making the usual rounds that I am either involved in the campaigns or will be a candidate for city council. So, I tried to imagine what it would be like if one day I actually became mayor of Beverly Hills.

Now, before you place your home up for sale, consider my platform. My first action would be to order either the removal of the sculpture titled "Torso" or, at the very least, have its direction placement switched. As it now stands, we are actually "mooning" the visitors who enter Rodeo Drive.

Are you still with me? Good. My next action would be to make crossing an intersection while using a cell phone a criminal act to be dealt with by immediate confiscation of the dreaded instrument and having the nearest passerby stomp on it. In fact, no cell phones while walking anywhere, no cell phones in restaurants and bars and no cell phones except if you smoke a pipe. Look, I have to have some benefits for my willingness to serve.

Before continuing with my campaign

promises and you know how much we trust candidates to stand by their pledges – ask anyone who parks free for two hours – sorry not the best example, I should explain my sudden interest in being elected.

It seems the city council has finally made it worthwhile. Last week the council raised their own pay from \$654.84 to \$795.96 per month, and I would probably be the only candidate who actually needs the money.

But it was a tough choice. I could actually apply for the position of traffic sign maker and earn \$4,207 each month. Sort of puts the value we place in elective office in proper perspective. Considering my tastes in art, remember my views on "Torso" I would probably make a better councilmember than warning signal painter. On the other hand, just maybe I could give motorists the benefit of reading skills and not place five DO NOT TURN LEFT signs at the same intersection, like at Wilshire and Beverly.

Another qualification: The Courier keeps

calling our city fathers and one mother "Councilors," despite the ordinance designating them as councilmembers, sexual references deleted. I was once a camp counselor – it meant more apple butter sandwiches – you see, even as a kid I understood privileges and titles.

Back to issues. Fines would be increased for waiting for cars to vacate parking spaces, especially on South Beverly.

Aside from the no cell phones while walking punishment, and because we have the wonderful distinction of almost leading the nation in cross walk accidents, anyone ignoring do not walk lights will be required to read columnist **T.J. Simers** every morning. Incidental data: What was the first addition to automobiles that brought safety concerns? Not the cell phone, but car radios.

More: I would withhold city payments to the Edison company for one year for every power outage not caused by a natural disaster. Or, make company executives eat all the warm ice cream an unfortunate store faced when their entire inventory melted recently.

Did I forget something? Telephone company executives, state regulators and our legislature would be forbidden to have assistants dial their calls until the nonsense of making us use area codes to phone next door is removed. Not in my purview as a city officials? It will be.

One more, others supplied on demand: Any family with two children and two cars going to the high school at the same time will have to make sizable donations to the Beverly Hills Education Foundation. Why hasn't the school initiated carpooling, or did you ever try navigating Charleville early any morning? Would I use the JPA to force changes in school travel? Not me, I want to win this thing.

So, I need to hear from you about my upcoming campaign. Email asap to the following:

- should run
- should not run
- should be run out of town.


The choice is yours, but keep that sign painter job open.

Oh, one last promise. As soon as my programs become law, I will resign, but not before accepting my free tickets to the Academy Awards.

As for the announced and possibly more serious candidates, the contenders are beginning to take shape and form.

Three likely challengers will test two incumbents. There is a political axiom that it is hard to beat councilmembers seeking their second terms if all incumbents run. When **MeraLee Goldman** and **Les Bronte** both filed for a second term in 1999, there were no other candidates and no election. However, if only one incumbent is on the ballot, the focus of whatever discontent exists hits that person. This happened when then **Mayor Annabelle**

rudy cont. next page



DALIA'S STUDIO
WAREHOUSE
SALES EVENT

5 days

Sept. 6 Sept. 9
Sept. 7 Sept. 10
Sept. 8

(10am-5pm daily)

50% to 90% OFF EVERY ITEM!!!!

LOCATION: Dalia's Studio Warehouse (located behind Dalia's Studio)
18674 Ventura Blvd., Tarzana, CA
* Free Parking in Back
* (No RSVP - entry is on a first come first serve basis)

Come and take your pick from an unbelievable selection of **Men's, Women's & Children's** clothing, shoes and accessories, including:

<p>Denim, Shorts, Skirts & Cords:</p> <ul style="list-style-type: none"> True Religion 7 For All Mankind Joe's Jeans Serfontaine Hudson 575 Denim Rock & Republic Paper Denim & Cloth Blue Cult J & Co. Jet Lag 	<p>Shirts, Hoodies, Sweaters & Goodies:</p> <table border="0" style="width: 100%;"> <tr> <td>Morphine Generation</td> <td>Splendid</td> </tr> <tr> <td>Velvet</td> <td>Vince</td> </tr> <tr> <td>Raw 7</td> <td>Petit Bateau</td> </tr> <tr> <td>C&C California</td> <td>Juicy Couture</td> </tr> <tr> <td>James Perse</td> <td>3J Workshop</td> </tr> <tr> <td>Cosabella</td> <td>Vertigo</td> </tr> <tr> <td>Ed Hardy</td> <td>Tree</td> </tr> <tr> <td>Grail</td> <td>Save the Queen</td> </tr> <tr> <td>Joystick</td> <td>Yaya</td> </tr> <tr> <td>Generra</td> <td></td> </tr> </table>	Morphine Generation	Splendid	Velvet	Vince	Raw 7	Petit Bateau	C&C California	Juicy Couture	James Perse	3J Workshop	Cosabella	Vertigo	Ed Hardy	Tree	Grail	Save the Queen	Joystick	Yaya	Generra	
Morphine Generation	Splendid																				
Velvet	Vince																				
Raw 7	Petit Bateau																				
C&C California	Juicy Couture																				
James Perse	3J Workshop																				
Cosabella	Vertigo																				
Ed Hardy	Tree																				
Grail	Save the Queen																				
Joystick	Yaya																				
Generra																					

Belts, Bags, Shoes:

New items brought out daily!!

Cash, Check & Credit Card Accepted.
All Sale Items are Final
For more information, contact info@daliasstudio.com

THE BAGEL FACTORY

SIMPLY THE BEST

THE BAGEL FACTORY is your neighborhood bagel bakery serving Los Angeles Westside community and the Bay Area simply baking the best bagels in the city!

THE BAGEL FACTORY features:

- 22 varieties of fresh baked bagels
- Six varieties of cream cheese both regular and lite
- 15 varieties of delicious homemade sonny's soups
- Incredible challahs every Fridays
- Muffins, sweets, premium coffees and many more
- Party platters for any occasion



THREE CONVENIENT LOCATIONS

Sonny's Soups.

Non-Dairy. Low Fat. No Cholesterol. Made Fresh Daily.
Hand Cut Vegetables. Popular Varieties. Pure Filtered Water.
No Starch or Fillers.
8 oz. or 16 oz. or 32 oz..

Made FRESH Daily

<p>Los Angeles Cadillac at Robertson 310.837.6046</p>	<p>West Los Angeles Sepulveda at National 310.477.8460</p>	<p>Torrance Hawthorne at Torrance 310.540.2077</p>
--	---	---

rudly from previous page

Heiferman lost a reelection bid.

Conventional wisdom, therefore, makes both **Mayor Steve Webb** and **Vice Mayor Jimmy Delshad**, the incumbents in the March, 2007, election very formidable. However, there are several candidates who think differently and for diverse reasons, they are fairly strong.

Nancy Krasne is the most experienced of the non-incumbents having served on both the architectural and planning commissions. She could reach out to the rigid anti-growth types who have no alternatives. Her campaign slogan of "Integrity Counts" could also appeal because she will never, according to her, leave office and become a lobbyist for clients.

Shahram Melamed, also has served on two commissions, and has garnered some early support from many establishment leaders, has an issue problem:

His commission votes are almost identical to those of the incumbents he hopes to defeat.

Maggie Soleimani is the candidate who is least likely to draw controversy. An attorney and very active in a wide range of charities, she could appeal to those who are weary of over reacting controversies.

How important is prior commission involvement? Soleimani has none, but she is a graduate of Team Beverly Hills and serves on the mass transit committee appointed by the city council. Melamed and Krasne have the advantage of experience in city government.

Delshad never served on a commission, but

Webb has been on two: planning and parking and traffic and he was a very creative member of both. Of the other incumbents, **Frank Fenton** was a recreation and parks commissioner, city treasurer and former school board member and president before election to the council. **Linda Briskman** served on planning and **Barry Brucker** as school board president. (Delshad had significant success in business and in providing leadership to religious and community groups.)

Past councilmembers with no commission experience included **Vicki Reynolds**, **Thomas Levyn**, **Bernie Hecht**, **Maxwell Salter**, **Robert K. Tanenbaum**, **Annabelle Heiferman**, **Leonard Horwin**, **Frank Clapp**, **Gen. Leroy Watson** and **Richard Stone**, to mention a few.

Temper, temper. The forums should be interesting if the emotional level displayed at a recent council meeting continues. Apparently when Melamed wanted to be heard from his place in the audience on a discussion of the proposed general plan, he was not immediately recognized by Mayor Webb.

What he said could not be heard, but he threw up his hands and stormed out of the meeting. Webb called after him, "Don't leave in anger." As a planning commissioner, Melamed thought he should be recognized earlier, as was the chair of the commission. (Melamed did not return calls for comments.)

Congratulations to the school district on the hiring of a new school chief. Board president **Myra Lurie** had very strong words of support, and the education community has great trust in Lurie. (See story on page 12.)

city and schools cont. from page 3

cess that we've built over recent years."

First-year Beverly Vista Principal Erik Warren, also said the first day of school was well organized.

"We had a visit from all of our district administrators that toured the campus, and everyone was very impressed," he said.

Warren who was previously an assistant principal at Beverly Vista has been at the school for seven years. Prior to that, he was assistant principal in Redondo Beach and also a teacher in Culver City.

In terms of enrollment in the district, Amy Lambert, Director of Pupil and Special Services said the total enrollment for the BHUSD is 5120 excluding those students who are on permit, which have not been calculated yet.

Lambert said they are "not expecting" Beverly High's enrollment of 2325 to grow significantly because they are not accepting any permits at this time.

Both Horace Mann and Hawthorne have a preliminary enrollment of 664 while Beverly Vista has 732 and El Rodeo has 735.

Although enrollment is high, Assistant Principal Toni Staser said Beverly High is not at capacity.

"At one time, back in the 1970's we were close to 2,500," Staser said. "But space is very tight this year. To maximize usage, our faculty cafeteria was transformed into two classrooms, by placing a wall down the center of the room. We needed the space, and this was a creative short-term solution."

Guidetti, and the other Beverly Hills principals are excited about a new school year. But along with the excitement comes both hard work and teamwork for principals, teachers and students alike.

Each Beverly Hills school is looking to better their student's education through improvements in their school system.

"As always we are focused on making sure that our students are receiving an excellent education; that they are learning all they need to learn academically and also developing strength of character and learning to be wonderful members of our community," said Horace Mann Principal Dawnalyn Murakawa-Leopard.

Cherniss said it is a continuous goal at Hawthorne to make sure the children are challenged.

"We're also going to work to insure that our teachers have time to collaborate and see our best practices," Cherniss said.

Warren is concerned about the ongoing issue of children who are struggling to succeed in their school work.

"We have a lot of things that we do for kids when they're not meeting the standards that we have for them," he said. "But I wanted to vow up a comprehensive system for addressing the needs of kids from kindergarten through eighth grade when they are not understanding the material that they are expected to learn at any time during the curriculum."

El Rodeo Principal Pat Escalante could not be reached for comment in time for the deadlines.



Shaherzad Restaurant

1422 Westwood Blvd. • Los Angeles

Tel: (310) 470-3242 Fax: (310) 474-2040

Shaherzad is home of the old persian tradition of baking bread in the Tanour-right in front of your eyes.

Catering for all occasions!

WE DELIVER!

Beer • Wine

Open 11:30 a.m. – 11:00 p.m Daily

TIRED
of someone always looking
over your shoulder?

Enjoy the freedom and independence of
becoming an over-the-road driver
at Schneider National.

- Company-provided health insurance for qualified candidates
- \$33,500-\$60,500 (depending on experience)
- Low-cost medical and dental insurance

Apply Online at
schneiderjobs.com

Or call

1-800-44-PRIDE
(1-800-447-7433)

SCHNEIDER
NATIONAL

EOE M/F/D/V

MESOTHELIOMA

If you or a loved one has been diagnosed with **MESOTHELIOMA**, please call us today toll free at 1-866-369-3476 to discuss your legal rights.



THE FOX LAW FIRM, P.C.

Principal Office-- Dallas, Texas

1-866-FOX-FIRM

WWW.FOXFIRM.COM

briefs

STAR Test Results In English Highest At Beverly Vista

Incoming Beverly High ninth graders who graduated from Beverly Vista had some of the highest STAR test score results in English Language Arts and social studies according to the results released from the California Department of Education on Aug. 16.

According to those same results, Beverly High ninth graders who were Horace Mann School's Class of 2006 scored the lowest in English Language Arts, Algebra I, social studies, math and science out of the four K-8 schools in the BHUSD.

El Rodeo's Class of 2006 scored the highest in math, while Hawthorne's Class of 2006 scored the highest in the science section of the STAR test.

Analysis of the results, were based on students who either performed "advanced" or "proficient" on the test sections.

Among the students who performed "below" or "far below" basic, Beverly Vista fifth graders had the lowest scores in this category for English Language Arts, math and science in contrast to the other three K-8 schools in the district.

The Horace Mann sixth graders, who performed below or far below the basic level, had the poorest scores in English Language Arts and Math than sixth graders in this same category at the other three district schools.

Results of the STAR test were the first to be released by the California Department of Education measuring the academic success of the 2005-2006 school year. Release of the High School Exit Exam followed the STAR scores on Aug. 22. The API scores are expected to be released some time this week.

A-Ju Tours Owners Sentenced

Beverly Hills residents Helen and Daniel Bak were sentenced Monday for tax liabilities by United States District Judge Stephen V. Wilson in Los Angeles. Also known as Young-Soon Bahk and Pyoung-Sik Bahk, respectively, the A-Ju Tours owners plead guilty to the related charges and negotiated agreements in 2005.

Helen Bak, 47, will serve 15 months in federal prison for tax evasion and filing false tax returns. She did not report at least \$2.3 million of the company's income that should have been in filed tax returns for 1998, 1999 and 2000. The Internal Revenue Service said this resulted in \$162,259 tax loss for the government.

Daniel Bak, 53, has been sentenced to a year of probation for filing a false tax return. He signed the returns for 1999 and 2000, while his wife signed the 1998 one. The couple also failed to report all of their joint income from rental property and their company, for all those three years, leading to a \$38,214 loss for the government.

According to plea agreements signed in September 2005, Helen Bak diverted A-Ju Tours receipts to nominee bank accounts, including one in the name of her brother-in-law. She paid expenses with cash, and directed third parties to do the same. The couple also used business funds to pay for personal and

family expenses.

Helen Bak faced a statutory maximum of 13 years imprisonment and fines up to \$750,000. Daniel Bak faced three years imprisonment and fines up to \$250,000. Both could have also faced restitution to the IRS for taxes they owed.

BHPD To Serve Pancake Breakfast

Beverly Hills residents have the opportunity to enjoy a free pancake breakfast served by the Beverly Hills Police Officers Association in conjunction with the Rotary Club of Beverly Hills. The police department's 10th annual pancake breakfast will take place Sept. 10 in the police department's Plaza Courtyard.

Breakfast will be served from 8 a.m. to 12 p.m. Attendees will also have the chance to view various displays and demonstrations during this event. Tours of the police department will also be offered.

Parking is available in the structure next to the police department on Rexford Drive. For more information call (310)288-1755.

BHEF Sister Organization, Teen BHEF Launches

The Beverly Hills Education Foundation now has a separate branch comprised entirely of teenagers from the community. The new branch of BHEF will aid the parent organization with its fundraising events that support schools in the district.

The current BHEF fundraiser is a school spirit calendar which was given to all families in the school district. The book includes school and community events, and is also available in the BHEF office.

Teen BHEF will be run by Josh Tucker, the

Beverly High ASB President and Vice President of the state student council. Those involved with the newly formed organization will earn community service hours.

The service organization is open to students in grades 8 to 12. Interested participants must fill out an application form at www.bhef.org and pay the \$5 annual membership. For more information call (310)557-0651.

BHUSD Teachers Eligible For Music, Arts Grants

Beverly Hills elementary and middle school teachers are eligible to receive grants for music or art programs along with other teachers in the state. The grants are part of a teacher trust fund program established by cold medicine maker Airborne.

Grant money ranging from \$200 to \$10,000 is available to teachers for each 4-month quarter. A maximum of \$10,000 will be awarded to one teacher or several teachers each quarter until \$250,000 worth of grants are awarded.

After each 4-month period, more states will be added to the eligibility list until the entire country is involved in the application process. Teachers must submit a brief explanation of their proposed use of the money.

Teachers interested in applying for the grant can go to www.airborne.com.

Adult School Instruction Begins Soon

English as a Second Language and photography are among some of the classes being offered for the Beverly Hills Adult School's fall class schedule. Class instruction begins Sept. 5

briefs cont. next page

La Peer Beauty

Over **1000** Brand names

www.lapeerbeauty.com

- Full Service Salon & Spa
- Hair Care • Skin Care
- Cosmetics • Bath Products

- Knowledgeable staff • Competitive prices
- Open 7 days



Beverly Hills • 8950 W.Olympic Bl.
Between Doheny & Robertson
M-Sat 9-7:30/ Sun 11-6
(310) 859-8899

Miracle Mile • 6244 Wilshire
Wilshire & Crescent Heights
M-Sat. 10 am-7pm/ Sun closed
(323) 934-7500

Goldencolor Photo Lab

Digital Photos

4"x6" 15¢ (with this coupon)

Theatrical Posters

Photo Retouching

9020 W.Olympic Blvd.Beverly Hills(at Doheny)
(310) 274-3445 www.goldencolor.com

Reach Over 6 Million Californians



...in over 200+ community newspapers!

One Order...One easy payment...they're waiting!

Contact (916) 288-6019; (916) 288-6010
www.Cal-SCAN.com

briefs from previous page

and ends Dec. 3.

Anyone over the age of 18 regardless of their city of residence is eligible to sign up for a class. Nine class locations including Beverly High, the Beverly Hills Public Library and the La Cienega Community Center are offered.

Copies of the class schedule are available at the library, Chamber of Commerce or the Adult School. Applications can be mailed, faxed or submitted in person to the Adult School. For more information or to apply over the phone, call (310)551-5150.

Next Literacy Volunteer Orientation To Be Held At Library

The next orientation and training meeting for those interested in volunteering for the STAR literacy program was held yesterday at the second floor meeting room of the Beverly Hills Public Library. STAR, short for Start Today And Read, matches volunteers with adult students hoping to improve their English language skills.

Volunteers are required to commit to a certain amount of hours, two times each week to work one-on-one, in a small group or at the workplace of the tutoring recipient. No previous experience is necessary.

Those interested in volunteering for the literacy program, but who were unable to attend yesterday's meeting, can still call (310) 288-2207 for more information or to sign up as a volunteer.

Beverly Hills Company Launches Online Fashion Network

A new fashion network completely online,



The Beverly Hills Education Foundation presented the Beverly Hills Unified School District with a check for \$266,000 at the Aug. 21 school board meeting. The Beverly Hills Education Foundation presented the Beverly Hills Unified School District with a check for \$266,000 at the Aug. 21 school board meeting. Pictured (L-R): School Board president Myra Lurie received the check from BHEF executive director Maxine Moshay, the foundation's president Devorah Hankin and chairman of the board Jean Rosenblatt. These funds will assist in providing counseling services, library services, technology teachers and reading specialists for the district.

became available Aug. 23 from Beverly Hills based company SMTV Enterprises. SMTV, a private company, serves the online entertainment industry.

Designer interviews and footage from photo shoots or store opening are presented in three to four-minute clips on what SMTV calls ifashionTV. Three sound bites are added each week to maintain viewer interest.

To view the new network, visit www.ifashiontv.com.

Beverly Hills Junior Golfers Win Tournaments

Brendan Doyle, a Beverly High junior, won the boys' 14-15 division of the Santa Barbara Junior Open, finishing three shots ahead of runners-up Jonathan Noori of Tarzana and Kevin Santos of Thousand Oaks.

Doyle fired a four-under-par 68 in the opening round Aug. 10, leading the tournament by one shot over Noori, Andrew Garcia of Ventura, Macgregor Hoobery of Santa Maria and Jason Peters.

Doyle shot another 68 in the second round Aug. 11, completing the tournament at the Santa Barbara Golf Club with an eight-under-par 136.

William Byun, a Beverly Hills sophomore, tied for sixth with an even-par-144, opening the tournament with a three-over-par 75 and concluding it with a three-under-par 69. Seiji Liu of Beverly Hills won the boys' 12-13 division of the

Fullerton Junior Championship with a four-over-par 71 Aug. 15 at the Fullerton Golf Club, five shots ahead of runner-up Daryl Suharli of Fullerton.

Liu also won the boys' 12-13 divisions of the ninth annual Eaton Canyon Junior Championship Aug. 9 at Eaton Canyon Golf Course in Pasadena and the Alondra Park Junior Championship Hosted by TGA Aug. 10 at Alondra Park Golf Course in Lawndale, finished second in the Porter Valley Junior Championship Aug. 14 at Porter Valley Country Club in Northridge and tied for fifth in the third annual Ace Memorial Aug. 16 at the Mountain-River Course of the Whittier Narrows Golf Course in Rosemead.

Byun finished third in the boys' 14-15 division of the Rustic Canyon Junior

Championship Hosted by TGA, with a five-over-par 77 Aug. 17 at Rustic Canyon Golf Course in Moorpark.

Alexander Choi, a Beverly High junior, was fourth with a six-over-par 78.

Santos won with a two-under-par 70.

City Asks Residents To Conserve Energy

Following the release of some energy-saving tips for Beverly Hills businesses, the city is asking residents to also do the same as temperatures remain high and more electricity is used.

Some tips suggested to residents, are to set the thermostat at a higher temperature, reduce the operating time of the pool filter and skip the dryer to opt for line drying clothing. The peak times for energy consumption are between noon and 7 p.m.

Shooting on Wilshire

The 8600 block of Wilshire Boulevard was shut down Aug. 24 because of a shooting followed by a hit-and-run accident.

The road was blocked off to drivers and pedestrians for six hours at the scene where a man was shot around 2 a.m., Beverly Hills police said.

Moments after the shooting, another man was pistol-whipped and then robbed outside of the club Nirvana. Sgt., Michael Publicker said they were not sure if the crimes were related.

The man shot, whose name is being withheld, is now recovering.

Briefs compiled by Kari Hamanaka, Steven Herbert and Sara Bakhshian

JUAN C. SANCHEZ

Custom Upholstery

UPHOLSTERY- REMODEL & REPAIR



MADE-TO-ORDER FRAMES
Featured in many magazines including
Architectural Digest

Appointment Suggested
(323) 930-1406
5186 W. Adams Blvd.
Los Angeles, CA 90016

The Travel Medicine Center And One Stop Travel Shop

What Makes our First Aid Kits Special?

QUALITY

We use the highest quality components

We have the best cases for the kits

We can provide prescriptions

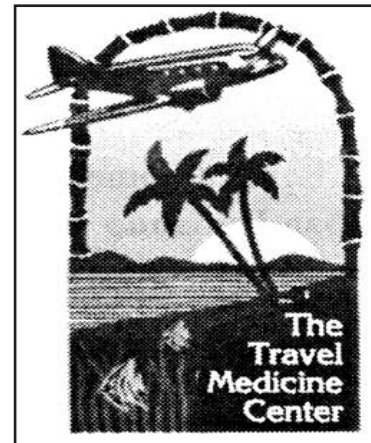
We include Common Sense First Aid,

THE book to have in a kit

We design the kits in modules, and can

Replace the modules as you use them

Our kits have been used by Industry, Movie Productions, the Military and
Professionals all around the world!



131 N. Robertson Blvd.
Beverly Hills, CA 90211
(310) 360-1331
Just north of Wilshire • Free parking

people & profiles cont. on page 11

other words that can be an easy thing to turn to and say, "Well, based on his history, what can you expect." But at this point I only have positive things to say about him. All my interactions have been positive. I am not going to judge him on his history. I am going to judge him his actions here at Beverly High. I know two things about people. I know A, that people can learn from there experiences from the past and I also know that it sometimes takes people a long time before they find that fit that really works for them. I am really hoping that J. has found his fit here in Beverly High.

What is the role of the union when a new principal begins?

Clearly the union leadership needs to know who the people are in the various administrative positions so that when their issues do arise we know the people to go to. In our union leadership we have a board of directors and one of those positions is high school director and we also have five site representatives. There are five teachers here who work at the high school who also are on BHEA's representative council. It is those five people plus our high school director that will work most closely with the new high school principal or with any high school principal. The officers of the union which would be me as president, and vice president, secretary and treasurer, we're responsible to the membership at large and so a lot of

my dealings are with the district office administration particularly with Sal Gumina and his capacity as Assistant Superintendent of Human Resources. As president, I don't enter directly into resolving things with the principals. Generally that's taken care of by representatives and board directors or by me going to the administration who then go to the principals and so forth.

Guidetti is the first principal in 30 years that didn't start off as a teacher. In terms of the union, do you think this helps or hurts?

Because J. has been, quote, in the game for so long, for me that's less of a concern than if he was just starting out and didn't have that experience but he's been at this for a while. I am hopeful that he has gained through experience, an appreciation for the hard work that teachers do and the respect that teachers deserve, and I certainly expect J. as our new principal to, through his actions, show that he has that understanding about teachers.

There are nearly 48 new teachers in the BHUSD this year. This is a fairly large amount. What is the impact of this influx?

We had some retirements. I'm not sure exactly how many, but more than just a couple so there were quite a few retirements. Other things that may have impacted that could just be personal choices that

people make. We had one teacher in our science department, I'm at the high school and I teach in the science department, he was here for one year because and he left because he decided to pursue a different career. It's these sorts of personal decisions that people make. Unless you interview each and every person and say, "Why did you leave," you won't really know. Did I detect at any point last year [that] there [was] a kind of overarching reason? Were people grumbling [saying] "I'm going to leave because [of a certain reason]," and were they coming with the same reason? No.

How would you contrast your communication style with the union presidents compared to those who preceded you?

Each person is their own person. I'm shaped by the way that I was brought up as a child and by my experiences in life. I've been here since 1997. I enjoyed watching and observing and experiencing the different styles that past presidents have had. I think that they all embody very good qualities that benefited our union over time. The principles that I rely on in my job now at the end of my second year, are communication and constant communication. I'm a good listener, I think. Before I make decisions I like to involve people and I like to get their opinions. I like to give everybody a chance to speak and to get out what it is they are

concerned about if it is a concern. I believe I'm a hard worker. I believe that our membership deserves information and I put my trust in our membership to make decisions once they build a relationship. I love the teachers that make up this district. This is the reason why I'm doing this. I believe in teacher rights. I believe that they need a president who can unify them and who can give them a voice and that can make them involved in the union. I want our union to be in a better condition when I leave it than when I started. I want to get people involved because we have to identify leaders coming up the pike.

Does your membership think you are too accommodating?

If the membership always had just one opinion then I guess that could be easy to answer but we have over 300 teachers. I am sure that there are 300 different opinions and out of those 300 opinions there are teachers who believe that I should approach my job differently. I believe that there are some members of the union who would say that I'm too accommodating. My response to that would be that I am thinking about long term relationships. I do not look at this job from a month to month basis, from a year to year basis and that board members are elected for four year terms. The people who are involved in this are here for many years, teachers for twenty or thirty years. For me, it

people & profiles cont. on page 11

HOME SCHOOLING?

Come see why over 1,500,000 students use...



A Beka Book

- Character-Building Textbooks
- Time-Saving Parent Materials



A Beka Academy

- Master Teachers on DVD
- Complete K-12 Programs

- Turlock — September 5
- Ontario — September 5
- Laguna Hills — September 6
- Arcadia — September 7
- Fresno — September 7
- Walnut — September 11
- Fairfield — September 12
- Long Beach — September 12
- Auburn — September 14
- Buena Park — September 14
- Bakersfield — September 15

Display info: ☎ 1-800-874-3597, ext. 308 abeka.org/308

Purity You Can Trust.

When your family's health is foremost, you can rely on YOSEMITE WATERS to provide quality drinking water. Enjoy good tasting water that is completely free of chemicals, unfriendly bacteria like cryptosporidium and unwanted matter such as lead, which is found in most household plumbing systems.



YOSEMITE WATERS...
Convenient, Reliable & Affordable.

We're the purity you can trust!

Purity You Can Trust.



1-800-427-8420



people & profiles cont. from page 10

would be inappropriate to at the first response, do things that would tear down relationships and heighten anxiety levels and basically create a worker like situation when I believe that there are other options that can be explored. I also think that, yes, I am here to represent the teachers. That is my first and foremost goal, but at the same time, I also realize in order for BHEA to be successful, the district has to be successful.

Therefore the decisions that I make on a daily basis and that we make collectively with the union, always have to keep that in mind that if it's in BHEA's best interest but it does detriment to all the other parties involved, that may be a flag to look at and find a better solution.

With a few new principals at the elementary schools and the high school what are the implications for the union?

The implications for the union are, A: Personnel changes happen and we just have to deal with that. It doesn't have to be a bad thing. First of all, both [Beverly Vista and Hawthorne principals] Erik Warren and Alex Cherniss are home-grown, so to speak. The staff at their schools know them very well. As the union deals with them, they're known quantities. I think that will be a very easy transition. I don't think there's too much we have to be on guard for in that situa-

tion. So far the interactions I've had with Mr. Guidetti have been very positive and so there are no implications at this point for the union other than it's going to take some time for the membership, for the teachers, to get to know J. as a person and as a principal and to get to know Alex and Erik in their new role as principal. We're only on the fourth day of school. I think over the coming weeks and months as these three new principals move into their jobs and their presence appears to be known in the schools, then we'll find out how things are going. I certainly hope that they are going to go very well.

The elementary schools have historically had different interactions with the union than the high school. Why do you think this is true?

I approach it that all 300 teachers are equal in my eyes regardless of where they teach or what grade level they teach. Each one of these members deserves just as much representation and has just as any right as any other teacher. We have a very full representative council. They are the large policy making body. That group is almost full and we have virtually all of the representative positions filled at the different sites. I worked hard at that. I wanted to give everybody a voice and our representative council grew from 16 to 26 people last year. I made 33 visits to the different sites last year [each school equally]. So I probably made 25 visits to the various K-8 sites and five or six at the

high school. I put myself out there. I wanted to listen to the concerns. I knew some of the K-8 teachers into my job but I wanted to get to know all of them, so I made myself available and I wanted to give them, as well as the high school, a voice. I know I've heard that before but, if you look at the issues that we dealt with last year and some of the more influential voices of the union last year, a lot of that came from the K-8 sites. Maybe times are changing.

How did you get involved with the union?

It was actually quite interesting. The first three or four years I was here I wasn't really on the radar very much. I'd be called for advice a couple times but I wasn't actively involved. One of our past presidents came up to me a couple times and said, "Hey Chris, if you're ever interested in the union I think that you'd do a good job." [He] kind of got me a little interested. It was three or four years ago I guess when a position for vice president came up and we were going through negotiations at the time. The mood was pretty sour among the teachers with regards to compensation because of bad economic time. I felt that I could offer [something]. I'm pretty good with numbers and I had a lot of ideas on especially monetary issues and budgets. The position of vice president was open so I ran for it and I ran for it unopposed and was elected. A year and a half later I was pres-

ident.

How long have you been involved?

I have been directly involved for three years in an elected position.

Tell us about your family.

My lovely wife is an instructional assistant this year at El Rodeo. She's worked for the district as an instructional assistant now for five years. She's worked I think at all four of the K-8 sites over the years. She's also in school studying to become a Spanish teacher. My wife's name is Claudia. Our two children's names are Diego and Daniela and they are in high school. Daniela is a sophomore at Beverly High and Diego is a junior at Beverly. They are both very active in soccer.

What is your most ambitious goal for this school year?

For me I can't pick one or the other. My two most ambitious goals this year are to create a more civic presence for Beverly Hills, more civic minded out there in community, to put us in the light we deserve: a good light. Equally important is organizing our membership and bringing some internal organization to our membership so we are ready to respond to the world that changes around us on a daily basis. For me if I can accomplish that this year, I will be a happy person in June.

Interview by Heather Hampton

Named "BEST Candle & Gift Store in LA" - NBC 4

**Candle light
and . . .
NEW... NEW...
NEW...
Merchandise**

Gift wrap (as always) FREE

COME SEE OUR 50% OFF SALE CORNER

428 N. Canon Dr.

(Next to La Scala)

310-278-3168

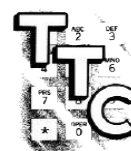
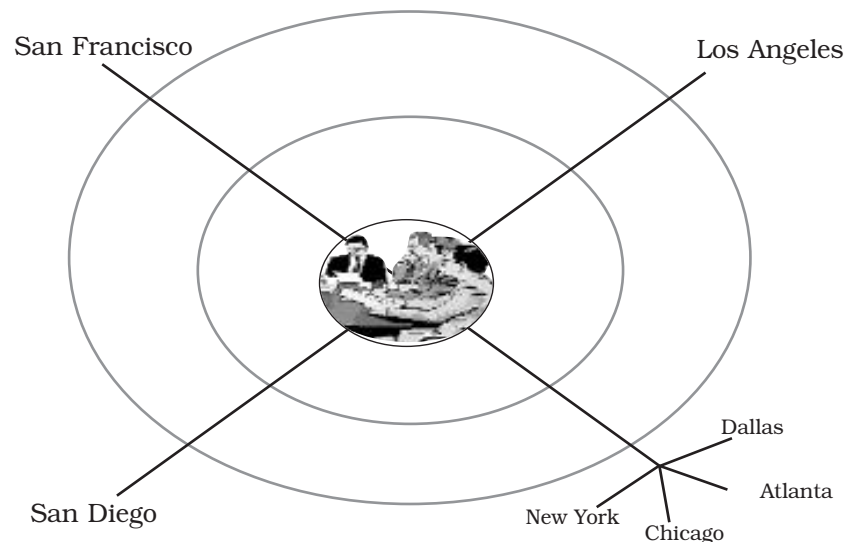
www.candlelightand.com

Conference Calling

- ◆ Local Numbers Throughout California
- ◆ Reservation-based or Reservationless
- ◆ Recording Capability

5 ¢/minute Local Access

10 ¢/minute Toll Free Access



The Telephone Connection

310-789-7900

coverstory

BOARD SELECTS SUPERINTENDENT FINALIST

San Diego Administrator Has Background in School Reform

By Sara Bakhshian



Kari McVeigh

Kari McVeigh, an assistant superintendent in the San Diego Unified School District, is the finalist in the Beverly Hills Unified School District superintendent selection process.

McVeigh comes from the second largest district in California with more than 150 elementary schools, middle or junior high schools, senior high schools, atypical and alternative schools and charter schools — according to the San Diego City Schools Web site.

Based on an enrollment forecast released in 2004 from the district's Instructional Facilities Planning Department, approximately 134,000 students would be enrolled in San Diego for the 2006-2007 school year.

The San Diego school board recently approved the appointment of five area superintendents to each cover about 25 elementary schools and neighboring middle schools.

McVeigh was hired into district under Superintendent Alan Bersin as an instructional leader in 2001. Bersin, a former U.S. Attorney, lacked a traditional educator background when he became the superintendent in 1998. The local business community supported this reform-focused leader and his initiatives, while the school board was divided. Bersin left the district in June 2005.

Shortly afterward the San Diego school board unanimously voted to hire the current superintendent, Carl Cohn. At the time, Cohn was a 35-year veteran of the education field, with ten of those years spent as the superintendent of Long Beach Unified School District.

While McVeigh's job essentially remained the same at SDUSD, early in the 2005-2006 school year her title changed to Assistant Superintendent. During her tenure in San Diego, McVeigh worked with elementary and middle school principals, as well as parents and community groups.

She led 21 elementary and middle school principals in creating an in-school accountability program, to improve instruction and enable more student achievement. The subject areas of focus were: literacy, mathematics, English to be

learned as a language. McVeigh also monitored the accountability results at school sites and supervised and evaluated the performance of these principals.

McVeigh also met with parents and members of the greater San Diego community to hear their concerns and ideas over specific and general district issues and provide them with relevant information.

Before San Diego, McVeigh spent a year with Boston Public Schools as director of whole school improvement, where her duties included overseeing literacy professional development and principal leadership training.

Prior to moving to Boston in early 2000, she had a 22-year tenure with the Las Vegas Clark County School District, which has been called one of the fastest-growing districts in recent years, as an elementary principal and elementary teacher.

McVeigh taught fifth grade from 1977 to 1988 at Eastern region schools Bracken Elementary, Paradise Elementary and Long Elementary. The area also includes the University of Nevada Las Vegas and Sunrise Acres Elementary, where McVeigh was assistant principal from 1988 to 1989.

In the latter part of 1989, McVeigh moved to the Northeast region of Las Vegas and served as the J.E. Manch Elementary School principal until 1991. This area of the district is close to the Nellis Air Force Base.

McVeigh stayed in the vicinity in 1991 when she founded and became the principal of Helen Herr Elementary School. She led this year-round, five-track elementary school with more than 1,000 students and 75 staff members until January 2000. During her tenure at Herr, the National Association of Elementary School Principals listed her among the 1998 National Distinguished Principals.

Before McVeigh entered the San Diego scene an agenda for district-wide reform was in place. Based on a chronology compiled by the PBS series "Making Schools Work" with Hedrick Smith, Bersin's selection as superintendent in March 1998 led to tensions between those who supported and others who were opposed to reform in the district. The business community gave Bersin considerable support while the school board at the time was divided.

Shortly after being sworn in, in July of that year, Bersin picked Anthony Alvarado, the District 2 superintendent from New York City, to implement a reform agenda as Chancellor of Instruction. All the while, the lawyer

turned superintendent would handle the political and administrative attributes of their program.

By September, initiatives were set to improve literary instruction. That fall principals and teachers, who were used to having more control in their classrooms and curriculum begin to resist. The following spring, the teacher's union fought Bersin and Alvarado over the placement of district-picked peer coaches for teachers. The San Diego Education Association wanted the staff at each school to be responsible for who was assigned to whom.

After a unanimous school board vote in June 1999, 13 principals and two vice principals in SDCS were removed from their posts because of claims of insufficient leadership capability. The 15 tenured employees were chaperoned out of their offices by security guards and police officers. Since they could not be fired, these district employees took pay cuts of \$12,000 to \$35,000 and reassignments as counselors, gym coaches, librarians and teachers. According to a June 2005 San Diego Union Tribune article, the district had settled a \$1-million lawsuit filed by the principals.

In the winter of 2000 Bersin released a \$49-million initiative "Blueprint for Success in a Standards System," with the cost eventually covered by the Title I federal fund. The initiative included the termination of 600 classroom assistants to allow compensation for 200 teaching coaches; more professional development spending; school year repeats for students who didn't meet academic standards; three-hour reading and writing periods for elementary students; extended school years with intensive summer school for some students; lengthened school days for some; and more finances for books and materials.

The "Blueprint" barely passed with a 3-2 vote at a six-hour school board meeting in March 2000. The following fall local business leaders spent an accumulated \$500,000 on T.V. ads to oppose Frances Zimmerman, a school board member who disagreed with Bersin's reform plan. However, Zimmerman still kept her seat after a backlash campaign resulted from those ads. Tensions ran high in the school district for the next few years over the board's split approval/disapproval of Bersin and Alvarado with some teachers' discontentment growing.

By February 2003, Alvarado decided to vacate his post, and Bersin acknowledged it was a mutual decision. Then in February

2004 the American Enterprise Institute released a report on the Blueprint model, stating that there was improvement in elementary student literacy but hardly any change among middle school and high school students.

That fall three board members decided not to run for reelection and were replaced by three officials cynical of reforms. Shortly after the board was sworn in, the teachers union appealed for Bersin's removal. By January, the school board decided to buy out Bersin's contract for \$283,000, and that he would leave office on June 30 — one year before his contract was set to expire.

Governor Arnold Schwarzenegger named Bersin the new state Secretary of Education in April 2005.

Then in July of that year, the board unanimously voted for Cohn to replace Bersin. Cohn had retired from Long Beach Unified School District in 2002 after serving a 10-year term as superintendent, one of the longest in the nation. Shortly afterward, he became a clinical professor at the USC Rossier School of Education. Then in 2003, a Los Angeles Federal Court named him independent monitor of the Special Education Consent Decree.

In the beginning of the 2005-2006 school year Cohn told the San Diego school district's Staff Bulletin his five goals for SDUSD. Cohn wanted to accelerate gains in student performance; ensure safe, orderly and well-maintained schools; strengthen the support for parents, community members and those in higher education; boost employee morale; and ultimately secure more funding for the schools.

By June 2006, Cohn called for peace among adults with relations to the district in a commentary posted on Voiceofsandiego.org. He pointed out that parents and principals fought over how Title I funds were distributed; shared decisions were constantly being debated among principals and teachers; and that teachers and parents joined forces against administrators about school discipline and campus climate. However, the recent five area superintendent appointments were expected to alleviate issues from their origination.

The Beverly Hills Board of Education named John Fitzpatrick the interim superintendent after Jeff Hubbard left in July to lead the Newport-Mesa Unified School District. The board will vote on McVeigh's appointment during the Sept. 12 special meeting.



Reservations
310.887.6055

CIRCA 55
restaurant + lounge

lounge
C55



the
bellezza
salon



well-to-do list
at The Beverly Hilton

Circa55
restaurant and lounge

C55
lounge

The Penthouse Collection
exclusive suites on the 8th floor

Aqua Star Spa
at the beverly hilton

Le Chateau
fine wines & chocolates

Hours. Minutes. Seconds.
timepieces and jewelry

The Bellezza Salon
full service salon arriving fall 2006

Introducing a collection of stylish and tasteful diversions designed to excite the senses, relax the mind and flat-out splurge. It's all part of our \$80 million makeover honoring 51 star-studded years in the heart of Beverly Hills.

the
BEVERLY HILTON®

9876 Wilshire Boulevard Beverly Hills 90210
310.274.7777 Phone 310.887.6012 Fax beverlyhilton.com

Service Directory

Place your ad in the Beverly Hills Weekly's Service Directory for the low cost of \$250 for 10 weeks!

310 887-0788

BAD CREDIT

Bad Credit Report?
Denied credit or a home loan?

**IMPROVE YOUR
CREDIT SCORE NOW!**

Don't delay!
1-800-250-3252

CONSTRUCTION

**Len Roscitto
CONSTRUCTION**

"We Hit The Nail On The Head"

- Best Service •
- Best Quality •
- Best Price •

CALL LENNY
310-415-7542

35 Years Experience

Weekly

For Classified or
Service Directory
Advertising

Call:
310-887-0788

CAR WASH



COUPON
Wash & Hand Wax
Sun. & Mon. Only
\$44.95
WITH THIS COUPON ONLY
BHWeekly Expires 12-31-06

COUPON
Deluxe Wash
Sun., Mon. & Tues. Only
\$18.95
WITH THIS COUPON ONLY
BHWeekly Expires 12-31-06

COUPON
Exterior Detail
Mon. Thru Wed. Only
\$99.00
WITH THIS COUPON ONLY
BHWeekly Expires 12-31-06

COUPON
Complete Detail
Mon. Thru Wed. Only
\$179
WITH THIS COUPON ONLY
BHWeekly Expires 12-31-06

Custom Detailing
"A Car Wash Like No Other"

- 100% Hand Wash
- Exotic & Luxury Show Car Specialist
- Complete Auto, Truck, & SUV Detailing
- Interior Carpet Shampoo
- Wax and Leather Retreatment
- Monthly Programs • Corporate Accounts

The Ultimate in Luster Protection
Open 7 Days

427 N. Crescent Drive
Beverly Hills, CA 90210
(310) 274 - 0885

CONTRACTORS

DLF-BUILDERS

- Room additions • Bathroom Remodeling • Kitchen Remodeling
 - Finish Carpentry • Doors • Windows • Decks • Tiles • Plans
- 25 years experience

Call **DAVID**
(310) 770-3022

Lic# 612380

FINE ART

CONSERVATION OF FINE ART
(PAINTINGS & WORK ON PAPER)

INCLUDING REALIGNMENT,
TOUCH-UP, TEARS, CLEANING &
STABILIZATION

30 YEARS EXPERIENCE
MEMBER A.I.C., WASHINGTON D.C.
Please call

(323) 733-8792

FURNITURE RESTORATION

Established 1964
House of Brienza, Inc.

- *Furniture Repairs
- *Restoration
- *Chair Caning
- *Rushwork

We Make Fine Custom Furniture
2358 S. Robertson Blvd.

www.houseofbrienza.com

310-839-9254

GARDENING



Gardening Services

- Experienced and Reliable
- Residential and Commercial
- Weekly or Bi-Weekly Maintenance
- Tree Work and Clean Up Jobs
- Attention to Detail

FREE ESTIMATES

David Yamamoto
(310) 578-9907

HANDYMAN

MY HANDYMAN

Lic.#823327

-PROFESSIONAL ARTISAN CRAFTSMAN-
Remodeling-Electrical-Carpentry-Plumbing
Painting-Tile & Masonry-Welding

Free Estimate • 10% Discount

• 20% Senior Discount

(323) 394-7169 • (818) 632-8827

HOMECARE

WE WILL TAKE CARE OF YOU!!!

Universal Homecare Services, Inc.

(Licensed, Bonded and insured)

Provides highly efficient, trained professional quality caregivers,
Companions, CNA, LVN, CHHA, for elderly, physically-
handicapped, and those recuperating from illness in the comfort and
privacy of their own home.



LIVE IN/
LIVE-OUT

Call us for a free assessment at
1-800-608-9968 or 1-213-383-9968

MASSAGE

Wat Po Ti

Authentic Traditional Massage

Call for appointment

(310) 481-3948

11935 Santa Monica
At Brockton

\$45 Per Hour

Real Massage. Nothing Else

PSYCHIC

**TRULY GIFTED &
POWERFUL**

PSYCHIC JORDAN

The Most Accurate Insight & Advice
Specializing In:

- Love & Relationships • Family Matters
- Business Transactions

Are You Confused? Unhappy? Stressed?
Suffering from Anxiety and/or Depression?

1-877-581-2400

LIMOUSINES



818-652-6686
888-500-LUSH
818-988-LUSH

PAINTING

Plus House & Bldg Value



Residential Specialists
INTERIOR & EXTERIOR

- Antique Finishes
- Faux Finishes
- Glazing
- Bellagio Foux
- Water Blaster
- Stucco Repair
- Wallpaper
- Stain & Varnish Foux

(323) 731-8841 (310) 597-5886
Dor Painting Co. Lic#778863

Place your ad in the Beverly Hills Weekly's Service Directory for the low cost of \$250 for 10 weeks! 310 887-0788

PAINTING

NEW TOWN PAINTING

Bonded • Insured • Worker's Comp
213•736•1244

- Excellent References
- Locally Owned & Operated
- Senior Citizens Discounts
- Quality Professional Workmanship

Residential / Commercial / Industrial

Super Special FREE ESTIMATES

CALL US LAST FOR THE BEST PRICE

24hrs, 7 days a week 1•800•745•3434

RUG CLEANING

ORIENTAL RUG

Expert Cleaning & Repair

FREE PICK UP & DELIVERY

DIRECT IMPORTERS & AWARD WINNING

PRODUCER OF HANDMADE RUGS

WITH MORE THAN

53 YEARS OF EXPERIENCE

11569 Olympic Blvd.

West Los Angeles, 90064

Tel: 310-770-9085 & 310-927-2588

www.RugIdea.com INFO@RugIdea.com

VACATION RENTALS

Mammoth

Premiere Reservations

Vacation Rentals in Mammoth

4-7 Night Specials

10-30% Discount

Mention Beverly Hills Weekly for an Extra

5% Off

For Three Or More Nights!

1-800-336-6543

Book online www.mammothpremiere.com

The following person(s) are doing business as: WORLDWIDE MOTORSPTS, 2046 West H. Lancaster, CA 93535. CYNTHIA PADILLA, 3824 Desert Lily Ct, Palmdale, CA 93551. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 05/08/06. Signed: Brenda J. Hill. 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: 8/17/06. NOTICE - This 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: 8/10/06, 8/17/06, 8/24/06, 8/31/06 BHW-2569

FICTITIOUS BUSINESS NAME STATEMENT: 06-168818-16
The following person(s) are doing business as: CAN'T STOP CONSTRUCTION, 18034 Ventura Blvd, Encino, CA 91436. GARY TOPELWISKI, 18034 Ventura Blvd, Encino, CA 91436. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 7/15/06. Signed: Gary Topelwiski. 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: 8/17/06. NOTICE - This 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: 8/10/06, 8/17/06, 8/24/06, 8/31/06 BHW-2567

FICTITIOUS BUSINESS NAME STATEMENT: 06-168819-16
The following person(s) are doing business as: LEREVER PRODUCTIONS, 6532 La Miranda Ave, Los Angeles, CA 90038. PHIL WRIGHT, 6532 La Miranda Ave, Los Angeles, CA 90038. 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: Phil Wright. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/31/06. NOTICE - This 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: 8/10/06, 8/17/06, 8/24/06, 8/31/06 BHW-2571

FICTITIOUS BUSINESS NAME STATEMENT: 06-168820-16
The following person(s) are doing business as: ERREVE PRODUCTIONS, 6532 La Miranda Ave, Los Angeles, CA 90038. PHIL WRIGHT, 6532 La Miranda Ave, Los Angeles, CA 90038. 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: Mark Stanton. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/31/06. NOTICE - This 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: 8/10/06, 8/17/06, 8/24/06, 8/31/06 BHW-2572

FICTITIOUS BUSINESS NAME STATEMENT: 06-168821-16
The following person(s) are doing business as: LEREVER PRODUCTIONS, 6532 La Miranda Ave, Los Angeles, CA 90038. PHIL WRIGHT, 6532 La Miranda Ave, Los Angeles, CA 90038. 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: Mark Stanton. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/31/06. NOTICE - This 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: 8/10/06, 8/17/06, 8/24/06, 8/31/06 BHW-2573

FICTITIOUS BUSINESS NAME STATEMENT: 06-168822-16
The following person(s) are doing business as: WORLDWIDE MOTORSPTS, 2046 West H. Lancaster, CA 93535. CYNTHIA PADILLA, 3824 Desert Lily Ct, Palmdale, CA 93551. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 05/08/06. Signed: Brenda J. Hill. 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: 8/17/06. NOTICE - This 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: 8/10/06, 8/17/06, 8/24/06, 8/31/06 BHW-2570

FICTITIOUS BUSINESS NAME STATEMENT: 06-168823-16
The following person(s) are doing business as: ADNERB'S TREASURES, 14420 Chase St, Panorama City, CA 91406. BRENDA JURADO HILL, 8020 Langton Ave, #120, Van Nuys, CA 91406. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 05/08/06. Signed: Brenda J. Hill. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/27/06. NOTICE - This 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: 8/10/06, 8/17/06, 8/24/06, 8/31/06 BHW-2571

FICTITIOUS BUSINESS NAME STATEMENT: 06-168824-16
The following person(s) are doing business as: MILA'S ENTERPRISES, 28622 Caballero Dr, Saugus, CA 91350. HERMIJA L. MERCADO, 28622 Caballero Dr, Saugus, CA 91350. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 02/01/06. Signed: Hermila L. Mercado. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/28/06. NOTICE - This 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: 8/10/06, 8/17/06, 8/24/06, 8/31/06 BHW-2572

FICTITIOUS BUSINESS NAME STATEMENT: 06-168825-16
The following person(s) are doing business as: V.L. GLOBAL CONSULTING, 15500 Erwin St, Van Nuys, CA 91411. VAGHNAK KHACHATRYAN, 1077 New St, #2, Glendale, CA 91201. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 11/05. Signed: Vaghnaik Khachatryan. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/28/06. NOTICE - This 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: 8/10/06, 8/17/06, 8/24/06, 8/31/06 BHW-2573

FICTITIOUS BUSINESS NAME STATEMENT: 06-168826-16
The following person(s) are doing business as: RAMOS REMODELING AND CONSTRUCTION, 36300 30th St, JACK SKWARCH, 501 W. Glenoaks Blvd, Glendale, CA 91202. JIM KENNEDY, 340 N. Kenmore St, Glendale, CA 91206. VARDAN DONGELYAN, 2432 Arcadell St, La Crescenta, CA 91214. The business is conducted by: A GENERAL PARTNERSHIP. The registrant commenced to transact business under the fictitious business name or names listed on: 8/01/06. Signed: Jack Iskarian, Balken Bagdasarian, Vardan Dongelyan. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/27/06. NOTICE - This 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: 8/10/06, 8/17/06, 8/24/06, 8/31/06 BHW-2574

FICTITIOUS BUSINESS NAME STATEMENT: 06-168827-16
The following person(s) are doing business as: HAMAYNK CO., 1905 Victory Blvd #11, Glendale, CA 91201. JACK SKWARCH, 501 W. Glenoaks Blvd, Glendale, CA 91202. JIM KENNEDY, 340 N. Kenmore St, Glendale, CA 91206. VARDAN DONGELYAN, 2432 Arcadell St, La Crescenta, CA 91214. The business is conducted by: A GENERAL PARTNERSHIP. The registrant commenced to transact business under the fictitious business name or names listed on: 8/01/06. Signed: Jack Iskarian, Balken Bagdasarian, Vardan Dongelyan. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/27/06. NOTICE - This 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: 8/10/06, 8/17/06, 8/24/06, 8/31/06 BHW-2575

RESTORATIONS

ATELIER OF RESTORATIONS

Porcelain, ceramic, metals, paintings,
work on paper, woodwork.

Restoration specialist
in all mediums.

30 years experience

Please call

(323) 733-8792

in, Signed: Maksim Sargsyan. 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: 8/2/06. NOTICE - This 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: 8/10/06, 8/17/06, 8/24/06, 8/31/06 BHW-2588

FICTITIOUS BUSINESS NAME STATEMENT: 06-1713867
The following person(s) are doing business as: JH PROPERTIES, 722 E. Garfield Ave #5, Glendale, CA 91205. LEVON VARDANTYAN, 722 E. Garfield Ave #5, Glendale, CA 91205. 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: Levon Vardantyan. 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: 8/2/06. NOTICE - This 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: 8/10/06, 8/17/06, 8/24/06, 8/31/06 BHW-2589

FICTITIOUS BUSINESS NAME STATEMENT: 06-1713868
The following person(s) are doing business as: KS MANUFACTURING, 3650 4th Ave, La Crescenta, CA 91214. STILIANA KUTSMEVICH, 1611 N. Los Angeles Ave, La Crescenta, CA 91204. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 01/01. Signed: Svetlana Kutsmevich. 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: 8/2/06. NOTICE - This 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: 8/10/06, 8/17/06, 8/24/06, 8/31/06 BHW-2590

FICTITIOUS BUSINESS NAME STATEMENT: 06-1702889
The following person(s) are doing business as: CA ROSARIO CENTRAL LOS ANGELES SCORPER CLUB, 8822 Burnet Ave, Van Nuys, CA 91411. ESTEBAN FAVERE, 8822 Burnet Ave, 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: Rachel Cecelia Syehlich. 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: 8/1/06. NOTICE - This 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: 8/10/06, 8/17/06, 8/24/06, 8/31/06 BHW-2591

FICTITIOUS BUSINESS NAME STATEMENT: 06-1702890
The following person(s) are doing business as: CASH FLOW PROPERTY MANAGEMENT, 17139 Lorillard St, CA 91214. GRANADA HILLS, CA 91206. 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: Rachel Cecelia Syehlich. 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: 8/1/06. NOTICE - This 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: 8/10/06, 8/17/06, 8/24/06, 8/31/06 BHW-2592

FICTITIOUS BUSINESS NAME STATEMENT: 06-1702891
The following person(s) are doing business as: NATIONAL BUILDER AND REMODELING, 3632 Van Nuys Blvd, Van Nuys, CA 91411. BRUNO RIVERA, 3632 Van Nuys Blvd, 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: Cesar A. Lopez. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 8/1/06. NOTICE - This 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: 8/10/06, 8/17/06, 8/24/06, 8/31/06 BHW-2593

FICTITIOUS BUSINESS NAME STATEMENT: 06-1702892
The following person(s) are doing business as: LOU'S PERFORMANCE, 12071 Branford St, Sun Valley, CA 91352. LUIS ZAMORA, 11175 DeSoto Ave, Pacoima, CA 91331. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Luis Zamora. 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: 8/1/06. NOTICE - This 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: 8/10/06, 8/17/06, 8/24/06, 8/31/06 BHW-2594

FICTITIOUS BUSINESS NAME STATEMENT: 06-1702893
The following person(s) are doing business as: NATIONAL BUILDER AND REMODELING, 3632 Van Nuys Blvd, Van Nuys, CA 91411. BRUNO RIVERA, 3632 Van Nuys Blvd, 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: Cesar A. Lopez. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 8/1/06. NOTICE - This 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: 8/10/06, 8/17/06, 8/24/06, 8/31/06 BHW-2595

FICTITIOUS BUSINESS NAME STATEMENT: 06-1688081
The following person(s) are doing business as: LETS BOUNDIE, 1831 Wyandotte St #1, Van Nuys, CA 91406. CESAR A. LOPEZ, 1831 Wyandotte St #1, Van Nuys, CA 91406. 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: Cesar A. Lopez. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 8/1/06. NOTICE - This 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: 8/10/06, 8/17/06, 8/24/06, 8/31/06 BHW-2596

FICTITIOUS BUSINESS NAME STATEMENT: 06-1713876
The following person(s) are doing business as: PICTURE THIS PICTURE THAT BY TERESA, 6226 Delongore Ave, Van Nuys, CA 91411. REYNA FERRER, 6226 Delongore Ave, 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: Reyna Ferrer. 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: 8/2/06. NOTICE - This 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: 8/10/06, 8/17/06, 8/24/06, 8/31/06 BHW-2597

FICTITIOUS BUSINESS NAME STATEMENT: 06-1713885
The following person(s) are doing business as: ARM TRANS, 606 N. 6th St #D, Burbank, CA 91501. BARIS BABASYAN, 606 N. St #D, Burbank, CA 91501. 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: Baris Babasyan. 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: 8/2/06. NOTICE - This 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: 8/10/06, 8/17/06, 8/24/06, 8/31/06 BHW-2598

FICTITIOUS BUSINESS NAME STATEMENT: 06-1713829
The following person(s) are doing business as: ITU SERVICES, 5435 Yarmouth Ave #1, Encino, CA 91436. LYVA ALTO, 5435 Yarmouth Ave #1, Encino, CA 91436. 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: Lyva Alto. 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: 8/2/06. NOTICE - This 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: 8/10/06, 8/17/06, 8/24/06, 8/31/06 BHW-2599

FICTITIOUS BUSINESS NAME STATEMENT: 06-1688183
Original file # 03-2295420
The following person(s) have(s) abandoned the use of the fictitious business name: FAMOUS ODESSA, 18525 Burbank Blvd, Tarzana, CA 91356. The fictitious business name referred to above was filed on: 8/20/06 in the County of Los Angeles. The business is 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: 8/17/06. NOTICE - This 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: 8/10/06, 8/17/06, 8/24/06, 8/31/06 BHW-2581

FICTITIOUS BUSINESS NAME STATEMENT: 06-1688184
Original file # 04-278697
The following person(s) have(s) abandoned the use of the fictitious business name: HELL IN A HANDSAG, 2542 Fitzgerald Ave, Stevenson Ranch, CA 91381. The fictitious business name referred to above was filed on: 8/2/06 in the County of Los Angeles. The business is 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: 8/17/06. NOTICE - This 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: 8/10/06, 8/17/06, 8/24/06, 8/31/06 BHW-2582

FICTITIOUS BUSINESS NAME STATEMENT: 06-1702137
The following person(s) are doing business as: CASH IN FLASH, 10948 Imperial Hwy, 3101, Monrovia, CA 90050. RAPHAE LATAI, 13072 Chino Pl, Chino, CA 91710. SWAGI DALAL, 14156 Evering View, Chino Hills, CA 91709. The business is conducted by: A GENERAL PARTNERSHIP. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Raphae Latai. 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: 8/2/06. NOTICE - This 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: 8/10/06, 8/17/06, 8/24/06, 8/31/06 BHW-2583

FICTITIOUS BUSINESS NAME STATEMENT: 06-1690141
The following person(s) are doing business as: GEORGE'S DETAIL MOBIL CARS WASH, RVS, MOTORCYCLE AND BOATS, 1271 St. Rosemont St, #1, Pomona, CA 91768. 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: Jorge M. Pineta. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 7/28/06. NOTICE - This 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: 8/10/06, 8/17/06, 8/24/06, 8/31/06 BHW-2584

FICTITIOUS BUSINESS NAME STATEMENT: 06-1713871
The following person(s) are doing business as: INDEPENDENT AUTO COLLISION REPAIR, 7236 Reseda Blvd, 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: Jose Carlos Garcia. 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: 8/2/06. NOTICE - This 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: 8/10/06, 8/17/06, 8/24/06, 8/31/06 BHW-2585

FICTITIOUS BUSINESS NAME STATEMENT: 06-1713872
The following person(s) are doing business as: MAXIM TOBACCO, 1770 N. Highland Ave #C, Los Angeles, CA 90028. SIAK SAARKYAN, 17051 Westbury Dr, Granada Hills, CA 91344. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: SIAK SAARKYAN. 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: 8/2/06. NOTICE - This 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: 8/10/06, 8/17/06, 8/24/06, 8/31/06 BHW-2586

FICTITIOUS BUSINESS NAME STATEMENT: 06-1713873
The following person(s) are doing business as: AUTOMOTIVE MANAGEMENT SERVICES, 9244 Lemona Ave, 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: Aram Pogossian. 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: 8/2/06. NOTICE - This 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: 8/10/06, 8/17/06, 8/24/06, 8/31/06 BHW-2587

FICTITIOUS BUSINESS NAME STATEMENT: 06-1702888
The following person(s) are doing business as: BAGRATIAN GROUP, 1139 E. S. Maple St, #1, Glendale, CA 91201. BAGRATIAN GROUP, 1139 E. S. Maple St, #1, Glendale, CA 91201. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Aram Pogossian. 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: 8/2/06. NOTICE - This 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: 8/10/06, 8/17/06, 8/24/06, 8/31/06 BHW-2588

FICTITIOUS BUSINESS NAME STATEMENT: 06-1702889
The following person(s) are doing business as: MARIANO TRAVEL, 12716 Sherman Way, North Hollywood, CA 91605. HEAVENLY WORLD TRAVEL, INC., 12716 Sherman Way, North Hollywood, CA 91605. 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: George J. Traylor. 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: 8/1/06. NOTICE - This 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: 8/10/06, 8/17/06, 8/24/06, 8/31/06 BHW-2594

FICTITIOUS BUSINESS NAME STATEMENT: 06-1702887
The following person(s) are doing business as: MARIANO TRAVEL, 12716 Sherman Way, North Hollywood, CA 91605. HEAVENLY WORLD TRAVEL, INC., 12716 Sherman Way, North Hollywood, CA 91605. 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: George J. Traylor. 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: 8/1/06. NOTICE - This 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: 8/10/06, 8/17/06, 8/24/06, 8/31/06 BHW-2593

ROOFING & HANDYMAN

L.A.'S #1

Roofing & Handyman

Any kind of roof repairs, Skylight installation, Framing,
Drywall, Painting and Rain Gutters

Excellent Local Refs - 25 Yrs Exp.

License, Insured, Bonded

Call Steve 213-675-3769

The following person(s) are doing business as: JH PROPERTIES, 16105 Tubo St, North Hills, CA 91343. JODY LYVNE T. HAYES, 16105 Tubo St, North Hills, CA 91343. MARTIN C. HAYES JR., 16105 Tubo St, North Hills, CA 91343. 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: Jody Hayes, Martin Hayes. 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: 8/2/06.

CLASSIFIEDS

To place your ad, call
310-887-0788

LEGEND

100-199 Announcements

105-General Services
110-Funeral Directors
115-Cemetery/Mausoleums
120-Clubs/Meetings
125-Personals
130-Legal Notices
135-Beauty Aids
140-Health Aids
145-Lost Items
150-Found Items
155-School and Classes
160-Adult Entertainment
161-Escort
165-Massage
170-Caregiver

200-299 Services

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

216-Car Alarms

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

260-Music Instruction

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

300-399 Rentals

300-House Furnished
302-House Unfurnished
304-Apartments Furnished

306-For Rent

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

400-499 Real Estate

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

420-Out-of-State Property

422-Real Estate Exchange
424-Real Estate Wanted

500-599 Employment

500-Employment Opportunities
501-Help Wanted
505-Work at Home
510-Employment Agencies
515-Business Services
516-Business Opportunities
520-Jobs Wanted
521-Personal Shopper
522-Drivers

600-799 Merchandise

600-Garage Sales
610-For Sale
615-Business For Sale
700-Antiques
705-Appliances
710-Medical Supplies
715-Coins & Stamps
720-Computers
725-Furniture
726-Miscellaneous
730-Musical Instruments

735-Office Furniture

740-Television/Radio

800-899 Financial

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

900-999 Transportation

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

308-CONDOMINIUMS

CONDO FOR SALE

10751 Wilshire Blvd.
Walking distance to UCLA
14th floor on Wilshire Corridor
1 bed, 2 bath, Large living room
24-hr doorman. 2 Parking
spaces
\$489,000 or lease for \$1,900 a
month
GREAT value. Principal only.
(310) 477-0798
(310) 717-8680 cell
Contact Ann

Beverly Hills Adj.
2 Bedroom + 2 1/2 Bathrooms
2000 Sq ft. Newly Remodeled,
Hardwood Floors
Kitchen With Island
Walk-in closet, W/D & A/C
2 Car Garage. MUST SEE!
\$3,185 (310) 963-6969

326-HEALTH & BEAUTY

Pilates By Kristin.
Perceptive Physical Health.
Gain Strength, Perfect Posture
and Youth.
@ LA Main Physical Therapy,
S. Beverly Blvd.

HEALTH CARE MEDICAL
BENEFITS. \$155.00 for the
entire family. Prescription, den-
tal, hospitalization. Pre-existing
OK!! 800-971-7017.
IMPOTENT? ERECTILE DYS-
FUNCTION can be treated safe-
ly & effectively without
drugs/surgery. Covered by
Medicare! Diabetic supplies at
little or NO cost to you. 1-800-
815-1577, Ext. 12
www.LifeCareDiabeticSupplies.com

DISCOUNTED MEDICAL &
DENTAL PLAN. Prescriptions,
Vision, Doctor >Visits,
Emergency. \$39.95/mo. Call
877-809-1900, ext. 1.
www.accessnhca.com

400-HOMES FOR SALE

Romantic Beverly Hills
Mediterranean Estate
W/ 6 bdrm & 8 bath. Dramatic
30 ft. high ceiling living-room.
Rich in Venetian plaster, two
fireplaces, elevator & wet bar.
Beautiful pool/spa, waterfalls,
shooting fountains & fire pit
along with a guest house which
complete the exotic backyard.
Vangelis Korasidis
310-247-1500

BEL-AIR ADJACENT
3 Bedroom/3 Bath
Fully Remodeled Home
with 180 View of City Lights.
Large Backyard, Granite
Countertops & custom bath-
rooms with a Jacuzzi tub.
(310) 866-9000

PALOS VERDES
Super 180° View
L.A. to Newport Beach
Brand new home
4 bedroom 3 bath
Gated city
Owner-Agent:
(310) 994-2144
\$10 Million

Sherman Oaks 2006
Two stories 4 bedrooms
4 1/2 bath
Family room, formal dining
Hardwood floors, beautiful
kitchen
Top of the line appliances, pool
size yard
Minutes to Westwood
\$1.35 million
(818) 400-1331

100- ANNOUNCEMENTS

DONATE YOUR
PROPERTY or CAR
For a Tax Deduction.
Cash Donations
Are Also Welcome.
Please Call I.H.F.:
* (818) 762-0793 *
Non-profit Organization.
www.ihf-charity.org

PREGNANT? CONSIDERING
ADOPTION? Talk with caring
people specializing in matching
birthmothers with families
nationwide. Expenses Paid. Toll
free 24/7 Abby's One True Gift
Adoptions 1-866-413-6292
(Cal-SCAN)

HUNT ELK, Red Stag,
Whitetail, Buffalo- our season
starts 8/25/2006-03/31/2007.
Guaranteed hunting license
\$5.00, no-game, no-pay policy.
Call Days 1-314-209-9800 &
Evenings 1-314-293-0610.
(Cal-SCAN)

ADOPTION SERVICES: We're
friendly, caring, easy to talk
with. Expenses paid. Relocation
available. Choose you baby's
family. Continued support.
Kathy. 1-888-825-7974.

PREGNANT? Consider adop-
tion. 24/7. Receive
pictures/info. YOU choose your
baby's family! Financial assis-
tance. 1-866-236-7638.
Lic#123021.

Hiring for 2006 POSTAL JOBS.
\$18/hour starting avg. pay
\$57K/year. Federal benefits. No
experience needed.
1-800-584-1775 Ref.#7601.

ALL CASH BUSINESS! Local
candy vending route. \$50K/yr.
potential. 30 machines + candy.
\$5,495. Call 1-800-704-5414.

Get instant relief. Call Chuck 1-
800-487-1992. www.safetax-
help.com NEED A LOAN? No
credit - BAD credit -
Bankruptcy - Repossession -
Personal Loans - Auto Loans -
Consolidation Loans AVAIL-
ABLE! "We have been helping
people with credit problems
since 1991".
Call 1-800-654-1816.

125-PERSONALS

Enjoys the good life
Outdoors and travel
Happy African American
60's, 5'4, 148 Lbs.
(310) 815- 8403

142-HYPNOTHERAPY

Hypnoterapy. Advanced
Certified Hypnoterapist
Board Certified Medical
Hypnoterapist
Barbara Berkowitz.
(310) 271-7442

165-MASSAGE

CERTIFIED MASSAGE
THERAPY IN YOUR HOME
INTRODUCTORY SPECIALS
\$50/HR.
(310) 210-3033.

170-ASSISTED LIVING

RETIRED RN
Will do Elderly Care
Services. Short or Long
Hours Available.
Price Negotiable.
Contact Ruth at
(323) 951-0414

FEMALE CAREGIVER/ HOUSE MANAGEMENT

Fluent in English,
Spanish and Italian.
Driver, light housekeeping
and cooking!
References Available.
(310) 999-8368.

203- ATTORNEY DIRECTORY

Living Trusts
Including the grant deed to your
residence
Durable power of attorney &
pour over will
\$499 each
Law Offices of Bruce
Greenfield
(310) 425-994 (818) 312-5700
West Los Angeles & Westlake
Village

222- GRAPHIC DESIGN

Ani Motion Graphics
*Graphic Design
*Motion Graphics
*Logos Design
Mike Wiley 310.433.0528
Ani-motiongraphics@hotmail.com

223-COMPUTER CONSULTANT

Roque's Computer
Consulting
www.rapidtechs.com
ceo@rapidtechs.com
Sales repair, upgrades,
Networking, websites, CCTV
Contact: Ricky Roque Jr.
Cell: (310) 686-7277
Fax: (480) 393-4945
Nextel: 126*912*1751

224-COMPUTER REPAIR

Computer Technician
Repairs & Assistance for all
types of
users. Custom built, wireless,
installation,
system-optimization.
Call (310) 437-3555

Computer Repair Service
We come to you.
Home or office, desktop & lap-
top.
We can fix any problem, virus
removal,
Wireless, data recovery. Custom
installation
Free Estimates (818) 232-7385

246-HAULING

THE HAULER
We do all types of Hauling
& cleaning garages
(323) 388-9159.

254-LANDSCAPING

HERNANDEZ LANDSCAPE
& DESIGN.
Sprinklers
New Lawn
Lights
Gardening
Hauling
Tree Service
25 years experience
Free Estimates
(310) 916-5263
(310) 703-3894

258-MOVERS

Dependable Movers
Full Service & Courteous
Insured • Bonded
No Job Too Small.
Call (323) 630-9971
Or (323) 997-1193
Ask For Mike
(Lic. CAL. T-154009).

259-NOTARY

Mobile Notary. 24/7- Loan sign-
ings, all legal documents. Fluent
in Farsi. Dina (310) 780-8416.

260-ORGANIZATION

ORGANIZATIONAL
WISDOM
Helps you Organize and main-
tain garage, den, office space.
Available for home or office
\$25/hr.
Call for an appointment today.
Cynthia - (818) 536-1259
www.wisdom-work.biz

261- SCHOOL INSTRUCTION

SCHOOLS/INSTRUCTION
HEAVY EQUIPMENT OPER-
ATOR TRAINING. Bulldozer,
Backhoe, Scraper & More.
National Certification. 3, 6, 9
Week Programs. Financing
Available. Job Placement
Assistance. Toll Free:
1-888-879-7040 or
www.nahets.com (Cal-SCAN)

ATTEND COLLEGE ONLINE
from home. Medical, Business,
Paralegal, Computers, Criminal
Justice. Job placement assis-
tance. Computer provided.
Financial aid if qualified. 866-
858-2121.
www.OnlineTidewaterTech.com

266-PLUMBING

MAINLINE PLUMBING
Plumbing repair for LESS. 10
yrs.
Experienced, honest & reliable.
Repair,
water heaters, gas valves and
remodeling.
Free estimate.
(213) 210-7845 Lic#851946.

267-PIANO INSTRUCTOR

PIANO LESSONS
By Paris
Graduate Pianist
Students from ages 4-70.
Lessons in English, French,
German and Persian.
Please Call
310.409-5020

401-REAL ESTATE

Buy a Home or Business
With Little or no Money Down.
Act while interest rates are
Low!

Be represented by
Perry @ Beverly Hills Real
Estate Company,
Serving 35 years of
Local and Regional services
CALL ME @
(310) 550-5550

MANUFACTURED/ MOBILE/
MODULAR homes factory
direct, factory tours daily, factory
direct savings, factory direct
value, floor plans, models and
more at
www.FactorySelectHomes.com
or call 1-800-620-3762.
(Cal-SCAN)

IF YOU ARE An Investor You
can earn 30% annually or more.
Invest with us in California Real
Estate. Call Corey Goldstein at
1-619-993-3553. (Cal-SCAN)

STEEL BUILDINGS. FACTORY
Inventory. Best Deals 40x60
to 120x300. FREE Same Day
Quote. 1-800-658-2885
www.RigidBuilding.com (Cal-
SCAN)

TIMESHARES/RESORTS
SELL YOUR TIMESHARE!
The cheapest way to Buy, Sell
and Rent Timeshares. No commis-
sions or Broker fees. Call 1-
800-882-0296 or go to
www.VPResales.com
(Cal-SCAN)

TIMESHARE RESALES. Buy,
Sell, Rent. No commission or
broker fees. 800-640-6886.
www.buyatimeshare.com

DOUBLE YOUR INVEST-
MENT - in 1 year. Builders lots
in fastest growing areas in
Florida. Wholesale pricing.
954-605-6407

DOUBLE YOUR INVEST-
MENT - in 1 year. Builders lots
in fastest growing areas in
Florida. Wholesale pricing.
770-900-1373

402-CONDOMINIUMS FOR SALE

BEST BUY IN
BEVERLY HILLS
Spacious 3 Bdr., 2Ba.
Totally Remodeled,
Stainless steel appl.
Very bright, balcony,
hardwood floors.,
Open Sundays 1-4
1,700+sf. \$890,000
Vangelis Korasidis:
(310) 247-1500

403-OFFICE SPACE FOR RENT

Office Space Sublet. 1625 sq ft
(1900 rentable).
Century City Location. 3 private
offices with views,
one on NE corner + 4 cubes,
utility room,
conference room with SE corner
views /kitchen/sink/fridge,
parking including reserved
spaces; \$2.40 FSG;
sublet until Nov. 2010, 3% to
brokers.
Contact Sarah Wells at
310-688-0100

420-OUT OF STATE PROPERTY

ARIZONA - BELOW MAR-
KET. 36AC - \$159,900.
Wickenburg area. Stunning
ranch with amazing views.
Diverse topography, abundant
ground water. Great for horses,
private retreat or buy & hold.
Subdividable. E-Z terms. Call
AZLR 1-866-516-4868.
(Cal-SCAN)

GULF FRONT LOTS \$595k.
Homes starting mid-\$300k.
New master planned ocean front
community on beautiful
Mustang Island, near Corpus
Christi, TX.
www.CinnamonShore.com ,
1-866-554-5758. (Cal-SCAN)

WESTERN NEW MEXICO.
Private 62 acre Ranch \$129,990.
Mountain views, trees, rolling
hills, pastureland, borders BLM.
1930's stone homestead and
barn ruins. Horseback riding,
hiking, hunting. Perfect ranch,
electricity. 100% financing.
NALC 1-866-365-4122.
(Cal-SCAN)

40 TO 400 ACRES. Arizona.
\$5000 per acre. Awesome
views. Abundant ground water.
Mature trees. Electric available.
Borders state land. Financing
available. 1-928-772-4781.
www.AllThingsJolly.com
(Cal-SCAN)

ARIZONA- NEW to MARKET-
36 AC - \$49,900. Perfect for private
retreat. Endless views, beautiful
setting w/fresh mountain air.
Abundant wildlife. Secluded with
good access. Financing available.
Call AZLR 1-877-301-5263.
(Cal-SCAN)
FISH LAKE VALLEY, NV. New
to Market. 7ac \$27,900; 11ac
Trout Stream \$49,900 (Abuts
BLM). Eastern slope of White
Mtns, Within looming presence of
Nevada's highest peak and range.
Snow covered year round.
Providing cool, clean water that
feeds the Rainbow Trout Creek
which borders the entire back
boundary. One of a kind!
Inspiring, must see! Call 1-888-
581-5263. (Cal-SCAN)

NEW MEXICO - FIRST Time
Offer. Abandoned Farming /
Mining Settlement less than 2hrs
Albuquerque. 20 acres - \$179,900.
Old Farming & Mining
Community. Incredible setting,
including frequently running
river, spring, views and diverse
topography. Excellent financing.
Call NML&R, Inc. 1-888-370-
5263 or visit
www.SantaRitaRanches.net
(Cal-SCAN)

WESTERN SLOPE LAND
SALE! Grand Junction Area 35
Acres from \$89,900! Enter your
property thru the gates of the
Colorado National Monument. Be
surrounded by thousands of acres
of federal recreation land. Enjoy
360 degree views and 300 + days
per year of sunshine. 20 mins to
downtown Grand Junction, 90
mins or less to world-class skiing.
Fly fishing, hiking camping and
hunting nearby. Excellent financ-
ing available. Grand Opening -
Saturday Sept. 9th. Call for your
appointment now! 1-866-696-
5263. Offer Void Where
Prohibited. (Cal-SCAN)

A DREAM FIND - 20 Acres -
Reduced \$89,900. Near
Tehachapi. Fresh mountain air
and picture perfect views.
Streams and oaks. Ideal for
horses, country getaway, or to
buy and hold. Financing. Call
owner 1-888-821-5253.
(Cal-SCAN)

MEGA LAND AUCTION. 200
Mesa Convention Center. Seller
Financing! Low downs! No
Qualifying! Online Bidding
Available! Free Catalog & prop-
erty details @
www.SunnyLand.com 1-866-
SUNNYLAND. Arizona
Broker. Orbit Investments, LLC.
(Cal-SCAN)

GEORGIA LAND: Central 1-10
acre tracts beautiful areas. The
south's finest living. Terrific
investment w/financing avail-
able. Starting \$5200/acre. 706-
833-0204.
www.GALandSales.us
SOUTHERN GA.

AFFORDABLE LAND. 1-20
acres. 1-acre lots \$14,900; 5
acres, \$27,900. Opens 9/2/06.
Owner terms available. 1-866-
902-2126 Owner/Developer.
Information
www.blackwaterreserve.com

FLORIDA LAND Starting at
\$19,900 in fast growing areas.
Easy financing. No qualifying.
See pictures at
www.FloridaLotsUSA.com or
call 1-877-983-6600.

NC MOUNTAINS!! Log
Cabins E-Z to finish 2 & 3
Bedroom Chalets on 1-2 acre
sites. \$109,900-\$149,900. Paved
roads, utilities. Financing. 1-
828-652-8700.

500-EMPLOYMENT OPPORTUNITIES

I LOVE MY NANNY
But We Are Moving!
After 5 Years, We Want
To Find Her a Great Family.
Full Time
Inquiries Only.
Christina (254) 493- 2338

AIRLINE MECHANIC: Rapid
training for high paying
Aviation career. FAA predicts
severe shortage. Financial aid if
qualify - Job Placement
Assistance.
Call AIM 888-349-5387.

501-HELP WANTED

COUPLE WANTED for
Waitress and Maintenance posi-
tions. Willing to relocate to
Dateland, Arizona (60 miles
East of Yuma). Apartment avail-
able. References required. 1928-
446-9332. (Cal-SCAN)

DETENTION OFFICER:
Phoenix, Arizona, Maricopa
County Sheriff's Office.
\$14.99/hr. Excellent benefits.
No Experience Necessary.
Contact 602-307-5245. 1-877-
352-6276, or www.MCSO.org
400 vacancies, including civil-
ian positions. (Cal-SCAN)

POLICE OFFICERS: Earn up
to \$20,000 bonus. Train to pro-
tect your fellow Soldiers and be
a leader in the Army National
Guard. 1-800-GO-
GUARD.com/police
(Cal-SCAN)

DATA ENTRY! Work from any-
where. Flexible hours. Personals!
1 computer required. Excellent
career opportunity. Serious
inquiries only. 1-800-344-9636
Ext-310

\$1500 WEEKLY Guaranteed.
Now accepting applications.
\$50 CASH Hiring Bonus. 888-
318-1638.
www.USMailingGroup.com

ASSEMBLE MAGNETS &
CRAFTS FROM HOME! Year
round Work! Excellent Pay!
>No Experience! TOLL FREE
1-866-844-5091, code 11

502-HELP WANTED DRIVERS

ATTENTION DRIVERS: Drive
the friendly roads of CA, NV
and AZ. Gotta make the move
to McKelvey today! Call 1-800-
410-6255. (Cal-SCAN)

ATTN: FLATBED DRIVERS
\$850-\$1050 per week!
Dedicated runs Available. Free
Benefits. Home Weekends &
Some Weeknights. CDL-A
Required. 1-866-394-1944.
(Cal-SCAN)

DRIVER: AMERICA'S
PREMIER Training Company!
Company Sponsored CDL train-
ing in 3 1/2 weeks. Must be 21.
Have CDL? Tuition
Reimbursement!
wgreen@crst.com 1-800-781-
2778. (Cal-SCAN)

DRIVER - CDL/A: WESTERN
11 Regional - \$900 - \$1200
Quarterly Bonuses! Up to 42c.
Solos,
Teams, Owner Operators: Paid
California Orientation. 1-866-
323-2181 www.KLLM.com
EOE (Cal-SCAN)
DRIVER - EXPERIENCED &
Trainees Needed. Earn up to
\$40k+ next year. No experience
required. \$0 down. CDL
Training Available. Central
Refrigerated 1-800-521-9277
x4779. (Cal-SCAN)

DRIVER- GET THE Respect
you deserve at Covenant
Transport! We are now hiring
Class-A drivers, both experi-
enced and Graduate students, in
your area. \$5,000 sign-on bonus
for experienced team drivers.
Great miles, frequent home time
and outstanding driver support.
It's all at Covenant Transport!
Call today: 1-866-684-2519.
EOE. (Cal-SCAN)

DRIVER: TAKE CARE of your
Family. Join ours. Consistent
miles, regional and dedicated
runs. Company paid
Commercial Drivers License
training.
www.SwiftTruckingJobs.com
1-866-476-6828. EOE.
(Cal-SCAN)

DRIVERS- Reefer Recent
Average \$1,294/week. No expe-
rience? On the Road Training
Available. Late Model Assigned
Equipment. Great Benefits.
1-800-771-6318.
www.PrimeInc.com
(Cal-SCAN)

DRIVERS- VOYAGER
EXPRESS, INC. Hiring
Southwest Regional
Professional Class A CDL
Drivers. If you want to be part
of a team which knows that
Family, Being Appreciated and
Enjoying Life is Important, call
Glenda @ 1-800-552-0950
x114. (Cal-SCAN)

FedEx Ground. O'O Teams.
Average 5000 miles/week.
\$1,249 hub fuel, start \$96.
CDL-A with 1 yr. Exp. Ask
about our new temporary rate.
1-866-832-6339. (Cal-SCAN)

OTR DRIVERS DESERVE
more pay and more hometime!
\$.41/mi. 1 year experience.
More experience makes more!
Home weekends! Run our west-
ern region! Heartland Express
1-800-441-4953
www.HeartlandExpress.com
(Cal-SCAN)

515-BUSINESS SERVICES

ACHIEVE EXCELLENCE!
ADVERTISE IN NEWSPA-
PERS. Print and Online combo
buy. 125 print newspapers
reaching 3 million Californians,
and 35+ Online newspaper web-
sites. Ask about CODAN (916)
288-6010; (916) 288-6019
www.cal-scan.com (Cal-SCAN)

ADVERTISE EFFICIENTLY.
Classified ad in 200+ newspa-
pers in California. Reach over 6
million readers for only \$500.
Call this participating newspa-
per and ask about the Statewide
Classified Ad program or visit
www.cal-scan.com (Cal-SCAN)
GOT A BUSINESS?

Dramatically increase sales by
accepting all major Credit and
Debit cards. 0% Discount rates!
Free start up! Free equipment
upgrades! 1-800-568-9115.
(Cal-SCAN)

516-BUSINESS OPPORTUNITIES

* Business Opportunity of a
Lifetime*
Looking for Open-minded,
Motivated
Individuals who want to make
an
EXTRA \$200-\$5,000/month
PART TIME.
Call Laleh @ 310-927-1243
ASAP
Lhaverim33@yahoo.com

Seeking Investment for NAS-
DAQ
Reporting Company to
Manufacture & Market Electric
Rechargeable Power Paks for
Power Outages.
Indoor or Outdoor uses.
License agreements for sale as
well.
Email: inloop@telus.net

Retire early and wealthy.
Executive Level Compensation
Potential.
Work from home. Training
Provided.
(800) 318-9787 Ext: 5460

ALL CASH CANDY Route. Do
you earn \$800 in a day? Your
own local candy route. Includes
30 machines and candy. All for
\$9,995. MultiVend, LLC 880
Grand Blvd., Deer Park, NY
11729. 1-888-625-2405.
(Cal-SCAN)

MATTRESS CLEANING &
Sanitizing Business. Over 4000
European Dealers. New in U.S.
Removes dust mites/harmful
allergens. Big profits, small
investment. Complete
training/support. Hygienitech.
1-888-999-9030. (Cal-SCAN)

START YOUR OWN
Landscape Curbing Business-
High Demand. Low Overheads.
High Profit. Training Available.
Priced from \$12,000. 1-800-
667-5372. www.EdgeMaster.net
(Cal-SCAN)

Absolutely All Cash! Do you
earn \$800/day? Vending route.
30 machines + candy. \$9995.
1-800-807-6485

517- SALES & MARKETING

Sales Executives: Time for
change?
Seeking motivated partners
Thousands in profits/sale
800.789.3952

Kiran Busi

520-JOBS WANTED

EXP. HOUSE/PETSITTER
Currently sitting for Emmy-
Award-
Winning filmmaker.
Has house/pet sat in \$2M home
in BH.
Reference: well-known actor
and exec. prod.
Lynne: (917) 754-6735

Looking for job in Hancock
Park
or Beverly Hills as a manager
to a building with approximate-
ly 30 units.
I am a woman manager working
at the same two
building in Hancock park for
almost 7 yrs.
I was working as a secretary
before that.
I am great at renting apart-
ments! Looking
For a job with at least a one
bedroom apartment
And a salary included
I have great references
Please call Jordan:
(323) 467-6071

530-PSYCHIC

CYNTHIA ~
PSYCHIC ADVISOR
Over 20+ Years
Experience.
Specializes in reuniting
Loved ones, career,
Health, Education.
Offers meditation healing.
All types of readings
Incl. Coffee or Tea.
By phone or Appt:
(818) 205-5714
1 Complimentary Question.

167-MEDICAL SUPPLIES

POWER WHEELCHAIRS and
SCOOTERS at little or no cost
to seniors/disabled with
Medicare, MediCal or
Insurance. Free Delivery,
Training and Warranty.
ProHealth Mobility. 1-877-740-
4900.
www.ProHealthMobility.com
(Cal-SCAN)

Place Your Classified Here

Beverly Hills
Weekly

Call

310-887-0788

In the city of angels we're looking for a few little devils.



Late Night Dining - Cocktails - Go-Go's

Open 6pm - 2am Daily. **Happy Hour** Two for one on all drinks everyday from 6-8pm



To get a taste of heaven on earth, head down to Plan B. You'll find mouthwatering steaks and seafood served until 2 in the morning. A full bar stocked with beers, champagnes, vodkas, whiskeys, cognacs, and other high-end spirits. And a fine selection of cigars to savor on our private outdoor patio.

You'll see big plasma screens showing sports. A Champagne Room for private parties. And—oh yeah—the hottest go-go dancers this side of the Pearly Gates.

Looks like all your prayers have been answered.

11637 W. Pico Blvd., West LA (1/2 block east of Barrington)
For more info. call (310) 312-3633 or visit us at planb-club.com



**1 VIP free admission
with this coupon**

11637 W. Pico Blvd., West LA (1/2 block east of Barrington)