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Issue 384 • February 8 - February 14, 2007



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# letters & email

## On the Way to the Forum, What Happened to "The League"?

The League of Women Voters has a reputation for running fair and unbiased candidates' forums in Beverly Hills and throughout the country; our decision to withdraw as the sponsor (and organizer) of the January 17 forum was not easily reached.

First, there was a disagreement about the timing of the program – we withdrew on January 5, feeling that we were not in control of the forum. By Monday, January 8, the League was again participating. On Wednesday, January 10, a member of the elections ad hoc committee [comprised of Councilmembers Barry Brucker and Linda Briskman] informed us "good news – we have gotten a professional moderator." We had told the committee weeks before who our moderator would be – a very qualified, experienced League member; they were discourteous in not even discussing their apparent need of

having a non-League moderator.

When the city council's elections ad hoc committee informed the League of the conditions being imposed on its historically independent forum, we felt we could not be a party to this scenario and regretfully withdrew our sponsorship on Friday, January 12.

The League looks forward to a return to independent forums without the interference and intervention of the city council's elections ad hoc committee.

*Dorothy Kaufman  
President, League of Women Voters  
Beverly Hills*

## Widening Santa Monica

The Beverly Hills North Homeowners Association has serious concern regarding the proposed widening of North Santa Monica Blvd between Wilshire Blvd and Doheny Drive.

Substantively, we believe that the plan to widen North Santa Monica Blvd into Beverly Gardens Park is a misbegotten adventure that will not only increase existing traffic and diminish precious existing parkland, but also will devalue the integrity of our residential neighborhoods, particularly in the 500 blocks immediately north of the proposed expansion.

Procedurally, we are also concerned that this matter denied our residents the rudiments of respected due process. Prior to the December 19, 2006 Memorandum of Understanding agreement entered into

between the City of Beverly Hills and the L.A. County Metropolitan Transportation Authority for the design and construction for the widening of North Santa Monica Blvd, between Wilshire Blvd and Doheny Drive, at no time were the Beverly Hills residents living in close proximity to the 500 blocks north of Santa Monica Blvd ever directly notified that this transaction was occurring. Accordingly, in our judgment, they were denied a fair opportunity to be heard.

We do not believe that government, particularly the Beverly Hills City Council, ought to act arbitrarily and/or by fiat. Such arrogance and dismissive disregard evinced by councilmember's Steve Webb and Jim Delshad for legitimate residential concerns oftentimes results in reasonable and understandable distrust of elected officials and bureaucratic officers.

We are hopeful that the Beverly Hills City Council and the L.A. County Metropolitan Transportation Authority will reconsider their actions and provide, at the very least, public forums for our residents directly affected by this proposal. Such public forums ought to permit and encourage meaningful public/resident participation at a meaningful time and place. To do otherwise, would further undermine the already eroding confidence many have in some of our elected officials

*Robert K. Tanenbaum  
President  
Beverly Hills North Homeowners  
Association*

*letters cont. on page 7*

## WHAT'S ON YOUR MIND?

You can write us at:  
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## SNAPSHOT



## "CALIFORNIA CONNECTION" WASHINGTON, D.C.

Councilmember Linda Briskman, left, recently returned from a lobbying trip to Washington D.C., where she had the chance to visit with a host of federal officials. Among them was, at right, California Senator Barbara Boxer.

Page 2 • Beverly Hills Weekly

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# city & schools

## Final Forums Highlight Difference Among Candidates

Candidates clash over the industrial area and how to curb traffic; they join in plea for resident participation in the new general plan.

By Ryan Vaillancourt

Fielding questions from a retailer, a hotel executive and a restaurant owner, the six city council candidates addressed issues pertinent to the business community on Monday, at the third and final city-sponsored candidate forum at City Hall.

Hosted by the Beverly Hills Chamber of Commerce and moderated by Anita Zusman Eddy, Director of Development and Governmental Affairs of the Chamber, the forum differed from previous forums in that the candidates were provided with the questions prior to the event.

"We distributed the questions to each of the candidates because the questions are complex and multifaceted," Zusman Eddy said.

The forum broached topics such as the need to enhance night life in the city in order to capture more tax revenues from evening shoppers and diners.

"Many people say that Beverly Hills is a 'day-time town' and that the 'streets of Beverly Hills roll up' after 5 or 6 p.m.," said panel member

Seth Horowitz, General Manager of the Luxe Hotel.

All candidates agreed that nighttime entertainment needs some kind of a boost, with Maggie Soleimani, Vice Mayor Jimmy Delshad, Mayor Steve Webb and Shahram Melamed all mentioning an interest to bring a jazz club to the business triangle.

But Webb threw the question back at the Chamber, stating the need for businesses to stay open later, especially during the holiday season.

"I put the onus on the Chamber and the business community during the holiday season because we cannot attract people here if the stores won't open," Webb said.

Melamed said the answer is in incentives for businesses.

"Why are we no incentivizing local businesses to stay open late, bring new businesses in [and] bring excitement? For example, a restaurant on Bedford can serve lunch to residents and turn into a jazz club at night, it won't bother neighbors," Melamed said.

The panel later brought up the controversial industrial area, which some insist must be used for municipal services, while others see it as an opportunity to attract new businesses.

Horowitz said that "many believe" that the industrial area and the eastern end of Wilshire Boulevard "don't look like the world class urban village that we all think Beverly Hills represents."

Nancy Krasne restated her adamant stance that the industrial area must be hands off to new business.

"Developing the industrial area would be the biggest catastrophic disaster other than a major earthquake that would hit this city," Krasne said. "Absolutely the industrial area should not be touched, these lands are for municipal services and we need the land to sustain any future growth in infrastructure."

Webb, who has long been an advocate of putting a sports and recreation facility on that land, disagreed.

"With all do respect to Ms. Krasne's doom and gloom theory, the idea of putting a water reclamation facility there at a cost of \$200 million - which we have firm numbers on from contractors - is not something this city is going to do," Webb said. "We have five and a half acres of land in this industrial area that is sitting vacant. I do think that we need to explore reasonable options."

Soleimani and Lizza Monet Morales also stated a need to preserve the area for municipal services. Melamed, citing two previous instances in which the community already voted to preserve the area for municipal uses, said that if necessary, the issue should again go back to a vote.

Webb and Delshad also suggested that the

future of the industrial area should ultimately be decided by the voters.

Prompted by a question about the future of Beverly Hills from panel member Catherine An, who owns Crustacean restaurant with her family, the candidates revisited one of the most critical defining issues of the election: the work-in-progress new general plan.

All the candidates, at one point or another during this election season, have indicated that a strict height limit should not be unconditionally mandated by the new general plan. Certain projects merit exceptions to the rule, the concept goes, and projects are better off evaluated on an individual basis.

But Soleimani bucked that trend on Monday, asserting herself as the only candidate that supports strict height limits.

"The new general plan must eliminate uncertainties and once adopted, we must stick on our rules on height and density," she said.

The proposed new general plan has been in the works for four years and there is no cemented timeline for its completion.

Krasne, a current planning commissioner, has indicated that it could still be far from complete.

"I'm opposed to the general plan as it is right now and I'm voting no on it," Krasne said at the first candidate forum at City Hall.

Melamed, who is the vice chair of the planning commission, has also been critical of the general plan as it stands.

"I am sad to say that [the new general plan] is being formed in the image of the current city council," Melamed said.

At the very least, all the candidates have agreed on one tenant of the new general plan - that it must include resident perspective and ultimately go to a vote of the people.

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# briefs



Kevin Painter

## Kevin Painter Named New El Rodeo Assistant Principa

Beverly Vista teacher Kevin Painter was named the new assistant principal at El Rodeo School by the Board of Education on Monday.

Painter replaces Joseph Leppert, who resigned abruptly last year.

Painter and wife Gabi Landau Painter, who also teaches at Beverly Vista, were profiled in the Weekly's Valentine's Day (issue #228) in 2004.

## December Beverly Hills home prices down in 90210 and 90211 areas; condo prices up in 90210

December 2006 sale prices for single-family residences in the 90210 area decreased by 7.3% on 10 homes from December 2005 statistics, according to a report published by Data Quick Real Estate News (www.dqnews.com). In the 90211 area, prices are down 16.4% on 2 homes and in the 90212 area the price is up 14.7% on 1 home.

Condominium prices in the 90210 increased on six condos by 41.1%; decreased on two condos in the 90212 by 15.7%; and decreased by 7.1% on one condo in the 90212 area.

The median price for single family residences in the 90210 areas is \$1.9 million; \$1.15 million in 90211; and \$2.125 million in 90212.

The median price for condominiums in the 90210 area is \$1.013 million; \$641,000 in 90212; and \$1.365 million in 90211.

In Los Angeles County as a whole, sales of single family homes are up 5.8% with a median price of \$550,000. Condominium prices are up 3% with a median price of \$412,000

## Beverly Hills Education Foundation to Honor Faculty and Staff at Annual Apple Ball

The BHEF will honor several BHUSD teachers, administrators and Lili and Jon Bosse will receive the spirit of philanthropy award at their annual Apple Ball on May 23 at the Beverly Hilton.

Chosen by new Superintendent Kari McVeigh, the administrative award will go to Director of Pupil Services Amy Lambert, and the classified award will go to Director of Food Services Maria Hunsaker. Teacher honorees, chosen by their respective principals, will be Susan Trachtenberg from Horace Mann, Aaron Bennahum from Beverly Vista, Patti Thomas from Hawthorne, Daryn Herman from El Rodeo and Alli Jason-Fives and Steve Rappaport from Beverly High.

The event will include a live silent auction and the BHEF is asking for help in soliciting or donating auction items. Any service provider or owner of a business, vacation home, various season tickets, memorabilia, or those with access to hotels, businesses or

restaurants can donate and contributors will be listed in the event's tribute catalogue.

Auction forms are available or BHEF will solicit on behalf of any donor. For questions or to donate, contact Susan Forman at susanforman@sbcglobal.net or Jodi Galen at Galencrew@aol.com. The BHEF office can be reached at (310)557-0651.



## Climate Protection Agreement Endorsed by Beverly Hills

The city council reached a consensus on Tuesday that will allow Mayor Steve Webb to sign the United States Conference of Mayors Climate Protection Agreement.

Based on findings from the Inter-Governmental Panel on Climate Change and the Kyoto Protocol, the Climate Protection Agreement was originally introduced at the 73rd session of the Conference of Mayors in 2005. In signing the agreement, Mayor Webb joined 393 mayors nationwide who have already endorsed this call to action.

The Climate Protection Agreement urges Federal and State governments to enact policies and programs to reduce global warming. A number of local initiatives outlined in the agreement for municipalities include practicing and promoting sustainable "green" building, increasing recycling rates, seeking transit alternatives and developing land-use policies

that preserve open-space.

"The timeliness of this issue cannot be lost given the recent United Nations report that global warming is no longer considered a fiction or a myth, it is a certainty," Webb said. "On behalf of the entire City Council, we are in unanimous support that Beverly Hills join in the effort to decrease greenhouse gases and become an environmentally sustainable City."

## Beverly Vista Playground Squeezed by Construction

A northern parcel of the Beverly Vista playground along Elm Drive will function as a temporary parking lot as construction of the B-building progresses, according to Beverly Vista Principal Erik Warren.

As the B-building expands, the campus has had to make new parking accommodations for construction vehicles. The lot - which is separated from the rest of the playground by a chain-link fence - will be reconverted to playground space in July, Warren said.



Kavita Amar

## Beverly High Grad Pens New Novel

Kavita Amar, Beverly High graduate class of 1991, recently released her first novel, "L.A. Style." Loosely guided by Amar's own career and personal lifestyle, the novel follows a zealous young female attorney as she juggles work and Los Angeles nightlife.

"As a Los Angeles native, and a young



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Nancy Krasne with Amanda supporters at Roxbury Park. L-R, Vi Logan and Carlos; Angelika Artzt and Louis XV; Nancy; Leonore Blecker and Butch.

Next week: **Public Safety**

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entertainment lawyer who works and plays hard in the City of Angels, I have an insider's view on what single women experience as they seek to balance men, money and martinis," Amar said.

**Music From The Heart**

The Beverly High choral groups the Madrigals and Minnesingers will give a performance on Tuesday, February 13 at Le Meridien Hotel at 7 p.m. For ticket information, call Helene Boston at (310) 276-6566



Mike Feuer

**Feuer to Host Westside Town Hall Meeting**

Assemblymember Mike Feuer (D - Los Angeles) will field questions from the public about state issues like transportation, education, health care, and the environment at a town hall meeting on February 22.

The meeting will take place in the Main Auditorium of the National Council of Jewish Women Headquarters, 543 North Fairfax Avenue, Los Angeles, from 6:30 - 8:30 p.m. Free refreshments will be on hand and there will be free parking. For more information or to RSVP please contact the District Office at 310-285-5490.

**Roston Participates in Federal Relations Network**

Beverly Hills Board of Education member Alissa Roston participated in the 2007 Federal Relations Network conference - hosted annually by the National School Boards

Association - in Washington, D.C. from January 28-30.

Roston was elected to the Delegate's Assembly of the California School Board Association 3 years ago and was appointed as a Federal Relations Chairperson last month.

NSBA's Federal Relations Network involves local school board members from every congressional district in the country who are committed to grassroots advocacy for public education. The ultimate goal of FRN advocacy is to make public education a top priority of the federal government.

This year's participants focused much of their time and effort on discussing the reauthorization of the No Child Left Behind Act, preschool and HeadStart programs, highly qualified teacher requirements and funding for the Elementary and Secondary Education and Individuals with Disabilities Education acts.

**League of Women Voters Will Help Voters Register**

Voter registration closes February 20th and residents that have changed their name, moved, or want to change their registered party, must re-register. The League of Women Voters will be helping voters to register at the Beverly Hills Library at 444 N. Rexford Dr. from 12 - 4 p.m. on Saturday, Feb.10 and Sunday, Feb. 11.

**National Rifle Association to Host Class at Beverly Hills Adult School**

The National Rifle Association's "Refuse To Be A Victim" program will conduct a four day crime prevention seminar at the Beverly

Hills Adult School. The seminar costs \$40 and will be held on four consecutive Saturdays starting February 24 from 9:30 a.m. - 12 p.m.

The course will address tips about home security, physical security and automobile security, as well as identity theft, cyber fraud, telephone scams and other high tech crimes that have become prevalent in today's Internet age. Also, it will address physical security during out-of-town travel, self-defense and personal protection devices.

Pre-registration is required and may be done by contacting Ruperto Elpusan Jr. at (310) 832-8916 or besafe@besafeguntraining.com.



Joey Behrstock

**Behrstock Forms Partnership at Insurance & Estate Planning Firm**

Beverly Hills resident Joey Behrstock announced this week that he has formed a partnership at Beverly Hills-based Gilbert-Krupin Insurance and Estate Planning, a life insurance company that serves high-net worth individuals.

Behrstock now works closely with three other new partners at Gilbert-Krupin - Will Browning, Justin Siegel and Ryan Stromsborg. While the partners will reach out to clients nationally, Behrstock will continue his focus on Beverly Hills.

Behrstock, a 1993 Beverly High graduate, is married to his high school sweetheart Amy Levy Behrstock.



Dr. Morris Claman

**Morris Claman, Urologist, Passes**

Dr. Morris Claman, deeply beloved husband, father, brother, and grandfather, died Sunday, January 14th, at Cedars Sinai Hospital in Los Angeles from complications of myeloproliferative disorder. He was 77.

The son of Russian immigrants who came to Canada in the early part of the 20th century, Claman moved his young family to Los Angeles in 1963, settling in Beverly Hills shortly thereafter, and established his private Urology practice in Beverly Hills, Marina Del Rey and Inglewood, joining the staffs and often ascending to Chief of Staff, of virtually every major hospital on the Westside of Los Angeles.

When asked if he believed in the afterlife, he always emphatically responded that he did - "My children are my afterlife."

Claman is survived by his wife of 53 years, June, his five children, Danielle (a senior programming executive with Showtime), Holly (an antiques appraiser), Shoshana (a studio violinist), Elizabeth, (anchor of CNBC Morning Call) and Brook (a guitar and piano teacher), along with eight grand-children.

**Beverly Hills Fire Department Teams With School District in Disaster Training**

The Beverly Hills Fire Department provided the Beverly Hills Unified School District

*briefs cont. on page 10*



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# from the hills of beverly



## Star Chamber? Not Quite

Insider Words Around the Village

By Rudy Cole

As God is my witness, and how often do you see a reference to the deity in this column, I had no idea the Beverly Hills Chamber of Commerce had “an official wine.”

This may explain all those joyful meetings in the board room.

What made me aware of this vintage endorsement, and don't expect me to plug the product here, is the very slick annual magazine the Chamber distributes through the assistance of professional publishers and marketers.

For some years the Chamber has used this tool as both a fundraiser and in promoting and advertising businesses, not all in our city. Of the sixteen hotels in the magazine's listing, six are out of our city and pay no bed (TOT) or other taxes to Beverly Hills. Also, because they are not a member, the Peninsula is not even listed although it is clearly our leading hotel and supplies some eager shoppers to our business area.

Remember, the city funds much of the Chamber's tourism promotion through the TOT.

It could reasonably be argued that city funds should not be used to promote competing businesses, even though they are Chamber members. The counter argument is that these hotels also do bring us shoppers, but not the bed tax.

Now, I have the highest regard for the Chamber, even though I sometimes find myself in a minority at their Government Affairs Committee meetings.

Hey, if they want to dig a hole under Wilshire Boulevard in twenty years, maybe the then manager of Neiman Marcus will love it and the vacation down time he or she is likely to enjoy.

This Chamber has, in **Dan Walsh**, probably the best CEO in its history, so it is hard, painful even, to find fault with an organization with such fine leadership and so many dedicated board members. But I'll try.

Take the magazine, please. There are limits on the advertising dollars merchants spend – they do have budgets. Checking their primary ads, the big color, full page offerings, I found few that ever advertise in our community papers. Now, the Chamber and the community depend on the local press to communicate and those publications only survive with advertising. The Chamber also wants good relations with the press, at least they seem to, but here they are doing a competitive number. I should add, as a disclaimer, I have no economic interest in this publication and, as far as I know, none in the Courier, and I think I would know. Just suppose, the papers decide to organize their own business association and compete with the Chamber?

Under Walsh's leadership, the Chamber's press relations have improved, but there are still issues that have a history.

One of the more successful adjuncts to the Chamber is an economic affiliation that holds monthly meetings and programs. Now, the Chamber craves publicity, for which newspapers are expected to donate free space, when it is truly news, and yet the community press is not invited, except rarely. Not good pr, not good government – and the Chamber is quasi government.

Once, when **March Schwartz** still ran the Courier, he had a running battle with the

Chamber and froze out all their news. Part of the problems was a suggestion by Schwartz on a hiring policy. They balked, he walked.

Some years later, a more insightful Chamber president appointed Schwartz to the board of directors, and peace reigned. At least for two years. Then a new president asked the wrong question: “March, do you still want to be on the board,” and Schwartz retreated back to 8840 and Finney's, insulted by the inference, I suppose.

Aside from Walsh, some top staff people, including the great professional that handles calls and visitors to the office, the Chamber board is loaded with talent and creative leadership.

So, how explain their inability to deliver even a token audience for their city council candidate's forum? This lack of response to city events, except those that are directly related to business and networking is puzzling. The Chamber can throw an economic summit, a state of the city event, and pack the room.

But mobilizing Chamber leaders and members to a city council hearing on a proposal the Chamber strongly supports, never happens.

It didn't happen last Tuesday either when our Chamber sponsored the last candidate's forum, probably one of the most interesting. You could count the members and officers present on one hand, even if your paw was missing a couple of digits.

There were more members of candidates' families than Chamber directors. Now, if you want to be a player, how do you think

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the Chamber fares in the minds of city leaders looking out at all those empty seats when the Beverly Hills North Homeowner's Association packed a larger room at Roxbury Park for their candidate's forum? (The Chamber forum, and two others, were held at city hall and will and are being televised.)

The Chamber panel, obviously, focused on business related questions and they were to the point. Three business leaders were questioners, the candidates were given the questions just before the meeting and a Chamber staff member, not Walsh, served as moderator. The moderating didn't go well. At least one candidate complained about timekeeping, and none were introduced before each response to questions, just started talking in turn.

Speaking of the election, and by now you should have your absentee ballots, the lawn signs have arrived. It is never wise to assume vote counts or leads in elections by numbers of signs - in the last election one of the losers had the most. But they do tell a story. At least three homeowners have complained that signs were planted without permission. Not a cool way to insure a vote.

Mostly, this has been a clean campaign - at least the public part. Some of the innuendos and personal attacks have not been.

Although I strongly (is there any other way to have an opinion in Beverly Hills) oppose the widening of Santa Monica Boulevard, as far as I can discover, there are no "secret" agreements to make that happen. The council needs to be far more open though on the process. The reasons for even

acquiring the street from the state unless it was to widen the boulevard, needs airing. In retrospect, we may have been given a fruit cake gift.

The same is true of a charge that the council and the Hilton have a "memorandum of understanding" on their new building plans. A councilmember who is not pro-growth and is not a candidate in the election insisted no such agreement exists. In any case, the Hilton proposal merits a fair hearing process if for no other reason than because of their historic contributions to our city, including the considerable charitable support provided by the new owner, Beny Alagem. Am I ready to support high rise towers? Not quite yet, but I must admit the idea of making a section of the hotel a Waldorf Astoria is intriguing.

Incidentally, talking about improving marketing, the very best attention the city receives each year is the telecasting of the Golden Globes, from the Hilton. The hotel also hosts the Academy Award nominations.

Our indefatigable reporter, **Ryan Vaillancourt**, culled a number of incredible wacky quotes from the candidate forums - none of the contenders were immune from fist in mouth phenomena - but Ryan began the chore to confirm a quote in this column one of the candidates had recently challenged. I was right, but in fairness and just for fun, not malice, we may run some other samples next week. One candidate needs some anger management, others need some of his passion. Strike a happy medium here. (If you can't find a cheerful medium, whack a soothsayer.)

Endorsements, and most candidates want all they can solicit, can raise questions. One candidate has the backing of both CTR, the renters, and the board of realtors group, and one of their members wondered about that. Also, CTR may be backing three candidates, not two, reminiscent of the late, wonderful **Sybil Brand** who never met a candidate she refused to support.

In any case, **Lizza Monet Morales**, claims that endorsement.

Historical note: I have been around long enough to remember when a "Jewish" candidate had little chance of winning any election in our city, when the Beverly Hills Bar Association had a leadership quota system and when there were restrictive covenants in much of the flats. Hopefully, we will not retreat to ethnicity as a qualification either for or against public service. If we haven't learned to judge people on their merits, who ever will?

\*\*\*

Some very few voters have questioned why their ballots have a Farsi language version. It is the law and is done where a significant number of voters may read a language other than English. Our Persian voters did not request this; the ballot format is created by the City Clerk. In West Hollywood, they include Russian on the ballot.

But to assume there is a slate of Persian and non-Persian candidates is ludicrous. The three non-Iranian candidates disagree on almost every issue as do the Iranian contenders. In fact, the differences between

those three is probably even sharper, both personally and politically.

Of all the cities in the world, I would never believe that Beverly Hills would ever make religion, race or ethnicity instead of issues and qualification a deciding factor or reason for voting.

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

*letters cont. from page 2*

**"Southwest Homeowners to Host Candidates Forum"**

At the recent forum sponsored by the Southwest Beverly Hills Homeowners Association, there was repeated mention of the need for our business to pay for all the services which all of us receive. There was not one person who stated that he or she would impose a tax to pay for all of the services which would be paid by the citizens and the business. Why is this not a direct way of paying for our municipal services? I request each candidate to write a letter to the Beverly Hills Weekly to state whether they are in favor or opposed to a tax by all businesses and all residents to pay for our municipal services. I await your written response.

*Justin Goldner  
Beverly Hills*

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## BHHS Girls' Soccer Team Shuts Out Inglewood Again

Norman boys' soccer team defeats Hawthorne

By Steven Herbert

The Beverly High girls' soccer team began the second round of Ocean League play just like the first with a shutout victory over Inglewood.

Alex Pop scored two second-half goals to increase her team-leading total to 14 for the season and Becca Gold made four saves for her eighth shutout in the Normans' 3-0 victory at Inglewood Jan. 26.

Nikki Sharaf scored in the 28th minute for Beverly Hills (12-7-3, 4-1-1 in league play), which outshot the Sentinels, 18-4.

"Overall, we played a pretty good game, [but] I'm not satisfied with our ability to put the ball in the net," Norman coach Ryan Franks said after his team improved to 7-1-2 in its last 10 games. "We had eight corner kicks and didn't capitalize on any of them."

Beverly Hills defeated Inglewood, 5-0, in the Ocean League opener for both teams Jan. 10 at Nickoll Field.

### Beverly Hills 0, Culver City 0

The Normans outshot the Centaurs 15-6

in an Ocean League game at Culver City Jan. 24, but neither team was able to score in the overtime tie.

"[It was] a very disappointing outcome for us," Franks said. "The way Santa Monica is playing, [it] probably takes us out of the hunt for a league championship. We were the more talented team, but give Culver City credit, they shut us out."

Gold made six saves for her seventh shutout, including what Franks called a "wonderful save" on a breakaway.

Pop hit the crossbar with a shot at the end of regulation.

"Tanya Djafar has been playing exceptionally well on defense for us," Franks said.

### What's Next?

The Normans are scheduled to conclude regular-season play today by playing host to Culver City at 3 p.m. in an Ocean League game at Nickoll Field.

### Boys' Soccer

### Beverly Hills 3, Hawthorne 1

Diego Guardia scored the tie-breaking goal in the 50th minute off Jonathan Elbaz's assist and Liran Vanunu added an insurance goal 15 minutes later off Erik Munzer's throw in as the Normans extended their winning streak to four games with the victory in the Ocean League game Jan. 12 at Nickoll Field.

Beverly Hills took a 1-0 lead in the 25th minute when Trevor Charlston scored on a free kick. The Cougars tied the score 10 minutes later, getting a goal off a deflected free kick.

The Normans led 17-8 in shots. Beverly Hills goalkeeper David Roston made seven saves.

Shawn Bolour, Charlston, Alex Lichtenberg and Jake Weissberg all drew praise from Norman coach Steve Rappaport for their play for Beverly Hills.

### Santa Monica 5, Beverly Hills 0

The Normans allowed goals on a fifth-minute penalty kick and a 10th-minute free kick and were unable to recover in an Ocean League game at Nickoll Field Jan. 17.

The Vikings increased their lead to 3-0 in the 38th minute, scoring off a corner kick. Santa Monica added two goals in the second half, on an own goal in the 44th minute and the 75th minute.

Beverly Hills was outshot, 13-2. Roston made eight saves.

"They were so excited to play on a decent soccer field, they just trashed us," Rappaport said. "No other words to describe it. They played so far and away their best

game of the year."

Vanunu and Munzer, "played really well," playing all 80 minutes for Beverly Hills (7-9-1, 2-1), Rappaport said.

### What's Next?

The Normans are scheduled to conclude regular-season play today by playing at Culver City at 6 p.m. in an Ocean League game.

### Girls' Basketball

#### Beverly Hills 51, Culver City 34

Allison Galer scored nine of her 17 points in the fourth quarter and Taylor Craig and Sophie Payson each added 10 for the Normans in an Ocean League game at Culver City Jan. 24.

Beverly Hills led 11-7 after the first quarter, 25-16 at halftime and 35-23 after three quarters.

Bettina Shore added eight and Javonna Young six for the Normans.

Payson made two three-point baskets and Craig one.

"We played extremely well," Beverly Hills coach John Braddell said. "Defensively, they played one of their better games of the year. The girls played with confidence. They understood what we wanted to do. We executed our game plan very well."

#### Inglewood 69, Beverly Hills 29

The Normans were unable to recover from being outscored, 18-3, in the first quarter of an Ocean League game at Inglewood Jan. 26.

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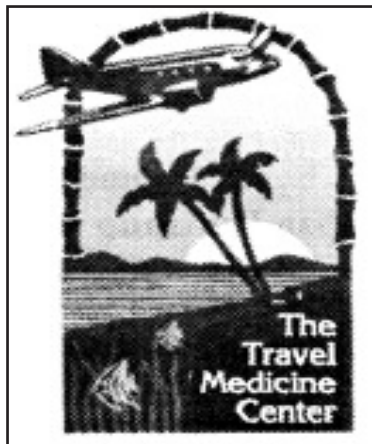
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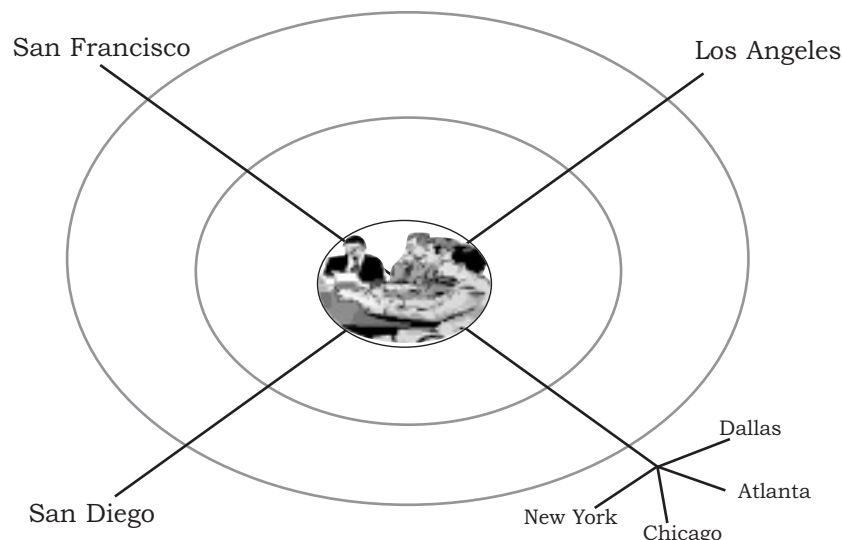
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Beverly Hills (14-8, 3-3) trailed 34-11 at halftime and 53-21 entering the fourth quarter.

Galer and Payson each scored 11 points, Shore four and Young three.

"Being on their home court, [Inglewood was] pumped up and played extremely well," Braddell said. "We didn't play very well, so that added to that. We had some chances early, but we couldn't keep up with them offensively. We got in some early foul trouble and it just went downhill from there." The Normans lost to the Sentinels, 52-51, in the Ocean League opener for both teams Jan. 10 at the Swim-Gym.

#### What's Next?

The Normans are scheduled to conclude regular-season play today by host to Culver City at 6 p.m. in an Ocean League game at the Swim-Gym.

#### Boys' Basketball

##### Beverly Hills 63, Culver City 53

The Normans trailed 45-42 entering the fourth quarter, but outscored the Centaurs, 21-8 over the final eight minutes to win an Ocean League game at the Swim-Gym Jan. 24.

Cosmo Morabbi scored nine of his 20 points in the fourth quarter and Percy Miller six of his 12. Both made three-point baskets.

Beverly Hills led 18-13 after the first quarter, as Morabbi scored seven points and Julian Wheeler made a three-point basket.

The Normans took a 34-27 halftime lead after outscoring Culver City 16-14, as Miller made two three-point baskets.

Beverly Hills was outscored 18-8 in the third quarter as Centaur senior swingman Marqus Richards scored 12 of his game-high 22 points. Richards was held to two free throws in the fourth quarter.

Wheeler added 10 points, Frazier seven, Julius Von Hanzlik four, Ralph Batac, Demontae Flint and Jerome Johnson two each and Riad Bekhit one for the Normans.

"We started doing something different — we started to push the ball a little bit more," Beverly Hills coach Luis Turcios said. "In previous games we weren't getting enough cheap baskets."

##### Inglewood 68, Beverly Hills 61

Morabbi's 34 points were not enough for the Normans to stave off their fifth defeat in six overtime games this season.

Beverly Hills (11-11, 3-3) missed a potential game-winning shot after a Sentinel basket with 30 seconds left tied the score in an Ocean League game at the Swim-Gym Jan. 26.

The Normans were outscored, 13-6, in the four-minute overtime, with Morabbi scoring five of their six points on his fifth three-point basket of the game and making two of three free throws. Beverly Hills trailed 48-44 entering the fourth quarter, but outscored Inglewood, 11-7, in the final eight minutes of regulation, with Morabbi scoring 10 points, making two three-point baskets and two of four free throws.

The Normans outscored the Sentinels, 23-14, in the first quarter, as Morabbi scored seven points, Miller six on two three-point baskets and Wheeler five. Morabbi and

Miller both made three-point baskets.

The first half ended in a 32-32 tie as Beverly Hills was outscored, 18-9, in the second quarter, with Morabbi making five of six free throws, Miller two of two and Frazier its only basket. Inglewood made four three-point baskets during the quarter.

The Normans were outscored, 16-12, in the third quarter, allowing two three-point baskets. Morabbi scored seven points, including making a three-point basket.

Miller added 11, all over the first three quarters, Wheeler six, Frazier four and Johnson and Von Hanzlik three each, with Von Hanzlik's points coming on a first-quarter three-point basket.

"It was a very intense game," Turcios said. "We got a lot of good things out of the game."

#### What's Next?

The Normans are scheduled to conclude regular-season play today by playing at Culver City at 7:30 p.m. in an Ocean League game.

#### Girls' Water Polo

##### Beverly Hills 4, Los Angeles Milken 1

Michelle Margolin scored the tie-breaking goal with one minute, 46 seconds left in the third quarter and gave the Normans a 3-1 lead by scoring with 1:57 to play in an Ocean League game at the Swim-Gym Jan. 11.

Mallory Smith opened the scoring for Beverly Hills 4:08 into the game and scored the final goal on a penalty throw with 1:01 left.

Norman goaltender Marissa Srour made 11 saves.

Julia Glucksman tied the score for the Wildcats with two seconds left in the first quarter.

##### Fountain Valley Los Amigos 13, Beverly Hills 8

The Normans overcame a three-goal deficit to tie the score on Margolin's goal with 3:07 left in the third quarter, but the Lobos scored the next four goals in the non-league game at Los Amigos Jan. 17.

Beverly Hills (7-10) trailed 4-1 until getting a goal from Justine Navid with nine seconds remaining in the first quarter.

Los Amigos reclaimed a three-goal lead by scoring 31 seconds into the second quarter. Jenny Horowitz, Navid and Smith scored consecutive goals for the Normans, tying the score, 5-5, with 2:31 left to play in the half. Yanita Hernandez scored with 39 seconds remaining in the half, giving the Lobos a 6-5 halftime lead.

Beverly Hills retied the score on Smith's goal 39 seconds into the second half.

Margolin scored the lone Norman goal in the fourth quarter, cutting the deficit to 11-8 with 2:41 left. Los Amigos scored twice in the final 2:10.

Margolin scored Beverly Hills' first goal. Srour made 16 saves.

*Steven Herbert welcomes feedback and suggestions. He can be reached by e-mail at [StvHerbert@aol.com](mailto:StvHerbert@aol.com), by telephone at (310) 275-7943 or by fax at (310) 273-4519.*

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cover story cont. from page 5

with Disaster Assistance Response Training (DART) on January 12, and January 26 from 8 a.m. to 3:30 p.m. There were over 140 BHUSD staff and faculty that received this important training, according to BHFD Captain Greg Barton, who coordinated the training with BHUSD Assistant Superintendent of Business Services Cheryl Plotkin.

They were trained in disaster response including disaster preparedness, first aid, moving victims, fire suppression, and search and rescue. This brings the total number of faculty and staff trained to over 520, according to Barton.

**Election Forums to Replay on BHN-10, Time Warner Cable Channel 10**

The January 17 press corps city council candidate forum will air on February 13 at 6 p.m., February 21 at 12 p.m. and Thursday March 1 at 8 p.m.

The February 1 Southwest Homeowners Association forum will air on Friday, February 9 at 9 p.m., February 15 at 4 p.m., February 23 at 12 p.m. and February 26 at 6 p.m.

The February 5 Chamber of Commerce forum will air on Saturday, February 10 at 8 p.m., Sunday February 11 at 6 p.m., Monday February 12 at 4 p.m., February 16 at 9 p.m., February 22 at 12 p.m., February 27 at 8 p.m. and March 2 at 6 p.m.

All forums will play consecutively beginning on March 3 at 5 p.m., March 4 at 12 p.m. and on March 5 at 5 p.m.

**Delshad Meet and Greet**

City council candidate Vice Mayor Jimmy Delshad will greet and share coffee and dessert with potential voters this week. Today from 7 p.m. to 9 p.m., Annie and Robert Ives will host a meet and greet at their 474 S. Beverwil Drive home. Monique and Bradley Gibbons will host an event on Sunday February 11, from 9:30 a.m. to 11 a.m. at their 344 S. Wetherly Dr home. From 3 p.m. to 5 p.m. on Sunday, Arnold Gilberg will host an event at his 1230 Shadow Hill Way home. On Tuesday, February 13, Stacey & Mark Raskin will host an event from 8:45 a.m. to 10 a.m. at their 605 N. Rexford Drive home. Virginia and Frank Maas will host an event on Tuesday, February 13 from 7 p.m. to 9 p.m. at their 609 N. Walden Drive home.



Farideh Dardashti



Helene Boston

**Boston and Dardashti to be Honored at Hadassah Luncheon**

Hadassah Southern California will host a benefit event for the Young Judaea Hadassah College Jerusalem at the Beverly Hills Hotel on March 20. The event, which will honor Beverly Hills residents Helene Boston and Farideh Dardashti, will include a fashion show and boutique.

# editorial

## WILL ROGERS WANTS YOU.....!

### (TO RUN FOR THE BOARD OF EDUCATION)

#### Our first of two election editorials.

In three weeks, we will offer our recommendations for the upcoming city council election. But today, we offer a plea for something that's still five months away.

As many of our readers know, Will Rogers, Beverly Hills' first honorary mayor, was a popular humorist of the 1920s and early 1930s. In his popular newspaper column, Rogers often wrote satirical observations about government and the need for greater civic participation.

So what would Will think if one day we held an election, and nobody showed up? Unfortunately for all of us, that has already happened.

What a tragedy it was for democracy when, in 2005, nobody filed to run for the Board of Education. Two candidates were then automatically elected by default.

Cancelled elections are always a bad idea. We felt the same way when, in 1999, the City Council election was cancelled due to a lack of candidates.

We're determined to help make sure this type of apathy never happens again.

So it's our hope that a number of strong candidates will step forward to run for the Board of Education election on November 6 (the filing period actually starts this July).

Our community has no shortage of talented citizens who would make excellent candidates for our Board.

Any one of the following residents could—and should—consider running (incidentally, every one of these 30 pos-

sible Board candidates is either a Beverly High graduate, or married to one).

In no specific order, they include: From the Beverly Vista area – **Kathy Bronte, Olivia Karlin, Karyn Newman, or Rich Waldow.**

From El Rodeo - **Josh Berlin, Doug Galen, Dev Hankin, Cindy Dubin, Jonathan Prince, Nancy Ross, Franny Rennie, or Ronit Stone.**

From Hawthorne – **Elizabeth Chait, Jeff Pop, or Marc Saleh.**

From Horace Mann – **Monique Gibbons, Andrea Grossman, Eileen Kahn, or Tina Wiener.**

From Beverly High – **Lili Bosse, Shelley Blumenfeld, Tara Brucker** (no relation to Councilmember Barry Brucker), **Robbie Curtis, Sherry Neman, Linda Nourafshan, or Shirley Sherman.**

Most importantly – our candidate pool need not be limited to those with school-aged children. We have a number of highly qualified grandparents in our community with grandchildren in our public schools. They would add a special dimension of wisdom that we often don't see on today's Board. Some potential grandparent candidates could include: **Linda Brown, Ardyth Freshman, Carol Katzman, or Arnold Seidel.**

Candidate filing information is available at [www.lavote.net](http://www.lavote.net). Our city forefathers are counting on you!

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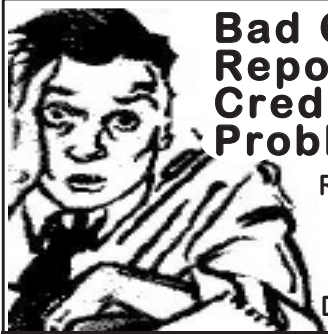
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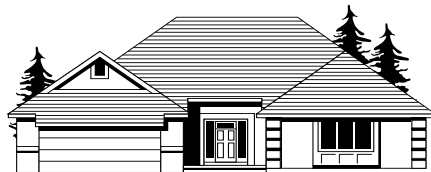
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The following person(s) is/are doing business as: CLAMWRITER, 12659 Victory Blvd #612 Van Nuys, CA 91401. ROBERT FICHDZHYAN, 3537 Sherwood Pl, Van Nuys, CA 91423. The business is conducted by AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Robert Fichdzyan. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 1/10/07. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) Published: 1/18/07, 1/25/07, 2/1/07, 2/8/07 BHW-109.

The following person(s) is/are doing business as: BIG CHAMPIONS PROMOTIONS, 3158 Verdugo Rd #8, Los Angeles, CA 90065. JORGE A LABRADA, 3158 Verdugo Rd #8, Los Angeles, CA 90065. 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 A. Labrada. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 1/10/07. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) Published: 1/18/07, 1/25/07, 2/1/07, 2/8/07 BHW-110.

The following person(s) is/are doing business as: CARE HOME HEALTH SERVICES, 4515 Eagle Rock Blvd, Suite #102, Los Angeles, CA 90041. FREDY NUGRAHA, 5440 Cochran Ave, Arcadia, CA 91006. 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: Fredy Nugraha. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 1/10/07. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) Published: 1/18/07, 1/25/07, 2/1/07, 2/8/07 BHW-111.

The following person(s) is/are doing business as: CONSTRUCTION CONSULTING COMPANY, 438 N. Norton Ave, Los Angeles, CA 90004. MAXIM TKHOMIROV, 438 N. Norton Ave, Los Angeles, CA 90004. The business is conducted by AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Maxim Tkhomirov. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 1/10/07. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) Published: 1/18/07, 1/25/07, 2/1/07, 2/8/07 BHW-112.

The following person(s) is/are doing business as: JEANUS AND SMARTEE PANTS, 12053 Ventura Pl, Studio City, CA 91604. DESIREE GALVEZ, 11407 Compton St, North Hollywood, CA 91601. 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: Desiree Galvez. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 1/10/07. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) Published: 1/18/07, 1/25/07, 2/1/07, 2/8/07 BHW-113.

The following person(s) is/are doing business as: JEWELRY DESIGN, 5332 Rusale Ave #221, North Hollywood, CA 91606. NEMIR KALEM DIB, 11315 Amigo Ave, Northridge, CA 91326. 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: NEMIR KALEM DIB. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 1/10/07. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) Published: 1/18/07, 1/25/07, 2/1/07, 2/8/07 BHW-121.

The following person(s) is/are doing business as: RODO WHOLESALE, 1230 Lexington Blvd Apt. B, Glendale, CA 91206. GHAZAROS GHAZAROSYAN, 1230 Lexington Blvd Apt. B, Glendale, 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: Ghazaros Ghazarosyan. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 1/10/07. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) Published: 1/18/07, 1/25/07, 2/1/07, 2/8/07 BHW-122.

The following person(s) is/are doing business as: SOLO ELECTRIC SERVICE, 1550 N. Hobart Blvd #203, Los Angeles, CA 90027. ELMERA TACHIANOSYAN, 1550 N. Hobart Blvd #203, Los Angeles, CA 90027. 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: Elmera Tachianosyan. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 1/10/07. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) Published: 1/18/07, 1/25/07, 2/1/07, 2/8/07 BHW-123.

The following person(s) is/are doing business as: TOTO JEWELRY DESIGN, 1131 E. Chestnut St #4, Glendale, CA 91205. ARMENAK VARZAPETYAN, 1131 E. Chestnut St #4, 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: Armenak Varzapetyan. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 1/10/07. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) Published: 1/18/07, 1/25/07, 2/1/07, 2/8/07 BHW-124.

The following person(s) is/are doing business as: ATLANTEC USED CAR, 2814 N. San Fernando Rd #A, Burbank, CA 91504. RAFIC POGOSOV, 370 Pioneer Dr #104, Glendale, CA 91203. 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: Rafic Pogoso. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 1/10/07. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) Published: 1/18/07, 1/25/07, 2/1/07, 2/8/07 BHW-116.

The following person(s) is/are doing business as: MARRICOS EL REY DEL MAR, 18530 Sherman Way Blvd, Reseda, CA 91333. MANUEL VAZQUEZ, 15140 Vose St, Van Nuys, CA 91405. 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: Manuel Vazquez. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 1/10/07. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) Published: 1/18/07, 1/25/07, 2/1/07, 2/8/07 BHW-117.

The following person(s) is/are doing business as: GENERAL HOME INSPECTION, 13684 Surtout St, Arleta, CA 91331. PABLO GRIJALVA-BRANO, 13684 Surtout St, Arleta, CA 91331. The business is conducted by AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Pablo Grijalva-Brano. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 1/10/07. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) Published: 1/18/07, 1/25/07, 2/1/07, 2/8/07 BHW-118.

The following person(s) is/are doing business as: NHD-1 TRUCKING, 7723 Fulton Ave, North Hollywood, CA 91605. EDWARD KELLER, 2666 Hillcrest Rd, Thousand Oaks, CA 91326. 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: Edward Keller. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 1/10/07. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) Published: 1/18/07, 1/25/07, 2/1/07, 2/8/07 BHW-119.

The following person(s) is/are doing business as: GENERAL PHOTOGRAPHY, 30961 Agoura Rd #201, Westlake Village, CA 91361. EDWARD KELLER, 2666 Hillcrest Rd, Thousand Oaks, CA 91326. 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: Edward Keller. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 1/10/07. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) Published: 1/18/07, 1/25/07, 2/1/07, 2/8/07 BHW-120.

The following person(s) is/are doing business as: VITAMIN WELL CARE, 6102 Vineland Ave, North Hollywood, CA 91606. NEMIR KALEM DIB, 11315 Amigo Ave, Northridge, CA 91326. 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: NEMIR KALEM DIB. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 1/10/07. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) Published: 1/18/07, 1/25/07, 2/1/07, 2/8/07 BHW-133.

The following person(s) is/are doing business as: RODO WHOLESALE, 1230 Lexington Blvd Apt. B, Glendale, CA 91206. GHAZAROS GHAZAROSYAN, 1230 Lexington Blvd Apt. B, Glendale, 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: Ghazaros Ghazarosyan. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 1/10/07. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) Published: 1/18/07, 1/25/07, 2/1/07, 2/8/07 BHW-134.

The following person(s) is/are doing business as: QUALITY TOUCH CONSTRUCTION, QUALITY TOUCH REMODELING, 1540 Ventura Blvd #230, Tarzana, CA 91356. GLADY HADJIAN, 1540 Ventura Blvd #230, Tarzana, CA 91356. The business is conducted by AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Gladly Hadjian. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 1/10/07. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) Published: 1/18/07, 1/25/07, 2/1/07, 2/8/07 BHW-135.

The following person(s) is/are doing business as: AA FLOORING, 9620 Topanga Canyon Pl #0, Chatsworth, CA 91311. MARIOTTO CORONADO, 9620 Topanga Canyon Pl #0, Chatsworth, CA 91311. 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: Mariotto Coronado, Mariotto Coronado. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 1/10/07. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) Published: 1/18/07, 1/25/07, 2/1/07, 2/8/07 BHW-136.

The following person(s) is/are doing business as: CUSTOM DESIGN CONSTRUCTION, 1713 Standard Ave, Glendale, CA 91201. HAMEDANI ENTERPRISES, INC., 1713 Standard Ave, Glendale, CA 91201. The business is conducted by A CORPORATION. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 1/10/07. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) Published: 1/18/07, 1/25/07, 2/1/07, 2/8/07 BHW-137.

The following person(s) is/are doing business as: THE O GROUP CONSTRUCTION COMPANY, 4550 Estrondo Dr, Encino, CA 91436. THE O GROUP LLC, 3535 Lebon Dr #5208, San Diego, CA 92122. 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: Tiana Garcia, President, The O Group LLC. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 1/10/07. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) Published: 1/18/07, 1/25/07, 2/1/07, 2/8/07 BHW-138.

The following person(s) is/are doing business as: MOR CONSTRUCTION MR, 12519 Collins St, Valley Village, CA 91607. 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: Moisha Halava. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 1/10/07. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) Published: 1/18/07, 1/25/07, 2/1/07, 2/8/07 BHW-140.

The following person(s) is/are doing business as: LATINFIDDLER MUSIC PRODUCTIONS, LATINFIDDLER MUSIC, 15140 Vose St, Van Nuys, CA 91405. JESUS FLORES, 15140 Vose St, Van Nuys, CA 91405. 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: Jesus Flores. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 1/10/07. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) Published: 1/18/07, 1/25/07, 2/1/07, 2/8/07 BHW-141.

The following person(s) is/are doing business as: M&A ANIMAY, 8735 Sylmar Ave, Van Nuys, CA 91405. MIGUEL A. BAUTISTA, 8735 Sylmar Ave, Van Nuys, CA 91405. 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: Miguel Bautista. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 1/10/07. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) Published: 1/18/07, 1/25/07, 2/1/07, 2/8/07 BHW-143.

The following person(s) is/are doing business as: INTERCONTINENTAL TRADING, 599 Lincoln Ave #3, Los Angeles, CA 90004. ARTHUR MARKARYAN, 599 Lincoln Ave #3, Los Angeles, CA 90004. The business is conducted by AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Arthur Markaryan. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 1/10/07. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) Published: 1/18/07, 1/25/07, 2/1/07, 2/8/07 BHW-145.

The following person(s) is/are doing business as: FREDCOLD, 345 E. Santa Anita Ave #4, Burbank, CA 91502. FREDRIK HARTOURIAN, 345 E. Santa Anita Ave #4, Burbank, CA 91502. 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: Fredrik Hartourian. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 1/10/07. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) Published: 1/18/07, 1/25/07, 2/1/07, 2/8/07 BHW-146.

The following person(s) is/are doing business as: VITAMIN WELL CARE, 6102 Vineland Ave, North Hollywood, CA 91606. NEMIR KALEM DIB, 11315 Amigo Ave, Northridge, CA 91326. 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: NEMIR KALEM DIB. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 1/10/07. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) Published: 1/18/07, 1/25/07, 2/1/07, 2/8/07 BHW-133.

The following person(s) is/are doing business as: RODO WHOLESALE, 1230 Lexington Blvd Apt. B, Glendale, CA 91206. GHAZAROS GHAZAROSYAN, 1230 Lexington Blvd Apt. B, Glendale, 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: Ghazaros Ghazarosyan. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 1/10/07. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) Published: 1/18/07, 1/25/07, 2/1/07, 2/8/07 BHW-134.

The following person(s) is/are doing business as: QUALITY TOUCH CONSTRUCTION, QUALITY TOUCH REMODELING, 1540 Ventura Blvd #230, Tarzana, CA 91356. GLADY HADJIAN, 1540 Ventura Blvd #230, Tarzana, CA 91356. The business is conducted by AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Gladly Hadjian. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 1/10/07. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) Published: 1/18/07, 1/25/07, 2/1/07, 2/8/07 BHW-135.

The following person(s) is/are doing business as: AA FLOORING, 9620 Topanga Canyon Pl #0, Chatsworth, CA 91311. MARIOTTO CORONADO, 9620 Topanga Canyon Pl #0, Chatsworth, CA 91311. 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: Mariotto Coronado, Mariotto Coronado. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 1/10/07. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) Published: 1/18/07, 1/25/07, 2/1/07, 2/8/07 BHW-136.











FICTITIOUS BUSINESS NAME STATEMENT: 20070212238  
The following person(s) is/are doing business as: HONEY FLOWERS & GIFTS, 14826 BEACH BL, LA MIRADA, CA 90638. KRISTINA CHOI, 3087 EAGLE POINTE DR, FULLERTON CA 92633 IVY L CHANG, 28519 RAINVIEW PL, WALNUT CA 91789. The business is conducted by: a Limited Partnership. Registrant has begun to transact business under the fictitious business name or names listed here in on 1/15/2007. Signed KRISTINA CHOI, IVY L CHANG. The registrant(s) declares that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on 1/15/2007. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 2/8/2007, 2/15/2007, 2/22/2007, 3/1/2007 2916

FICTITIOUS BUSINESS NAME STATEMENT: 20070212310  
The following person(s) is/are doing business as: BAJA CASH & CARRY, WEST COAST IMPORT, BAJA COLD STORAGE COMPANY, 9153 E GARVEY AVENUE, EL MONTE, CA 91770. BAJA INTERNATIONAL TRADING, INC., 9153 E GARVEY AVENUE EL MONTE CA 91770. 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 JENIFFER CHAN, PRESIDENT. The registrant(s) declares that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on 1/31/2007. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 2/8/2007, 2/15/2007, 2/22/2007, 3/1/2007 2918 lc-0208

#### FILE NO. 20070234303

##### FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: 1. ERA WINNERS GROUP 2. PACIFIC INTEGRATED CAPITAL, 15477 VENTURA BLVD, STE 200, SHERMAN OAKS, CA 91401. The full name of registrant(s) is/are: EDVA REALTY SERVICES, INC (A CA CORP), 18607 VENTURA BLVD, STE 314, TARZANA, CA 91356. This Business is being conducted by a/an: CORPORATION. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.

I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crime). /s/ EDVA REALTY SERVICES, INC, EDWARD FRISH, PRESIDENT

This statement was filed with the County Clerk of LOS ANGELES County on FEBRUARY 2, 2007 indicated by file stamp above.

NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code). LA126342 BEVERLY HILLS WEEKLY 2/8, 5, 22, 3/1/2007

#### FILE NO. 20070232422

##### FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: K1 LIQUOR, 13056 SHERMAN WY, NORTH HOLLYWOOD, CA 91605. The full name of registrant(s) is/are: TAWFIQ KHALIL, ZAHER NADIM KHALIL AND NIDAL KHALIL, 3142 MESA VERDE DR, BURBANK, CA 91504. This Business is being conducted by a/an: CO-PARTNERS. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.

I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crime). /s/ TAWFIQ KHALIL, ZAHER NADIM KHALIL AND NIDAL KHALIL

This statement was filed with the County Clerk of LOS ANGELES County on FEBRUARY 2, 2007 indicated by file stamp above.

NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code). LA126363 BEVERLY HILLS WEEKLY 2/8, 15, 22, 3/1, 2007

#### FILE NO. 20070235017

##### FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: JIM'S BURGER, 240 W. ADAMS BLVD, LOS ANGELES, CA 90007. The full name of registrant(s) is/are: SU JIN KIM, 1648 W. 153RD ST, GARDENA, CA 90247. This Business is being conducted by a/an: INDIVIDUAL. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.

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

This statement was filed with the County Clerk of LOS ANGELES County on FEBRUARY 2, 2007 indicated by file stamp above.

NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code). LA126410 BEVERLY HILLS WEEKLY 2/8, 15, 22, 3/1/2007

#### FILE NO. 20070235637

##### FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: SUBWAY #1091, 12727 VENTURA BLVD, STUDIO CITY, CA 91604. The full name of registrant(s) is/are: AKH ENTERPRISES, INC, A CA CORP, 301 S. 6TH ST #U, BURBANK, CA 91501. This Business is being conducted by a/an: CORPORATION. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.

I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crime). /s/ AKH ENTERPRISES, INC, GAYK AKHSHARUMOV, SECRETARY

This statement was filed with the County Clerk of LOS ANGELES County on FEBRUARY 2, 2007 indicated by file stamp above.

NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS

FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code). LA126420 BEVERLY HILLS WEEKLY 2/8, 15, 22, 3/1/2007

#### FILE NO. 20070150730

##### FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: LAZY DAISY, 11913 WILSHIRE BLVD, LOS ANGELES, CA 90025. The full name of registrant(s) is/are: LINK & JJ, INC, 3450 WILSHIRE BLVD, STE 324, LOS ANGELES, CA 90010. This Business is being conducted by a/an: CORPORATION. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.

I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crime). /s/ LINK & JJ, INC, BY: HAE JIN CHOI, PRESIDENT

This statement was filed with the County Clerk of LOS ANGELES County on JANUARY 24, 2007 indicated by file stamp above.

NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code). LA126077 BEVERLY HILLS WEEKLY 2/1,8,15,22, 2007

#### FILE NO. 20070169298

##### FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: O MELON, 19500 PLUMMER ST, #F6, NORTHRIDGE, CA 91324. The full name of registrant(s) is/are: CONNIE S. YOO, 18110 ANDREA CIRCLE NORTH #1, NORTHRIDGE, CA 91325. This Business is being conducted by a/an: INDIVIDUAL. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.

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

This statement was filed with the County Clerk of LOS ANGELES County on JANUARY 26, 2007 indicated by file stamp above.

NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code). LA126195 BEVERLY HILLS WEEKLY 2/1,8,15,22, 2007

#### NOTICE OF APPLICATION TO SELL ALCOHOLIC BEVERAGES

Date of Filing Application: JANUARY 17, 2007

To Whom it may concern:

The Name(s) of the Applicant(s) is/are: COMME CA LLC. The applicants listed above are applying to the Department of Alcoholic Beverage Control to sell alcoholic beverages at: 8479 MELROSE AVE, WEST HOLLYWOOD, CA 90069-5305.

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

Department of Alcoholic Beverage Control LOS ANGELES.

LA126000 BEVERLY HILLS WEEKLY 1/25,2/1,8, 2007

#### FILE NO. 20070074411

##### FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: LA CIENEGA CHEVRON, 1107 N LA CIENEGA BLVD, WEST HOLLYWOOD, CA 90069. The full name of registrant(s) is/are: HOLLCIEN, INC, 1680 CARLA RIDGE, BEVERLY HILLS, CA 90210. This Business is being conducted by a/an: CORPORATION. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.

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

This statement was filed with the County Clerk of LOS ANGELES County on JANUARY 12, 2007 indicated by file stamp above.

NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code). LA125687 BH WEEKLY 1/25, 2/1,8,15, 2007

#### FILE NO. 20070092431

##### FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: DOLLAR CLUB, 13441 S HAWTHORNE BLVD, HAWTHORNE, CA 90250. The full name of registrant(s) is/are: MOHAMMAD GHASHGHAELI, 855 S WOOSTER ST, #202, LOS ANGELES, CA 90035, HOMAYOUN MOHABBATI, 3215 OVERLAND AVE, #7160, LOS ANGELES, CA 90034. This Business is being conducted by a/an: CO-PARTNERS. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.

I declare that all the information in this statement is true and correct. (A registrant who declares true, information

which he knows to be false, is guilty of a crime).

/s/ MOHAMMAD GHASHGHAELI, HOMAYOUN MOHABBATI

This statement was filed with the County Clerk of LOS ANGELES County on JANUARY 17, 2007 indicated by file stamp above.

NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code). LA125809 BEVERLY HILLS WEEKLY 1/25,2/1,8,15, 2007

#### FILE NO. 20070092433

##### FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: BLUE STAR CAFÉ, 14170 CRENSHAW, GARDENA, CA 90249. The full name of registrant(s) is/are: NICK'S FRIENDSHIP GENERAL PARTNERSHIP, 12681 REXTON ST, NORWALK, CA 90650. This Business is being conducted by a/an: GENERAL PARTNERSHIP. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.

I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crime). /s/ NICK'S FRIENDSHIP GENERAL PARTNERSHIP, BY: KRIONAS DOULGEROGLU AND NICK SOULCIAS, GENERAL MANAGER

This statement was filed with the County Clerk of LOS ANGELES County on JANUARY 17, 2007 indicated by file stamp above.

NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code). LA125810 BEVERLY HILLS WEEKLY 1/25,2/1,8,15, 2007

#### FILE NO. 20070063782

##### FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: KOKODON, 705 S WESTERN AVE, LOS ANGELES, CA 90005. The full name of registrant(s) is/are: JOANNE KIM CHOI, 715 S OXFORD AVE, #306, LOS ANGELES, CA 90005. This Business is being conducted by a/an: INDIVIDUAL. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.

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

This statement was filed with the County Clerk of LOS ANGELES County on JANUARY 11, 2007 indicated by file stamp above.

NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code). LA125694 BEVERLY HILLS WEEKLY 1/18,25 2/1,8, 2007

#### FILE NO. 20070064154

##### FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: ALPHA BURGER, 6480 SANTA FE AVE, HUNTINGTON PARK, CA 90255. The full name of registrant(s) is/are: ROHLAND CORPORATION, A CALIFORNIA CORPORATION, 525 S. ARDMORE AVE #210, LOS ANGELES, CA 90020. This Business is being conducted by a/an: CORPORATION. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.

I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crime). /s/ ROHLAND CORPORATION BY: CHUN HWAN ROH, SECRETARY

This statement was filed with the County Clerk of LOS ANGELES County on JANUARY 11, 2007 indicated by file stamp above.

NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code). LA125668 BEVERLY HILLS WEEKLY 1/18, 25, 2/1, 8, 2007

CITY OF BEVERLY HILLS  
OFFICE OF PROJECT ADMINISTRATION  
455 NORTH REXFORD DRIVE  
BEVERLY HILLS, CALIFORNIA 90210

#### LEGAL NOTICE - BIDS WANTED

1. **Notice Inviting Bids**
- a. **Date of Request:** **February 12, 2007**
- b. **Bid Number:** **07-11**

c. **Item Description:** Crescent Drive Parking Structures Painting, located at 221, 225, 333 North Crescent Drive and 9361 Dayton Way, Beverly Hills, California 90210.

d. **Obtaining Bid Documents:** A copy of the Bid Package may be obtained by mail or in person from The Office of Project Administration, 345 North Foothill Rd., Beverly Hills, CA 90210, telephone number 310-285-2502. Bid documents are also available on the City of Beverly Hills Official Website at [www.beverlyhills.org](http://www.beverlyhills.org).

e. **Bid Opening:**  
**Wednesday – March 14, 2007 - 2:00 p.m.**

f. **Due Date and Location for Submittals:** Sealed bids will be received at all times during normal business hours prior to the Bid Opening, at the City Clerks Office, 455 North Rexford Drive, Room 190, Beverly Hills, CA 90210. All bids must be in writing and must contain an original signature by an authorized officer of the firm. Electronic bids (i.e., telephonic, FAX, etc.) are **NOT** acceptable. All bids shall clearly contain on the outside of the sealed envelope in which they are submitted: **BID PACKAGE 07-11: CRESCENT DRIVE PARKING STRUCTURES PAINTING**

g. **Contractor's License:** In accordance with provisions of Section 3300 of the California Public Contract Code, the City has determined that the Contractor shall possess a valid California Contractor's License Class B1 or other appropriate license classification under the State Contracting Code at the time the contract is bid. Failure to possess such license may render the bid non responsive and bar the award of the contract to that non responsive Bidder.

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

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

j. **Prebid Conference Date and Location:** A mandatory pre-bid conference will be conducted on Tuesday, February 27, 2007 at 10:30 A.M. Bidders shall meet at the job site located at 333 North Crescent Drive parking structure, Beverly Hills, CA 90210.

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

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

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

n. **Time of Completion:** The contractual completion time for the work is 90 days, based on calendar days commencing from the date of the Notice to Proceed.

o. **Retention:** In accordance with the contract, ten percent (10%) of any progress payment will be withheld as a retention. Pursuant to Section 22300 of the Public Contract Code, at the request and expense of the Contractor, securities equivalent to the amount withheld may be deposited with the City or with a state or federally chartered bank as the escrow agent, and City shall then pay such moneys to the Contractor. Refer to the contract for further clarification.

p. **Contact Person:** A bidder or potential bidder who has a procedural question may call Norman Berezowsky at telephone number 310-285-2502. A substantive question must be submitted in writing and a copy of that question plus a written response to it will be faxed or mailed to all parties who have obtained a bid package.

THE CITY OF BEVERLY HILLS RESERVES THE RIGHT TO REJECT ANY BID OR ALL BIDS AND TO WAIVE ANY INFORMALITY OR IRREGULARITY IN ANY BID. ANY CONTRACT AWARDED WILL BE LET TO THE LOWEST RESPONSIVE AND RESPONSIBLE BIDDER.

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# CLASSIFIEDS

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## 306-FOR RENT

Vacation Beach House in  
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4 Bed, 3 Baths, Swimming  
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## 401-REAL ESTATE

IMPERIAL COUNTY TAX  
SALE: 187 Tax Defaulted  
Properties. Minimum Bids as  
low as \$625. All No Reserve  
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Online: February 17-21;  
www.Bid4Assets.com/PCA4  
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## 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

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# CAN YOU TURN YOUR \$1 MILLION IRA INTO \$10 MILLION?

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*If you are over 70 and have accumulated more money in your IRAs and Pensions than you need to live on, Alan Kaye can show you how to create more money for your heirs and favorite charities than you ever anticipated!*

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At age 70½, people who have IRAs, Pensions and 401k plans are required to take minimum annual distributions that are subject to ordinary income tax. If you don't spend or give that money away, it could be subject to estate taxes as well. After income and estate taxes, those in the highest brackets could be leaving their families less than 1/3 of what they anticipated.

*Why bother to make "wise" investments when it is likely that more than half of your accumulated wealth will go to the government instead of your family?*

#### **Simple Solutions!**

If you have a large amount of money in your IRA, you can gift your annual distribution to your family, using that money to buy a life insurance policy that would create tax-free money for your heirs. In many cases, using the money to buy life insurance could give your heirs more than they would receive after-tax, by continuing to accumulate the funds in their retirement plans.

Assuming that your retirement plan earns a return of 5% annually, you could withdraw that amount without diminishing the principal. One client with a \$1 million IRA used his annual distribution to buy \$3 million of life insurance to benefit his family. If he doesn't spend the principal, his plan is to leave the balance of his IRA to his own charitable foundation.

Under current law, without life insurance, his \$1 million IRA would have to grow to more than \$10 million, so that after income and estate taxes, his family could get the same \$3 million that life insurance would pay tax-free. What's more, he can now leave more money to charity than he ever expected to.

Why wait for your \$1 million retirement plan to grow to \$10 million? As president of the Alan Kaye Insurance Agency and vice president of Barry Kaye Associates, Alan Kaye has helped thousands of people meet their goals by creating insurance plans that best satisfy their needs.

**If you are over 70 years old and not maximizing the use of your assets, find out how life insurance can provide you with the opportunity to leave more tax-free money for both your heirs and charities. Call for a free consultation and be sure to ask when Alan Kaye's next free seminar will be held in your area.**

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