

# Beverly Hills Weekly

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SERVING BEVERLY HILLS • BEVERLYWOOD • LOS ANGELES

Issue 421 • October 25 - October 31, 2007

## Is Beverly Hills Prepared for a Brush Fire?

A dramatic photograph of a large brush fire. The fire is intense, with bright yellow and orange flames rising into a dark sky. In the foreground, the silhouettes of several firefighters are visible, standing on a ridge or hillside. They appear to be observing the fire or preparing to fight it. The overall scene is one of a serious and potentially dangerous fire situation.

**Potential fire danger remains a possibility**



# letters & email

## “Board Election Not Boring” [Issue 420]

Remember Dr. Jeff Hubbard and his successful crusade to remove Irene Stern as Principal of Beverly Vista School after 34 years of service to BHUSD? Remember those parents, teachers and students who packed the Board of Education meetings and pleaded for the Board to keep Mrs. Stern as Principal?

Remember Lurie and Roston ignored the voters and supported Hubbard?

How can we believe Roston and Lurie will listen to parents AKA voters when the next controversy occurs in our schools? Let's ignore Lurie and Roston on Election Day!

*Tom Hayostek  
Beverly Hills*

## “Beverly High's Independent Study Program Revisited”

It is not often that I am provided a two for one special other than the chance to buy some cardboard pizza, but I must thank last week's Weekly for the opportunity to

sound off.

Firstly, I agree with Mr. Christopher Bushee regarding the right of every BH citizen to run for public office. I, too, congratulate Mr. Goldberg for entering the race despite an early plea from former Mayor Webb to withdraw and save our city the expense of an election and Mr. Cole's proffer that his years of residency don't measure up and he should pay his dues. My issue with Mr. Bushee is that it looks to me

that a major reason that he and his fellow BHEA members decided not to back the incumbents was over the disagreement of returning tests to the students. As a parent I feel it is a necessary that the tests be returned so that my child can learn from his mistakes and I applaud Ms. Lurie and her fellow Board members for their continued quest to make this happen. I have observed Ms. Lurie for many years and admire her for her selfless, tireless and dedicated serv-  
*letters cont. on page 6*

## WHAT'S ON YOUR MIND?

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

You can fax us at:  
310.887.0789

email us at:  
editor@bhweekly.com



# SNAPSHOT



Photo: Amir

## GIVING BACK TO THE COMMUNITY BEVERLY HILTON

Councilmember Linda Briskman and former Beverly Hills Mayor Gary Briskman were honored by the Maple Counseling Center with the Community Spirit Award at their 2007 Crystal Ball on Thursday, October 18.

(L-R) Brandi Briskman, Linda Briskman, Emcee Daisy Torme, Gary Briskman and Ashley Briskman.

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## Beverly Hills Chamber Promotes Business and Tourism in New York

Mayor Jimmy Delshad discusses city partnership with NYC Mayor Michael Bloomberg  
By Elisa Osegueda

Beverly Hills conducted its annual trade mission to New York. Members from the Beverly Hills Chamber of Commerce, Conference and Visitors Bureau (BHCVB) and City Officials traveled to New York from October 22-25 to promote and advance Beverly Hills' economic landscape.

The trip consisted of trade meetings and business events aimed at promoting Beverly Hills as a world-class destination and location to do business.

New York Mayor Michael Bloomberg and Beverly Hills Mayor Jimmy Delshad met to establish a new city-to-city partnership and high-level information exchange on issues including homeland security, business development and emergency response.

"It is critical for governments around the country to learn from each other and share best practices," said Delshad. "If Beverly Hills is to continue its reputation for excellence and remain 'Best of the Best', it must not only share its own experiences, but must establish new city-to-city partnerships."

The delegation also toured New York City's new high-tech 311 customer call center and discussed technology innovations.

The 311 customer call center is a phone number for government information and non-emergency services. It provides the public with quick, easy access to all New York City government services and information. It also offers immediate access to translation services in over 170 languages.

## Incumbent Math

The incumbents talk about fiscal responsibility but not enough about academic achievement.

Superintendent **Kari McVeigh** has acknowledged publicly that our district is good but not great. We need a change to restore our district to excellence.



- Science & Technology Building completed on time and under budget  
**Fact: The building was dramatically scaled back including removing a green house and solar arrays.**
- Balanced Budget and 3.7% in reserves  
**Fact: This was accomplished by increasing the number of students on permit from 522 to 903.**
- Teacher and Administrative Turnover rates are a function of staff being offered better jobs and higher pay  
**Fact: Turnover rates have increased to 40% because of micromanagement by the Board and a top-down management style.**

The only constant variable during the last 4 years has been the incumbents

INCUMBENT MATH... IT JUST DOESN'T ADD UP!

Visit my website at [www.goldberg4bhusd.com](http://www.goldberg4bhusd.com)

**Brian David Goldberg, PhD**

FOR BEVERLY HILLS UNIFIED SCHOOL DISTRICT BOARD

Beverly Hills Chamber of Commerce CEO Dan Walsh said tourism plays an important role in Beverly Hills.

"Beverly Hills has significant business relationships with dozens of companies in New York," said Walsh.

According to City Officials, about 75 percent of the Beverly Hills budget comes from business activity, both local and tourism related. In addition, 25 percent of the City's general fund revenue, the single largest source, comes from the Transient Occupancy Tax that comes from tax on hotel rooms, currently set at 14 percent.

Walsh believes the annual trips have a great potential to be successful.

"Meeting with executives, agencies and media outlets to enhance their understanding of and strengthen their relationship to Beverly Hills adds substantial value and growth to the Beverly Hills economy," said Walsh.

According to City officials the New York trips have been successful in the past. The Luxe Hotel Rodeo Drive claims to have increased in bookings. David Yurman, a high profile retail-

er, recently leased space in a city owned building. W Steakhouse opened a restaurant in Beverly Hills as a result of relationships made during a New York trip.

"Our willingness to engage in vital information exchanges such as this one with New York City can enhance our ability to provide world-class services," said Delshad.

Delegates from the City of Beverly Hills included Mayor Jimmy Delshad, Councilmember Linda Briskman, City Manager Rod Wood, and Director of Economic Development and Marketing Alison Maxwell. Officials traveling to New York from the Chamber included CVB and Rodeo Drive Committee include Chairman of the Board Sean O'Donnell, Chamber CEO Dan Walsh, Executive Director of BHCVB Kathy Smits, BHCVB Business Development Director Stephanie Nakasone, Economic Development and Government Affairs Associate David Choi and Rodeo Drive Committee President Tom Blumenthal.



## NOTICE OF PUBLIC HEARING

CITY CLERK  
BYRON POPE, CMC  
455 NORTH REXFORD DRIVE  
BEVERLY HILLS, CA 90210-4817

(310) 285-2400  
FAX: (310) 385-0862

## NOTICE OF PUBLIC HEARING

The City Council of Beverly Hills, at its adjourned regular meeting to be held on **Tuesday, November 13, 2007 at 7:30 p.m.**, in the Council Chambers of the City Hall, 455 N. Rexford Drive, Beverly Hills, CA 90210; will hold a public hearing to consider:

**AN ORDINANCE OF THE CITY OF BEVERLY HILLS AMENDING THE UNIFORM ADMINISTRATIVE CODE, 1997 EDITION AND ADOPTING BY REFERENCE THE 2007 CALIFORNIA BUILDING CODE, AND AMENDMENTS THERETO; THE 2007 CALIFORNIA ELECTRICAL CODE, AND AMENDMENTS THERETO; THE 2007 CALIFORNIA MECHANICAL CODE, AND AMENDMENTS THERETO; THE 2007 CALIFORNIA PLUMBING CODE, AND AMENDMENTS THERETO; THE UNIFORM SWIMMING POOL, SPA AND HOT TUB CODE, 2006 EDITION, AND AMENDMENTS THERETO; THE CALIFORNIA ENERGY CODE, 2007 EDITION; THE 2007 CALIFORNIA FIRE CODE, AND AMENDMENTS THERETO; AND AMENDING PORTIONS OF TITLE 9 OF THE BEVERLY HILLS MUNICIPAL CODE**

The ordinance would adopt by reference the latest edition of the California Building Standards Code (which encompasses the Building, Mechanical, Plumbing, Energy, Electrical, and Fire Codes) and the applicable local amendments, as well as the Uniform Swimming Pool, Spa and Hot Tub Code, the California Energy Code, and the Uniform Administrative Code, and the applicable local amendments.

The City has determined that it can be seen with certainty that there is no possibility the adoption and implementation of the proposed ordinance may have a significant effect on the environment. The ordinance is therefore exempt from the environmental review requirements of the California Environmental Quality Act pursuant to Section 15061(b)(3) of Title 14 of the California Code of Regulations.

All interested persons are invited to attend and speak on this matter. Written comments may also be submitted and should be addressed to the City Council, c/o City Clerk, 455 N. Rexford Drive, Beverly Hills, CA 90210 and should be received prior to the public hearing. A copy of the above-referenced codes and ordinance is on file with the City Clerk and are available for review or purchase at Room 190, 455 N. Rexford Drive, Beverly Hills, California.

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

If there are any questions regarding this notice, please contact the Community Development Department at 310.285.1123.

BYRON POPE, CMC  
City Clerk



# NOTICE OF PUBLIC HEARING

COMMUNITY DEVELOPMENT  
455 N. Rexford Drive  
Beverly Hills, CA 90210-4817

(310) 285-1123  
FAX: (310) 858-5966

REVISED

## NOTICE OF AVAILABILITY OF RECIRCULATED SECTIONS OF A DRAFT ENVIRONMENTAL IMPACT REPORT (DEIR) AND NOTICE OF PUBLIC HEARING

**THIS NOTICE OF AVAILABILITY IS BEING REISSUED TO REFLECT A SHORTENED PUBLIC REVIEW PERIOD.**

**THE PUBLIC REVIEW PERIOD WILL NOW END ON NOVEMBER 13, 2007.**

**DATE:** Monday, October 29, 2007  
**LOCATION:** City Council Chambers  
Beverly Hills City Hall  
455 North Rexford Drive  
Beverly Hills, California  
**TIME:** 7:00 p.m.  
**PROJECT:** Proposed Mixed-Use Development  
9900 Wilshire Project (Robinsons-May Site)

The City of Beverly Hills has prepared an Environmental Impact Report (EIR) for the project described below. The City circulated the DEIR and related Appendices to affected agencies, the public and other interested persons between August 8, 2007 and September 28, 2007 for an extended 52-day comment period, which exceeds the 45-day public comment period required by CEQA Guidelines Sections 15087(c) and 15105. In addition, the Beverly Hills Planning Commission (Planning Commission) held three public hearings (August 20, September 5 and September 24, 2007) to receive testimony, both written and oral, regarding the project and the Draft EIR.

Several sections of the DEIR are being recirculated for the following reason: Another DEIR currently under consideration by the City used different baseline information in the existing conditions portion of the traffic section of that EIR. In order to provide the public with a meaningful opportunity to comment upon potential impacts related to traffic, air quality and noise for the two projects, the City has determined that certain sections of the Beverly Hilton Revitalization Plan EIR should be revised to use similar baseline conditions and then recirculated for additional public review.

Sections 4.11, Transportation, Traffic, Parking and Circulation, 4.2, Air Quality and 4.8, Noise, have been revised and are being recirculated in this EIR. Appendices containing technical information and other materials used in the preparation of this Recirculated EIR are also included. The public is invited to attend a Planning Commission hearing to comment on the findings regarding the environmental impacts addressed in the Recirculated DEIR.

**Project Location:** This site is part of a triangular-shaped parcel located west of the intersection of Wilshire and Santa Monica Boulevards. The parcel is currently characterized by three developments: the Robinsons-May site, the Beverly Hilton, and the Unocal gas station (see map). The 9900 Wilshire site is currently zoned commercial (C-3) which allows a 2:1 floor area ratio (FAR), and building heights of three stories or 45 feet.



The proposal requires changes to the existing zoning and general plan, and would be subject to review by the Planning Commission, Architectural Commission, and City Council.

**Project Description:** Under the proposed project, the existing Robinsons-May department store, parking structure, and surface parking lot would be demolished and the entire site would be redeveloped with residential, retail and restaurant uses, and a landscaped public garden. The project proposes:

Use	Description
Residences (Condominiums, Lofts & Townhomes)	252 units in 4 buildings 2 buildings @ 12 stories/144' height 2 buildings @ 4 stories/48' height
Commercial/Retail	15,656 square feet at a height of approximately 16 feet along the Santa Monica Blvd. frontage
Restaurant	4,800 s.f. indoor/outdoor seating along the Santa Monica Blvd. frontage
Subterranean Parking	956 spaces

The DEIR circulated for public review in August 2007 determined that the project would have potentially significant impacts in the following topical areas: Aesthetics; Air Quality; Cultural Resources; Geology; Hazards and Hazardous Materials; Hydrology and Water Quality; Land Use and Planning; Noise; Public Services (Fire Protection and Emergency Services); Transportation, Traffic and Parking; and Utilities (Water, Wastewater, Electricity, Natural Gas). The Recirculated DEIR has also determined that the project would have potentially significant impacts in the following topical areas: Air Quality; Noise; and Transportation, Traffic and Parking.

**Purpose of the Planning Commission Hearing:** The Planning Commission hearing will include a presentation of the Recirculated DEIR environmental impact findings for the three topical areas addressed in the Recirculated DEIR: Air Quality; Noise; and Transportation, Traffic and Parking. The Planning Commission will also continue discussions of the proposed project and the findings of the DEIR. Following the presentation, interested agencies, organizations, and members of the public will be encouraged to comment on the findings of the Recirculated DEIR. The Recirculated DEIR is being circulated for a shortened 30-day public review period, from October 16, 2007 to November 13, 2007. The City's request for a shortened review period of 30 days per the CEQA Guidelines Section 15105 was approved by the State Clearinghouse. Consequently, this revised Notice of Availability is being issued.

Following the public review period, written responses will be prepared for comments submitted either orally or in writing at this public meeting or in writing during the public review period, provided that such comments raise environmental issues.

The City of Beverly Hills requests that comments be limited to only the revised sections provided in this document. Comments received on the DEIR during the previous comment period will be responded to in the Final EIR and need not be re-submitted on the revised sections. The City will only respond to comments submitted during the recirculation period that relate to portions of the EIR that are revised and included in this recirculation.

During the public review period, written comments concerning the adequacy of the document may be submitted by any interested person and/or affected agency. Comments should be directed to:

City of Beverly Hills  
Department of Community Development  
455 North Rexford Drive, Room G-40  
Beverly Hills, California 90210  
ATTN: Donna Jerex, Senior Planner

Emails will also be accepted at: [9900WilshireComments@beverlyhills.org](mailto:9900WilshireComments@beverlyhills.org).

To ensure that the Final EIR addresses any specific concerns that the public may have, comments should be submitted as early as possible, and **no later than November 13, 2007.**

**Public Review:** Copies of the DEIR are available for public review at the following locations:

City of Beverly Hills City Hall  
Community Development Department (Planning Division)  
455 North Rexford Drive, Room G-40\*  
Beverly Hills, CA 90210

\*Note: The Community Development Department will be moving due to remodeling of the Department's current office space. After October 22, 2007, the physical location of the department will be at 9357 West Third Street, however, the mailing address will remain 455 North Rexford Drive.

City of Beverly Hills City Hall  
Office of the City Clerk  
455 North Rexford Drive, Room 190  
Beverly Hills, CA 90210

Beverly Hills Public Library  
444 North Rexford Drive  
Beverly Hills, CA 90210

The City's website: [www.beverlyhills.org](http://www.beverlyhills.org)

The Planning Commission has held three public hearings on the EIR and on the project and will hold another hearing on October 29, 2007 as stated in this Notice of Availability. After the Planning Commission has completed its public hearings, the City Council will conduct public hearings to consider both the EIR and the project.

The case file on this project, which includes the DEIR, plans and applications, is available for public review at the Community Development Department, 455 North Rexford Drive, Room G-40, Beverly Hills, CA 90210, or after October 22, 2007 at the temporary Planning Division office space located at 9357 West Third Street. If there are any questions regarding this notice, please contact the Planning Division at (310) 285-1123.

DONNA JEREX  
Senior Planner





# NOTICE OF PUBLIC HEARING

COMMUNITY DEVELOPMENT  
455 N. Rexford Drive  
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FAX: (310) 858-5966

REVISED

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**THIS NOTICE OF AVAILABILITY IS BEING REISSUED TO REFLECT A SHORTENED PUBLIC REVIEW PERIOD.**

**THE PUBLIC REVIEW PERIOD WILL NOW END ON NOVEMBER 13, 2007.**

**DATE:** Thursday, November 1, 2007  
**LOCATION:** City Council Chambers  
Beverly Hills City Hall  
455 North Rexford Drive  
Beverly Hills, California  
**TIME:** 7:00 p.m.  
**PROJECT:** The Beverly Hilton Revitalization Plan  
9876 Wilshire Boulevard

The City of Beverly Hills has prepared an Environmental Impact Report (EIR) for the project described below. The City circulated the DEIR and related Appendices to affected agencies, the public and other interested persons between August 8, 2007 and September 28, 2007 for an extended 52-day comment period, which exceeds the 45-day public comment period required by CEQA Guidelines Sections 15087(c) and 15105. In addition, the Beverly Hills Planning Commission (Planning Commission) held three public hearings (August 22, September 10 and October 3, 2007) to receive testimony, both written and oral, regarding the project and the DEIR.

Several sections of the DEIR are being recirculated for the following reason: Another DEIR currently under consideration by the City used different baseline information in the existing conditions portion of the traffic section of that EIR. In order to provide the public with a meaningful opportunity to comment upon potential impacts related to traffic, air quality and noise for the two projects, the City has determined that certain sections of the Beverly Hilton Revitalization Plan EIR should be revised to use similar baseline conditions and then recirculated for additional public review. Sections 4.11, Transportation, Traffic, Parking and Circulation, 4.2, Air Quality and 4.8, Noise, have been revised and are being recirculated in this EIR. Appendices containing technical information and other materials used in the preparation of this Recirculated EIR are also included. The public is invited to attend a Planning Commission Hearing to comment on the findings regarding the environmental impacts addressed in the Recirculated DEIR on the date and at the time noted above.

**Project Location:** This site is part of a triangular-shaped parcel located west of the intersection of Wilshire and Santa Monica Boulevards in the City of Beverly Hills. The parcel is currently characterized by three developments: the Robinsons-May site, the Beverly Hilton, and the Unocal gas station (see map). The Beverly Hilton property is currently zoned commercial (C-3) which allows 2:1 floor area ratio (FAR), and building heights of three stories or 45 feet.

The proposal requires changes to the existing zoning and general plan, and would be subject to review by the Planning Commission, Architectural Commission, and City Council.

**Project Description:** Under the proposed project, portions of the existing Beverly Hilton Hotel would be demolished, including the Palm/Oasis Court; Cabana/Lanai Rooms; pool terrace and pool; hotel entry drive and valet entrance; Wilshire Boulevard "Edge" building containing the conference center, hotel support space, hotel and professional offices, and retail uses; a portion of the lobby and lobby bar; the former Trader Vic's Restaurant and adjacent surface parking lot; the parking structure; and existing landscaping.

Portions of the site would be redeveloped with new Beverly Hilton Hotel rooms and ancillary facilities, a new Waldorf Astoria Hotel, a restaurant, residential uses, subterranean parking, and new landscaping. The project proposes:



Use	Description
New Beverly Hilton Hotel Rooms	50 rooms in new hotel wing @ 3 stories/45' height along Wilshire Blvd
New conference center	21,000 s.f. in new hotel wing with New Beverly Hilton Hotel Rooms along Wilshire Blvd.
Ancillary hotel facilities	Hotel retail, restaurant, offices, and support space
Pool	Reconstructed pool and pool terrace @ Beverly Hilton Hotel
Waldorf Astoria Hotel	120 rooms on 8 floors of a building @ 2-15 stories, 45-150' tall, near intersection of Wilshire & Santa Monica Blvds.
Restaurant	9,660 sf in 2-story, 45-foot wing of Waldorf Astoria Hotel building
Residences (Condominiums)	<ul style="list-style-type: none"> <li>- Residence A, 42 units @ 10-13 stories/112-150' tall</li> <li>- Residence B, 48 units @ 13 stories/150' tall</li> <li>- Waldorf Astoria Residences, 30 units in top 7 stories of Waldorf Astoria Hotel building</li> </ul>

Subterranean Parking	1,422 spaces in two structures with secured resident parking
Off-Site Roadway Improvements	<ul style="list-style-type: none"> <li>- Widening of Wilshire Blvd. to include new eastbound and right-turn-only lanes at Santa Monica Blvd.</li> <li>- Reconstructed traffic signal at Wilshire &amp; Santa Monica Blvds.</li> <li>- Expansion of Wilshire Blvd. hotel pedestrian entrance</li> <li>- Curbside setback along Santa Monica Blvd. to accommodate new southbound lane;</li> <li>- New landscaped median on Santa Monica Blvd. east of Merv Griffin Way</li> <li>- New traffic signal @ Santa Monica Blvd./Merv Griffin Way</li> <li>- Alignment of Merv Griffin Way and Whittier Drive @ Wilshire Blvd.</li> </ul>

The DEIR circulated for public review in August 2007 determined that the project would have potentially significant impacts in the following topical areas: Aesthetics; Air Quality; Cultural Resources; Geology; Hazards and Hazardous Materials; Hydrology and Water Quality; Land Use and Planning; Noise; Public Services (Fire Protection and Emergency Services); Transportation, Traffic and Parking; and Utilities (Water, Wastewater, Electricity, Natural Gas). The Recirculated DEIR project has also determined that the project would have potentially significant impacts in the following topical areas: Air Quality; Noise; and Transportation, Traffic and Parking.

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Beverly Hills, California 90210  
ATTN: Donna Jerex, Senior Planner

Emails will also be accepted at: [HiltonHotelComments@beverlyhills.org](mailto:HiltonHotelComments@beverlyhills.org)

To ensure that the Final EIR addresses any specific concerns that the public may have, comments should be submitted as early as possible, and **no later than November 13, 2007.**

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Community Development Department (Planning Division)  
455 North Rexford Drive, Room G-40\*  
Beverly Hills, CA 90210

\*Note: The Community Development Department will be moving due to remodeling of the Department's current office space. After October 22, 2007, the physical location of the department will be at 9357 West Third Street, however, the mailing address will remain 455 North Rexford Drive.

City of Beverly Hills City Hall  
Office of the City Clerk  
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Beverly Hills, CA 90210

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The case file on this project, which includes the DEIR, plans and applications, is available for public review at the Community Development Department, 455 North Rexford Drive, Room G-40, Beverly Hills, CA 90210, or after October 22, 2007 at temporary Department office space at 9357 West Third Street. If there are any questions regarding this notice, please contact the Planning Division at (310) 285-1123.

Dated: October 16, 2007  
DONNA JEREX  
Senior Planner

# from the hills of beverly



## Candidate Ratings

Courier Publisher hits back at snub

By Rudy Cole

Aside from the usual lawn signs wars and the battle for corner lot sites, the school board election has earned an enormous yawn. When board president John Millan withdrew at the very last minute, the excitement of a strong challenger running against three incumbents left with him.

Aside from questions about administrative changes and permit enrollments, it would be very hard to fault this board on issues that dominated past and more contentious elections. This board does not engage in petty squabbles, has completed construction programs on time and under budget and has been very open and responsive to parents and the whole education community.

Of the four candidates, three are extremely well qualified. They are:

**Myra Lurie.** During her term as president and now as member, she has been strong, creative and a unifying force on the board. It was

during Lurie's presidency that the district faced the unexpected departure of the very able Jeff Hubbard. She handled the selection process with care and insights and provided a very smooth transition. As a lawyer – the only one now serving on either the school board or the city council – she provides special expertise that has great value to the board. Significantly, Lurie's list of supporters is a model in bringing people together. Many of those backing her have very different views on major problems facing Beverly Hills, but all agree she merits a second term based on her record, experience and dedication to public education.

**Alissa Roston.** This would be Roston's third term, but that should be a plus not a distraction. Her experience working with many different board members gives her a history of goals and programs and insights into a continuing education process. She has avoided some of the bat-

*letters cont. from page 2*

tle to our community. A few minutes in a classroom is hardly sufficient time to allow students to comprehend what they got wrong and isn't that time better used for classroom instruction? Keep fighting the good fight Myra!

However, the above is not my real problem with Mr. Bushee. His unrelenting attacks on the Independent Study Program and the two people responsible for its administration and instruction have gone on long enough. It is, of course, Mr. Bushee's right to voice his opinion, but are there not other issues, more important issues that affect the twenty-five hundred plus students that should get local front page coverage? Why is Mr. Bushee so focused on this program that serves less than twenty kids? Is it because he has been left out of the equation? Is it because, as the President of the union, he has no control over the teacher?

Note to Mr. Bushee: There are many students who fall through the cracks at Beverly High. There are many parents who beg teachers, counselors and administrators to help only to have these pleadings fall on deaf ears. We have two sons, both at Beverly. One is a square peg who never fit into all the round holes. We were desperate and close to of taking him out of school. It wasn't until our cries for help were heard by BHHS Principal Guidetti that something was done. Thank you, Mr. Guidetti.

Our son is now flourishing. Our son now loves school. Our son is now opening his books and reading. He's writing essays. His self esteem has risen dramatically. He has

become engaged in the process unlike never before. Our dinner table conversation now encompasses history, economics, government and literature. Why? Because Twila Cook, the Director of the ISP and Sergio Mandiola, the teacher have created a program that helps these square pegs ease into the round holes. I personally have never met a more dedicated, enthusiastic and dynamic teacher than Mr. Mandiola. You cannot spend five minutes with Sergio and not be infected by his love of teaching. I am glad that Sergio Mandiola is my son's teacher. I only wish that the other students at Beverly had the chance to be taught by this accomplished man.

I am glad we live in a free society. One that allows both Mr. Bushee and me to have our voices heard. I do have one suggestion for Mr. Bushee. Instead of spending so much time worrying about the election and the Independent Study program, perhaps he could redirect that time to rewriting his tests so that our students can take theirs home.

*Robbie Curtis  
Beverly Hills*

### “Board election not boring” [Issue 420]

With two incumbents and two challengers running for three Board seats, one would think that the election would be anything but interesting. But it certainly is interesting to see all the arguments being used to support incumbents Lurie and Roston, and interesting to see how a school district that has descended into the upper echelons of mediocrity is magically being portrayed as the best of all possible school districts.

bles involving former colleagues – boards in office before the present majority were elected. She is a good team player.

**Steven Fenton.** Had Millan sought a second term, Fenton's candidacy could have made this a more challenging election and many of the issues Fenton has raised would have become far more significant. Even so, Fenton has made the school community aware of challenges – not the least of which is encouraging parents with school age children to enroll in our public schools. Fenton will bring to the board enthusiasm, a willingness to seek new answers for old problems and he will help create a better understanding with the teacher's union. Fenton will, once elected, continue the spirit of cooperation and civility that has set this board apart from past boards.

He has an impressive record of service to our schools.

The fourth candidate, **Brian David Goldberg**, began as an unknown quantity and has not articulated sufficient reasons to choose him over other candidates who are well known and have strong credentials and identifiable supporters. There have been questions about his resume, his knowledge of our schools and his record of service, meager in part because he is new to the city.

It's also really interesting to see the way challenger Brian Goldberg is being written off like some kind of carpetbagger, despite his impressive credentials and the fact that he is espousing a platform aimed at addressing the District's deficiencies just like the other challenger, Steven Fenton, who is deservedly getting widespread endorsements.

It's also interesting that Cole faults challengers Fenton and Goldberg for having the chutzpah to criticize incumbents, Lurie and Roston. This criticism seems mainly to have consisted in pointing out the serious problems the District is facing, most notably the decline in the standards of educational excellence.

Since Cole is characterizing much criticism of the incumbents and current Board as “specious and distracting,” it is not surprising that he tries to put a spin on things while acting as an apologist for the current Board. But trying to rationalize sinking test scores by citing magnet and charter schools in other districts obscures the real point.

Pretty good isn't good enough for our children. The BHUSD's goal should be to provide its students with the finest education possible and to prepare its students for the finest universities. No amount of spin can hide the fact that the district is just not getting the job done, as evidenced by the low ratio of BHHS grads to get into and attend the Ivy League and other top universities.

Cole suggests that this really isn't an issue either; in fact, echoing Myra Lurie, he suggests that a large number of BHHS students actually do get into Ivy League schools but

Hopefully, he will stay involved no matter the results of this election, however he simply does not meet the test of well qualified although his entry into the race at least made sure there was an election.

Note: One letter writer seems to think our schools are terrible and blames the incumbents for everything from test scores to changes in school principals. Facts seem uninteresting, but our test scores have NOT declined and there is far greater harmony in our district than there has been for many years. No one questions the great contribution **Irene Stern** made as principal of Beverly Vista, but that school community is doing extremely well under new leadership as is our whole district. Not distracting from Hubbard's time as superintendent, but the new super, **Kari McVeigh** may well become of the one best the district ever had. She cares about public education, knows curriculum enhancement, financial management and outreach, often with a real passion.

One failure to include: When I wrote about past board issues in financing construction, I left out one significant problem. The 1994 Northridge quake added needs and costs no board could have predicted.

\*\*\*

There was one small, minor omission in last week's Courier blast against the Beverly Hills Chamber of Commerce. In case you missed it, the Courier has questioned funding the city “gives” our local Chamber, even saying it has served a public records act “demand” on the city manager and city clerk.

What the story failed to include was a far

don't attend because they prefer to stay closer to home — as if BHHS students, when applying to Ivy League schools, are actually unaware of where they are located.

The facts tell another story. In 2007, a higher percentage of BHHS grads who got into Ivy League schools actually ended up attending than those who got into either USC or any of the UC schools.

I guess the conclusion is that our grads do want to attend the Ivy League and other top universities: the problem is that not enough of them get in. Seven from the class of 2007 went to Ivy League schools and one went to Stanford. As previously mentioned, relative to the size of the graduating class, Harvard-Westlake sent 28 times more students to the Ivy League than BHHS this year.

Cole's faulting the challengers for not citing specific Board votes in their criticism of the incumbents is also off the mark. It is not a question of the incumbents' votes on specific issues as much as a failure on the part of the Board to even acknowledge and address the larger issues of the educational decline of the district. It's simply impossible for the challengers to point to Board votes that would supposedly deal with such issues when the Board and the incumbents are not even willing to admit that the problems exist.

So it's more than a bit ironic that both incumbents are using the old, hackneyed “Experience counts” cliché. Experience only counts if one learns from that experience and takes the appropriate actions. Much more than experience, it is the results *letters cont. on page 7*

more intriguing item: The executive committee of the Chamber refused to immediately name Courier publisher **Ciff Smith, Jr.** to its board and also denied his request for inclusion in some of the meetings the board and city will have in New York this week as part of tourist and business promotion junket. Smith also dropped out of the New York program and trip.

For the record: The Chamber simply acted on a recommendation of a nominating committee that made no recommendations for any additions to the board. However, the board did not, according to our sources, react favorably to a letter it received from a member of the city council insisting that Smith be named to the board.

Did the Chamber act wisely? This might shock my readers but Smith should be on the board and, for that matter, so should Weekly Publisher **Josh Gross**.

There is some history here, too. Some years back before **March Schwartz** sold the Courier to Smith, he too had a Chamber problem. Schwartz tried to convince the then Chamber leaders to hire two people Schwartz felt could increase membership. The two, a couple with strong sales and newspaper experience, were not retained and Schwartz launched his own crusade against the Chamber that lasted many years.

When **Marty Barab** became Chamber president in 1997 he worked to heal the breach, inviting Schwartz to join the Chamber board which he did. Schwartz served two years, first under Barab and then with his successor **Richard Rosenzweig**, probably one of the best leaders in the Chamber's history. The peace period ended when **Tom Korey** became Chamber president in

1999. Depending on who relates what happened, apparently Schwartz did not think Korey's invitation to Schwartz to remain on the board was offered with sufficient enthusiasm, and March stopped serving.

Before Schwartz was invited to become a board member, a long line of newspaper publishers were on the Chamber's board. The Beverly Hills Citizen owner and publisher **David Heyler** was a major player on the board as was the Courier's one time rival, **Walter Harris**, co-publisher of the Beverly Hills Post. In fact, Harris also served on the board of the West Hollywood Chamber where the Post had a satellite publication.

Newspaper publishers are very much a part of the business and civic life of the community and most Chamber's welcome their membership. Yes, this sometimes means competing papers are both on the board, but so are businesses that appeal to the same customers.

The Chamber knew what was likely to happen when it denied membership to Smith – and while Smith was less than candid for his reasons for attacking the Chamber, not once mentioning his failure to be nominated, the escalating dispute is not good for the business community or the city.

There are two legally recognized, that means adjudicated, newspapers in Beverly Hills: The Courier and the Weekly. What is difficult to explain is the inclusion of a representative of a magazine, Los Angeles Confidential, on the board and NO community newspaper. Putting aside issues of methods, the Chamber should invite Smith, and Josh if he would accept, to serve.

As for Smith's questions about financial support from the city, a Chamber official told this column that the financial reporting and reviews conducted by the Chamber are at the highest and most professional levels in its history.

The Chamber insists that it does not receive money from the Chamber, only funding for economic development and tourist promotion. Yes, but this money does go through the Chamber which controls both the Visitor's Bureau and the EDC

The Chamber argues that in any case the funding is actually from the transit occupancy tax (the bed tax) paid by visitors to our hotels. Of course, visitors also use and depend on other city services, including first rate police and fire protection.

This might, inadvertently, be a good time to consider one reform: Separating the Visitor's Bureau and making it totally independent from the Chamber. Promotion of tourism should be the responsibility of the city's hotels and they should manage an independent agency, funded through the TOT.

On the plus side, this Chamber has some excellent professionals and can point to some solid achievements in tourist promotion and economic enhancement. Smith aside, the Chamber has also brought back into the fold great leaders such as Dick Rosenzweig, **Ali Kasicki** and **Fred Hayman** who left when their Economic Committee was diverted from city funding.

The Chamber focus should be on business promotion and it will be a far more independent organization if it is less dependent on the city, as some recent conflicts has shown.

Final thought: Understandably, many board members reacted negatively to what they perceived was "outside" pressure on their board membership selection process. This is not really about Smith, but on the importance of including community publishers on the board. I still will differ totally with Smith on almost every imaginable issue from immigration reform to his attacks on "liberal" Democrats. But he and Gross provide a much needed service to our city and they can and should serve on the Chamber board. Both sides need to chill.

\*\*\*

The Maple Counseling Center gala was just that. It was produced smoothly with the honored guests actually being presented before people headed for the exits. **Linda and Gary Briskman** received the Center's top award and, a new tradition was established: the public official listened while the spouse accepted the honor. Gary, not Councilmember Linda, gave the responding comments and did so with clarity and warmth. **Sue Brucker, Lonnie Delshad, Judie Fenton** and **Jim Krasne**, warm up.

Next week some of the guests we visited and some Maple Center history. But the original Maple Center concept was organized by **Sooky Goldman, Myra Lurie's** marvelous mother-in-law.

*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 6*

that count. Explaining away, relativizing and even denying that problems exist is not the kind of experience that counts.

Assuming a Panglossian attitude towards the state of the District is not going to protect our students' psyches either. They're not stupid and acting as if we can "protect" them from reality isn't doing them any favors. They can't help but notice that their schools' test results are no longer the tops in the state, let alone the nation. They can't help but see that their neighbors, including incumbent Lurie's own son, aren't attending public schools because the public schools can't offer them the same quality of education as Harvard-Westlake and other private schools. They can't help but see that their neighbors are going to Yale, Harvard and Stanford and that they aren't.

And herein lies the key to dealing with the issue of declining resident enrollment in the District's schools. Most parents want their children to have the best possible education and to go to the best possible universities. Many residents are prepared to pay huge, non-tax deductible sums of money to send their children to private schools. Does anyone really think that most of these parents would send their children to private schools if the public schools of their own community could achieve the same or better results?

In fact, if the BH schools were able to maintain the same or higher standards of excellence than top private schools like Harvard-Westlake, there would quite naturally be an incentive for parents with school age children to move into BH. And in addi-

tion to being a huge factor in strengthening the sense of community, such an influx of families moving into BH for the schools would be good for property values, a matter of concern to many residents who don't have school age children.

Former Board member Melvin Spitz, who led the Board in the salad days of the 1970's, when the BHUSD was recognized as one of the finest districts in the nation, has written and circulated a document entitled "A process for restoring the preeminence of BHUSD." The first point in this plan is:

Establish a Mission Statement including as prime objectives delivery of a scholastic program second to no other school district in California, public or private; educating and guiding the District's students to achieve superior standard test results; and fostering acceptance of BHHS graduates by universities and colleges of their choice.

The current and future Board should take a cue from Spitz and formulate a Mission Statement with the stated goals of excellence, as well as follow the other points of his plan. The fact that the current Board hasn't taken any such initiative to date is only one more reason to give challengers Fenton and Goldberg a chance to give the Board a new, better direction.

Very simply, it is time for the state of denial to end and for action to be taken.

While it is most unfortunate that Spitz himself is not a candidate in the upcoming elections, his process for restoring the District's educational preeminence can and

*letters cont. on page 9*

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# briefs

## Beverly Hills Education Foundation to take part in Bloomingdale's Shopping Benefit Today

The Beverly Hills Education Foundation (BHEF) was selected to be part of Bloomingdale's annual Shopping Benefit. The day of shopping provides aid to 10 different charities, including BHEF, and offers special 15% - 20% savings, gift incentives, entertainment, fashion shows and more. Invitations are sent out by each participating charity. The organization then receives \$5 for every ticket marked with the charity's name that is dropped at the entrance of Bloomingdale's in Century City, The Beverly Center or Sherman Oaks today, Thursday, October 25.

If customers do not receive a ticket in the mail, they can be purchased at the door for \$10 to be divided evenly among all ten of the worthy organizations participating in the event. For more information contact BHEF at (310) 557-0651.

## BHHS Graduate Claman Joins Fox Business Network

Liz Claman, a 1981 Beverly High graduate, has been named as a co-anchor for the afternoon weekday business block for the new Fox Business Network after anchoring at CNBC from 1998 until earlier this year.

"I'm excited to join the team at FBN," Claman said. "This is a tremendous opportunity for me to contribute to a new business news network and cover the markets and Wall Street in a way that reaches a broader audience."

While at Beverly High, Claman was an anchor on KBEV, the student run television station.

Claman made her debut with FBN last Thursday, interviewing legendary billionaire investor Warren Buffett.

## E-Waste Roundup to Be Held at the Farmers Market October 28

A roundup of e-waste such as old computer monitors and cell phones will be held at the Farmers' Market on Sunday, October 28.

Items accepted include: computer monitors, DVD and CD players, radios, stereos, scanners, cassette players, microwave ovens, cell phones, PDAs, cables, pagers, video games, electronic toys and more

The roundup will be located adjacent to the Beverly Hills Farmers' Market in the 9300 block of Civic Center Drive. Free parking is available in the Civic Center Lot (between Santa Monica Blvd. and Burton Way). For more information call (310) 285-2467.

## The Teacher Who Couldn't Read' Speaks at Beverly Hills Public Library

The Beverly Hills Public Library STAR Literacy Program will host a night with John Corcoran, author of the memoir, "The Teacher Who Couldn't Read," on Thursday, October 25 at 7:00 p.m. in the library's 2nd floor auditorium.

The program is sponsored by the Friends of the Beverly Hills Public Library. Volunteer literacy tutor training sessions will be offered free at the library on November 3 and November 10. Call (310) 288-2207 or (310) 288-2261 for more information or visit [www.bhpl.org](http://www.bhpl.org).

## BHUSD Gives Kindergarten Tours

On Friday, November 2 the BHUSD will be holding Kindergarten Tours at each K-8 Elementary for parents of current pre-school students.

Tours will take place during the following times, 9:30 a.m., 10:30 a.m., and 12:30 p.m.

For more information call the Superintendent's office (310) 551-5100 ext 2210.

## Governor Schwarzenegger Signs Crime Gun Identification Act

The Crime Gun Identification Act—AB 1471, authored by Assemblymember Mike Feuer (D-Los Angeles) was signed by Governor Schwarzenegger on Saturday, October 13. The legislation mandates that each new model of semiautomatic handgun be microstamped with its make, model and identification number beginning in 2010. The new technology will allow law enforcement to identify guns used in crimes.

## Free Legal Clinic at Roxbury Park

The Beverly Hills Bar Association will hold a free legal clinic at the Roxbury Park Clubhouse on Saturday, November 3 from 10:00 a.m. to noon.

Attorneys will present basic information on civil litigation and will help prepare community members on how to prepare for, respond to and what they need to know for court.

Attendees will have the opportunity to meet one on one with attorneys on topics of popular legal interest.



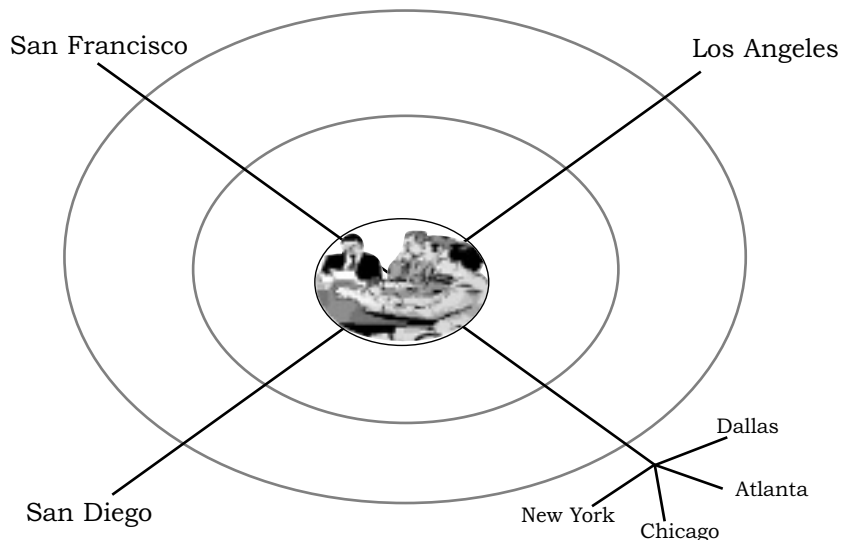
## Free CPR Classes for Beverly Hills Residents

The Beverly Hills Fire Department and Beverly Hills CPR are co-sponsoring a Second Mass Training Event on Saturday, December 1. Pictured above are CPR Board members Larry Johnson, Diane Gordon, CPR Board Chairperson Gloria Seiff, Edith Newman, and Alan Bunnage. For information on how to register for training call CPR Coordinator Sonia Berman at (310) 281-2753.

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 should be put into place. Pretty good isn't good enough for our children. Let's press the Board, whoever is elected, to adopt the Spitz Plan. It's good for our children. It's good for the community. And it's long, long overdue. It's time to make the BHUSD great again.

John Mirisch  
 Beverly Hills

I have just read John Mirisch's letter to the editor [Issue 420] and would like to take this opportunity to respond to his critique of Beverly High, while at the same time commending him for the passion and concern that prompted him to put so much time and thought into the composition of his letter.

I can't address each and every point, however I would like to make a plea to Mr. Mirisch and the community in general to stop comparing Beverly High to Harvard Westlake; it is nothing short of absurd to do so for many reasons. The most important and obvious of these reasons is that Harvard Westlake is a private school that one has to apply to, one has to be admitted to, and whose students are chosen from a very large group of applicants coming from far flung communities in the greater LA area. These students, many of whom come from affluent and philanthropic families, are chosen because of test scores, because of talent in the arts and sports, because of their families' already existing affiliations with Ivy League and other selective schools and for many other reasons which make them far more

likely to want to attend, to be qualified to attend and to be accepted by those schools.

I take exception to the constant comparison of our student body as being somehow inferior to the student body of the oft talked about "golden years" at Beverly. As a 1973 Beverly graduate, my educated guess is that the number of students attending Ivy League schools now is comparable to then, even despite the fact that the pool of applicants to these colleges is so much larger. Furthermore, it took a relatively easy 3.1 average and a 1050 SAT score to get into a school like UCLA at that time, and the large amounts of students attending SMC from Beverly now would surely have been accepted to a UC school then. The world has changed....for the better in many respects....with many more students throughout the world now applying to these schools, and thus the bar has been raised for our students and a 4.3 and about a 1400 SAT score is now required for UCLA, for example. It is important to note that we still do send a large number of students to UC schools, despite the fact that acceptance rates to these schools are so much lower now. In fact, we have 81 students from the class of 2007 attending UC schools, and 55 of our students were accepted to UCLA. Those are quite impressive numbers indeed.

Three of my children have graduated Beverly High, and one is now a freshman at Beverly. Over the last twenty years that my children have attended school here, I have been impressed and delighted with the caliber of intellect and quality of their friends

and also with the wonderful and caring teachers they have had. I can safely say, knowing so many young people from the private schools in the area, that these Beverly kids have gone on to excel in college and, importantly, graduate school in a comparable way to their counterparts from private school. In the meantime, they have benefited from all the advantages of attending a neighborhood school, and due to the size of the school, have had many young people to choose from as friends and study partners.

I am of the mind set that acceptance numbers to Ivy League schools is not the only way, and certainly not the best way, to gauge the success of a school system. I have been so pleased to see my children exposed to an interesting and multi-faceted student body, coming from different socio-economic and cultural backgrounds. The largeness of the school gives the students opportunities that they wouldn't have had in a private school. A public school such as Beverly High is mandated to address the needs of all kids, not just the high achieving ones, and many of our kids have benefited by being able to, for example, participate in a sport, even though they do not excel in it. This is something that might be harder to do in the more competitive atmosphere of a private school. The ambitious and high achieving student at Beverly will find a myriad of AP and Honors classes to choose from, while the student whose path is not yet clear, or whose ambitions might lie in the arts or other areas will find classes and extracurricular activities

which are offered to help that student find his area of interest and strengthen his skills.

I would be interested in knowing how Mr. Mirisch acquired some of his statistics; I am under the impression that actually attrition to private schools is lessening, not increasing, and I further submit that the skyrocketing real estate prices and lack of affordable housing in the area is not the district's fault, nor can we push back the clock to the days when commutes were short, traffic was light, and teachers commuted more easily from the South Bay, for example, to Beverly Hills. So many things have changed in the last decades: the schools' budgets, the commute time for teachers, the huge amount of standardized testing requirements that the teachers of my time didn't have to deal with and the list goes on and on. Yet our schools are still producing wonderfully accomplished graduates who go on to succeed and excel in the field of their choice. We need to deal with and accept the reality of today instead of looking back to the "good old days," which were far from perfect, in my opinion.

One final point that I make directly to readers of this letter who are debating between BHUSD schools or a private school:; the transparency of a public school system allows the readers to know the good and the bad of our schools. Private schools do not have this transparency, do not belong to a community, do not have letters to the editor written about them in a public forum conducive to debate nor do they have week-

letters cont. on page 14

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# sports & scores



## BHHS Football Team Edges Santa Monica

Norman boys' water polo team remains undefeated in league play.  
By Steven Herbert

Ramon Judkins ran for 279 yards and three touchdowns on 26 carries, but one play he made on defense spared the Beverly High football team from disappointment Friday night.

Judkins tackled Santa Monica quarterback Ryan Katz a half-yard short of the goal line on a two-point conversion attempt with 14 seconds to play preserving the Normans' 28-26 victory in an Ocean League game at Nickoll Field.

The tackle and accompanying victory means that if Beverly Hills wins its next two games against Inglewood and Inglewood Morningside, and Santa Monica loses to or ties Culver City Friday, the Normans are assured of at least a second-place finish in the Ocean League and would be spared from playing a league champion on the road to open the Southern Section playoffs.

Beverly Hills (3-3-1, 2-0 in league play) took the lead for good on Dex Lucci's 21-yard touchdown pass to Dominique Sandifer late in the first half, breaking a 14-14 tie. After a scoreless third quarter, a Viking touchdown cut the lead to 21-20, but the extra point kick failed.

Judkins' third touchdown put the Normans up 28-20. Santa Monica (4-3, 1-1) scored again, setting up the potentially tying two-point conversion attempt.

"Ramon was defending the tight end and Ryan Katz had the option to throw to the tight end or run it in himself," Beverly Hills coach Carter Paysinger said. "Ramon took away the tight end as an option. Once he saw that Katz was going to put his head down and was going to take it in, he came off the tight end and made the tackle."

The Normans played "inspired and aggressive" against Santa Monica "in a great high school football game," Paysinger said.

The Beverly Hills defense "played great versus the run," Paysinger said.

The Vikings were ranked seventh in the Southern Section Western Division poll released Oct. 15. The loss knocked them out of the Top 10.

Paysinger praised the play of Judkins, Sandifer (10 catches for 108 yards), the Norman offensive line and defensive back Dewayne Taylor. Linebackers Nathan Forrest and David Saedi and defensive end Michael Kerman "probably had their

best games," Paysinger said.

### What's Next?

The Normans are scheduled to play host to Inglewood (3-4, 1-1) Friday at 7 p.m. at Nickoll Field in their homecoming game.

The Sentinels defeated Beverly Hills, 20-0, last year, ending a 14-game losing streak to the Normans with their first victory in the series since 1983. Injuries forced Beverly Hills to play its No. 3 quarterback, Erik Munzer, for much of the game. Inglewood also ended the Normans' 169-game streak of avoiding being shut out, which dated back to Oct. 25, 1991.

A homecoming game is always a challenge, Paysinger said.

"The activities leading up to the game can be distracting," Paysinger said. "In any sport, you try to keep every week as normal and routine as possible. This week is anything but routine." The two teams have one common opponent, Palos Verdes, which tied Beverly Hills, 15-15, Sept. 7 and defeated the Sentinels, 44-13, Oct. 5.

### Boys' Water Polo Beverly Hills 16, Torrance 7

Mikey Lee scored six goals and Daniel Ilinsky, Benji Koltai and Micah Smith three each for the Normans in an Ocean League game Oct. 10 at the Victor E. Benstead Plunge in Torrance.

Beverly Hills led 7-1 at the end of the first quarter, 8-4 at halftime and 14-5 entering the fourth quarter.

Norman goaltender Alex Rosenthal made six saves. Kevin Mead scored the other goal for Beverly Hills.

### Beverly Hills 17, Culver City 5

Jonathan Pony scored six goals for the Normans and Lee five in an Ocean League game at the Swim-Gym Oct. 15.

Beverly Hills scored the final six goals of the first quarter and led 7-1 at the end of the opening seven minutes. Pony and Lee scored the first two goals of the second quarter, boosting the Normans' lead to 9-1.

Beverly Hills led 10-3 at halftime and 12-4 entering the fourth quarter.

Ilinsky and Smith each scored twice and Koltai and Mead once each. Rosenthal made 12 saves.

### Beverly Hills 8, El Segundo 6

The Normans scored the first three goals and led for the rest of the game, taking a major step toward an Ocean League championship with the victory at the Swim-Gym Oct. 17.

Lee and Smith scored in the first quarter. Ilinsky's goal 22 seconds into the second quarter increased Beverly Hills' lead to 3-0. Sophomore Beau Blacksten scored for the Eagles three minutes, five seconds before halftime.

El Segundo, ranked fifth in the Division VI poll released Oct. 15, cut the lead to 3-2 with 5:05 left in the third quarter. The Normans (19-2, 6-0) regained a two-goal lead when Mead scored with 2:40 to play in the quarter. Matt Pittluck scored the final goal of the quarter, pulling El Segundo to within one, 4-3, entering the fourth quarter.

Pony scored 21 seconds into the fourth quarter, but the Eagles responded 21 seconds later. Back-to-back goals by Mead and Smith put the Normans ahead 7-4 with 2:45 to play. After an El Segundo goal, Pony scored to give Beverly Hills an 8-5 lead with 1:19 remaining. The Eagles scored the final goal with 21 seconds left.

Rosenthal made 13 saves helping give the Normans their second victory of the season over El Segundo.

The Eagles are coached by George Harris Jr., a 1969 Beverly High graduate. Harris was the 2004 Division VI CIF Coach of the Year and Co-Coach of the

Year in 2006.

### What's Next?

The Normans are scheduled to play host to Torrance Monday at the Swim-Gym and play Culver City at the Culver City Municipal Plunge Wednesday in Ocean League games beginning at 3 p.m.

Beverly Hills was ranked fourth in the Division VI poll released Monday, the same spot as the previous week. El Segundo fell one spot to sixth.

### Girls' Tennis

#### Beverly Hills 10, Studio City Harvard-Westlake 8

Singles players Becky Morgan and Zarina Pisnoy both won all three of their sets for the Normans in a nonleague match Oct. 17 at the Studio City Golf & Tennis Club.

Beverly Hills' No. 1 singles player, Marie Zalameda, won both of her first two sets.

The Normans got both of their doubles points from their No. 1 team of Amanda Ellis and Beri Myers.

#### Beverly Hills 15, Santa Monica 3

The Megan Margolin-Molly Werner and Akasia J-Riggins-Sunia J-Riggins doubles teams both won all three of their sets for the Normans in an Ocean League match at Santa Monica last Thursday.

Morgan and Pisnoy both won both of their singles sets before being replaced by

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substitutes. Daisy Delmar was a 6-0 winner in her only set before being replaced by a substitute.

The Ellis-Myers doubles team won both of its sets. Their replacements, Shelby Bernstein and Nicole Levy, were 6-2 winners in their only set.

Meredith Jones was a 6-1 winner in her only set for Beverly Hills (13-3, 5-0).

#### What's Next?

The Normans are scheduled to play host to Inglewood Morningside today and at Culver City in Ocean League matches beginning at 3 p.m. and play host to Brentwood Tuesday in a nonleague match beginning at 3:15 p.m.

Beverly Hills was ranked third in the Division II poll released Monday, one spot lower than the previous week. Brentwood rose one spot to second.

#### Girls' Golf

##### **Beverly Hills 219, North Torrance 237**

Norman junior Clair Choo shot a team-low one-over-par 37, Oct. 2 at the Victoria Golf Course in Carson.

#### What's Next?

The Normans are scheduled to compete in the Ocean League Finals today at Harding Golf Course in Griffith Park and in the Southern Section Southern Divisional tournament Monday at 8 a.m. on the Butterfield Stage Course of the El Prado Golf Courses in Chino.

#### Boys' Cross Country

##### **Santa Monica 18, Beverly Hills 37, Culver City 84**

Senior Ashwin Thomas was the top Norman finisher, finishing third in 17 minutes 41.45 seconds, in an Ocean League meet on the three-mile course at Kenneth Hahn State Recreation Area in Baldwin Hills Sept. 21.

##### **Santa Monica 19, Beverly Hills 37, Inglewood Morningside 93, Culver City 94**

Sophomore Alex Cascante was the top Norman finisher, finishing fifth in 17:40.84 on the three-mile course in an Ocean League meet at Kenneth Hahn State Recreation Area Oct. 11.

#### Girls' Cross Country

##### **Santa Monica 29, Beverly Hills 36, Culver City 67**

Junior Sara Jabbari was the top Norman finisher, finishing fourth in 21:27.39 in an Ocean League meet on the three-mile course at Kenneth Hahn State Recreation Area Oct. 11.

#### What's Next?

The Norman boys' and girls' team are scheduled to compete in the Ocean League Finals next Thursday at Rancho Park.

#### Girls' Volleyball

##### **Beverly Hills def. Inglewood, 25-9, 25-11, 25-8**

Nicole Winegred had seven kills and Netta Rotstein five for the Normans in an Ocean League match at the Swim-Gym Oct. 10.

##### **Beverly Hills def. Inglewood Morningside, 25-14, 25-9, 25-8**

Briana Smith had five kills in what was "by far her best match of the season," according to coach Marla Weiss, and sophomore Tamara Skootsky four solo blocks for the Normans (7-8, 3-1) in an Ocean League match at Morningside Oct. 12.

#### What's Next?

The Normans are scheduled to play at Inglewood today and play host to Morningside Tuesday at the Swim-Gym in Ocean League matches beginning at 3:15 p.m. and in the Redondo Power Classic Friday and Saturday at Redondo Union High School.

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



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# coverstory

## IS BEVERLY HILLS PREPARED FOR A BRUSH FIRE?

Potential fire danger remains a possibility

By Elisa Osegueda

The Southland fires, weather conditions, and low density have some residents asking how prepared is the city for a wild fire? In January, the Weekly asked “Could the Malibu fires happen here?” [Issue 382] Fire officials at the time said “absolutely.” Has anything changed?

Newly appointed Beverly Hills Fire Chief Timothy Scranton said the fire department continues to closely monitor the fuel density, weather and typography in the city.

Since the neighboring Bel-Air fire in 1961, Beverly Hills has not experienced a major fire close to its borders, but the prolonged Santa Ana winds and low humidity caused the Beverly Hills Fire Department (BHFD) to declare a Tier 2 Red Flag Alert, on Monday, in northern parts of Beverly Hills including the Calle Vista area.

“Because of low humidity, winds and other weather conditions [make a fire brush] possible, and that is why we are taking every precaution that we can to prevent that,” said Scranton. “That is why we are doing the additional staffing so we can get a quick jump on any fire that may occur as well as patrolling in the north end.”

Among the additional fire preventions, the BHFD added an extra battalion chief, staff assistant, incident commander and two paramedics. The City also recalled all off-duty personnel to staff additional fire apparatus and provide fire patrols in the high fire hazard zone north of Sunset Boulevard.

According to Scranton, a Red Flag condition is categorized in two tiers.

“Tier 2 is when we staff another complete fire engine and put it in the north end of town at fire station No. 2 staffed with four people,” said Scranton. “The mission is to help patrol and assist Fire Engine No. 2 in the North end on any type of a brush response.”

North of Sunset Boulevard is considered a high risk zone because of the high steeps,

which include the residential hillside areas of Trousdale, Benedict Canyon and Coldwater Canyon.

“Steep canyons can potentially race up in a time of fire,” said Scranton. “[That’s the reason] why we have an extensive brush clearance program to reduce fuels around peoples homes so that if a fire does happen



The palm tree images show the difference between a healthy palm tree (left) and one that has not been properly trimmed (right). The healthy palm tree pictured is on Bedford Drive, and the untrimmed palm tree pictured is on the 600 block of North Rexford Drive. The Beverly Hills Fire Department recommends that all trees be trimmed in order to avoid hazardous fires.

it gives us more of a dispensable space and allows us to save homes.”

If a fire similar to what residents in Malibu or Orange County are experiencing were to occur in Beverly Hills, Scranton says the fire department is ready.

“We have taken every precautionary measure that we possibly can. Every piece of equipment that we own is staffed right now. We are doing everything that we can proactively not only to respond but to keep our eyes open with the collaboration of the police department, public works,” said Scranton.

If a fire were to occur in Beverly Hills, Scranton says one of the tactics they may use would be to “take each side of the fire and put it out, and ultimately pinch it off on the top,” said Scranton.

The BHFD has an incident action plan called Operation Safe Guard. Although, the action plan contains confidential informa-

tion Scranton said the logistics have been carefully thought out and fire department is ready to implement the tactics.

“We have people predetermined to staff the emergency operation center. We have an incident action plan that we have created with radio frequencies, predetermined positions, and so forth,” said Scranton. “We have all of these logistical issues already in place so that the minute we are notified of any type of incident all of this goes into play.”

As the City prepared itself for a possible brush fire BHFD Captain David Grate, Engineer Victor Gutierrez, Firefighter Dan Maher, and Firefighter Bradford McHenry were sent out to assist Malibu firefighters early Sunday morning, and by Monday afternoon were on their way to help Orange County.

According to Scranton two fire department personnel needed to return to their homes and evacuate their families this week. The fire department released them and immediately ‘back-staffed’ their positions.



“Two off-duty Beverly Hills firefighters went to another firefighters’ house, [a firefighter who] was on the ‘strike team’ fighting fires in Malibu, on their own time, and put out spot fires on his property and his neighbors’ property. Again, they volunteered their time and expertise and saved structures,” said Scranton.

The original strike team that left on Sunday for Malibu is now deployed in south Orange County and is expected to remain there at least through today. Battalion Chief Ralph Mundell joined the strike team last night.

Several Beverly Hills firefighters and police officers live in or in close proximity to the Canyon Country area fires.

But Scranton clarified “no one has had any loss associated with the fire.”

Former Mayor Les Bronte believes the community can take a proactive approach in fire prevention.

“I am deeply concerned about what took place this weekend,” said Bronte. “Just north of our City are many acres of dried brush making us extremely vulnerable to the type of fires that occurred this week.”

During Bronte’s time on the Council in the 1990’s, an ordinance was approved requiring all palm trees on private lots to be trimmed regularly, said Bronte.

As of Wednesday, the areas of Schuyler and Calle Vista by Doheny continued to be on a red flag alert due to the brush coming in from Franklin Canyon.

“Due the strong winds, hot embers can travel for miles and can land on roof tops and in the dead dried fronds of these trees. Within seconds they become tiki torches and can ignite a neighborhood,” said Bronte.

According to Scranton, keeping the trees trimmed and appropriately maintained is a good fire safety measure.

“There has been an ordinance for many years where you have to have a class one roof assembly,” said Scranton. “Mayor [Jimmy] Delshad has made a diligent effort to make Beverly Hills a more fire safe city by enforcing non-combustible roofs. They are making every effort legislatively to make this a safe city.”

As a member of the Community Emergency Response Training (CERT) Bronte says this program teaches residents how to deal with life threatening conditions and is a good way to learn about community safety.

“The purpose is to train residents in self-survival in an event of a man made or natural disaster,” said Beverly Hills CERT Coordinator Sonia Berman.

Members receive 28 hours of training, in which they learn about

“preparedness, shutting off gas-electricity, putting out small fires, what to do after disasters, first-aid, CPR, and how to extricate bodies,” said Berman.

Although the program teaches various safety procedures, Berman says the program doesn’t teach resident how to address wild fires.

“There is not much you can do right now but follow the instructions of professionals,” said Berman. “We never know when nature or man is going to put us in a position of needing to be prepared.”

Scranton assures residents that the fire department and police department are taking ever effort to secure the city.

“The city is safe,” said Scranton. “We have taken the proactive approach of becoming self reliant because we know resources are very scarce.”



# policeblotter & arrestsummary

Arrest summary  
October 23, 2007

Marschall, Michael Alexander, 33, of Playa Vista, arrested on 10/20/2007 for 23152(a)vc - (dui alcohol/drugs).

Amron, Lionel Harry, 48, of Beverly Hills, arrested on 10/20/2007 For 422pc - (threaten crime w/intent to terrorize).

Odunsi, Quam Odutola, 34, of Los Angeles, arrested on 10/19/2007 For 23152(a)vc - (dui alcohol/drugs).

Molbaeva, Gulnara, 28, of Beverly Hills, arrested on 10/19/2007 for 23152(a)vc - (dui alcohol/drugs).

Hanson, James Anthony, 23, of Los Angeles, arrested on 10/19/2007 for 211pc - (robbery).

Borgese, Francesco nelson, 22, of Venice, arrested on 10/19/2007

For 211pc - (robbery).

Rodriguez, Stuart Joseph, 22, of Los Angeles, arrested on 10/19/2007 for 273.5(a)pc - (inflict corporal injury on Spouse/cohabitant).

Shay, Anna Erika, 46, of Beverly Hills, arrested on 10/19/2007 for 11377(a)hs - (possess controlled substance).

Rogers, Jereme Scott, 22, of Los Angeles, arrested on 10/18/2007 For 23152(a)vc - (dui alcohol/drugs).

Villalobos, William Oswaldo, 25, of paramount, arrested on 10/18/2007 for 14601.1(a)vc - (drive while license suspended).

Slater, Antoine Lamonte, 40, of Beverly Hills, arrested on 10/18/2007 for 422pc - (threaten crime w/intent to terrorize).

Clifford, Samuel, 21, of Beverly Hills,

arrested on 10/18/2007 for 23152(a)vc - (dui alcohol/drugs).

Gonzalez- Rosales, Juan Carlos, 28, of Palmdale, arrested on 10/18/2007 for 12500(a)vc - (drive w/o license).

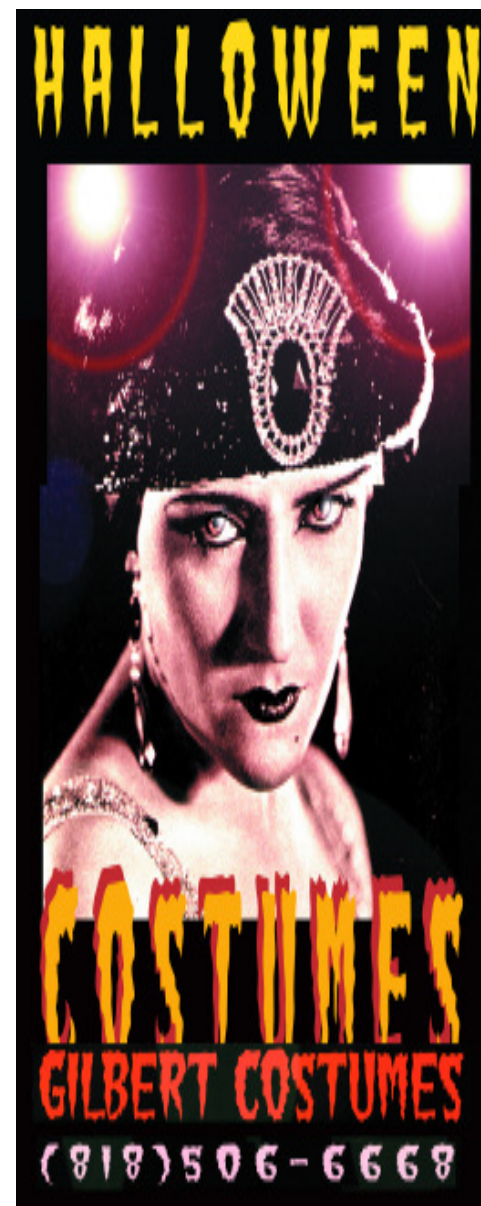
Wendel, Jonathan Easley, 26, of Kansas, arrested on 10/17/2007 For 23152(a)vc - (dui alcohol/drugs).

Cabada, Cesar Favela, 39, of Los Angeles, arrested on 10/17/2007 for 12500(a)vc - (drive w/o license).

Aguilar, Amos, 47, of Beverly Hills, arrested on 10/17/2007 for 3056pc - (violation parole:felony).

Gomez, Javier, 26, of Los Angeles, arrested on 10/17/2007 for 12500(a)vc - (drive w/o license).

Hehme, Martin w, 32, of Beverly Hills, arrested on 10/17/2007 for 14601(a)vc - (drive while license suspended).



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-Sol Levine, Ret. Superintendent of Schools (BHUSD)



letters cont. from page 9

ly columns in local newspapers written about them. I have personally made the choice for transparency, the ease and convenience of a neighborhood school system and the exceptional quality of our schools, while respecting those who choose otherwise...I do not interpret their choice as an indication that mine was the poorer one.

Myra Gabbay  
Beverly Hills

**“Ethics Ordinance Amended by City Council” [Issue 420]**

Several years ago, Council Members Brucker, along with Delshad, tried to pass a very tough Ethics Ordinance that would have gone into effect immediately. But, Brucker & Delshad did not have the required third council vote. Therefore, a watered down Ethics Ordinance was passed that for the most part mirrored the minimum requirements of state law. With Webb, Briskman and Fenton not agreeing to the Brucker/Delshad ordinance, Steve Webb was able to feather his nest so that now Webb is eligible to become a for hire real estate lobbyist in March 2008.

Last week, a new Ethics Ordinance was passed, which prohibits Council Members and Planning Commissioners from acting as lobbyists with the City for a term of 30 months after they leave office. The moratorium under current law is only for one year. But, the public should know that Delshad, Briskman, and Fenton all refused to make the new Ethics Ordinance effective immedi-

ately. Unfortunately, the effective date of the new ordinance is not until March 2009 after Briskman and Fenton are probably no longer council members.

It is particularly interesting to note that Delshad before the election agreed to make his Ethics Ordinance effective immediately. However, since Delshad was narrowly re-elected and is now the mayor, he has flip flopped on his position. Why? Apparently, some council members also want to be developer lobbyists soon after they are off the council so that they too can enjoy substantial monetary rewards of pandering to the City on behalf of developers.

Nonetheless, congratulations to Barry Brucker and Nancy Krasne for pushing forward a new Ethics Ordinance. Also, congratulations to Barry Brucker, Nancy Krasne, and Planning Commissioners Furie, Bosse and Reims, all of whom have agreed to be immediately bound by the new Ethics Ordinance in order to help clean up Beverly Hills politics. Perhaps, the other two Planning Commissioners will now also agree to be bound by the new Ethics Ordinance.

Fenton and Briskman voted for the new Ethics Ordinance attempting to gain favor with voters, but both refused at the council meeting to bind themselves to the new ordinance. This allows them the option of becoming lobbyists one year after they leave the Council in March 2009.

Larry Larson  
Beverly Hills

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FICTITIOUS BUSINESS NAME STATEMENT: 20072221445  
The following person(s) is/are doing business as: ROSEMARY ROAD, 1315 Casiano, Los Angeles, CA 90049. JULIE COHEN, 1315 Casiano, Los Angeles, CA 90049. 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: Julie B. Cohen. 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: 9/25/07. 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: 10/04/07, 10/11/07, 10/18/07, 10/25/07 BHW-2647

FICTITIOUS BUSINESS NAME STATEMENT: 20072245225  
The following person(s) is/are doing business as: EURO CARGO IMPORTS, 13820 Victory Blvd, Suite 315, Van Nuys, CA 91401. ROLZANNA VARTANIAN, 13820 Victory Blvd, Unit 315, Van Nuys, CA 91401. The business is conducted by: AN INDIVIDUAL. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 09/25/07. 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: 10/04/07, 10/11/07, 10/18/07, 10/25/07 BHW-2650

FICTITIOUS BUSINESS NAME STATEMENT: 2007231916  
The following person(s) is/are doing business as: MUST LOVE DOGS; DOG THE WALK, 11551 Rubio Ave, Granada Hills, CA 91344. CYNTHIA KALOUSI, 11551 Rubio Ave, Granada Hills, CA 91344. The business is conducted by: AN INDIVIDUAL. The

registrant commenced to transact business under the fictitious business name or names listed on: 4/1/07. Signed: Cynthia Kalousi. 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: 09/27/07. 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: 10/04/07, 10/11/07, 10/18/07, 10/25/07 BHW-2651

FICTITIOUS BUSINESS NAME STATEMENT: 2007231999  
The following person(s) is/are doing business as: IGLESIA DE DIOS DE LA PROFECIA, 6640 Van Nuys Blvd, Van Nuys, CA 91405. JOSE ALONSO CHICUILLO, 11780 Gilmore St, North Hollywood, CA 91606. PATRICIA SANCHEZ QUIROA, 16615 Crockett St, Sun Valley, CA 91352. The business is conducted by: AN UNINCORPORATED ASSOCIATION OTHER THAN A PARTNERSHIP. 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: 09/27/07. 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: 10/04/07, 10/11/07, 10/18/07, 10/25/07 BHW-2652

FICTITIOUS BUSINESS NAME STATEMENT: 2007234069  
The following person(s) is/are doing business as: MAKE UP MAQUIK, 11760 Laurelcrest Dr, Studio City, CA 91604. TERI GROVES, 11760 Laurelcrest Dr, Studio City, CA 91604. The business is conducted by: AN INDIVIDUAL. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles

County on: 09/27/07. 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: 10/04/07, 10/11/07, 10/18/07, 10/25/07 BHW-2654

FICTITIOUS BUSINESS NAME STATEMENT: 20072201727  
The following person(s) is/are doing business as: ALL VALLEY LIFT, 6624 Valsean St, Van Nuys, CA 91406. THAWAT BOYD TRALUSAMEE, 7907 Salsuma, Sun Valley, CA 91352. MARIA LOUISA BUSTAMANTE, 29670 Granddore Road, Canyon Country, CA 91387. The business is conducted by: A GENERAL PARTNERSHIP. 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: 09/24/07. 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: 10/04/07, 10/11/07, 10/18/07, 10/25/07 BHW-2656

FICTITIOUS BUSINESS NAME STATEMENT: 2007299143  
The following person(s) is/are doing business as: BELLA DONNA SALON, 15438 Devonshire St, Mission Hills, CA 91345. ELDA C. HERNANDEZ, 12541 Osborne St, Arleta, CA 91331. GLORIA I. MIRAMANTES, 1900 Jackson St, Burbank, CA 91504. MARIA MERCEDES GOMES, 8924 Van Nuys Blvd, #10, Panamint City, CA 91402. The business is conducted by: A GENERAL PARTNERSHIP. 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: 09/24/07. 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







**FILE NO. 20072348095**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: TAPA MEZE BAR & GRILL 1019 MANHATTAN BEACH BLVD., MANHATTAN BEACH, CA 90266. The full name of registrant(s) is/are: G AND B MASARI, INC., 19 BENNETT AVE, UNIT A, LONG BEACH, CA 90803. 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/ G AND B MASARI, INC BY: SAM GHAREEBO, PRESIDENT  
This statement was filed with the County Clerk of LOS ANGELES County on 10/15/07 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).  
LA134792 BEVERLY HILLS WEEKLY 10/25, 11/1,11/8,&11/15/07

**FILE NO. 20072348095**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: TAPA MEZE BAR & GRILL 1019 MANHATTAN BEACH BLVD., MANHATTAN BEACH, CA 90266. The full name of registrant(s) is/are: G AND B MASARI, INC., 19 BENNETT AVE, UNIT A, LONG BEACH, CA 90803. 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/ G AND B MASARI, INC BY: SAM GHAREEBO, PRESIDENT  
This statement was filed with the County Clerk of LOS ANGELES County on 10/15/07 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).  
LA134792 BEVERLY HILLS WEEKLY 10/25, 11/1,11/8,&11/15/07

**FILE NO. 20072377576**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: 1) SURGERY CENTER OF BEVERLY HILLS 2) SURGERY CENTER OF AGOURA HILLS, 1125 S. BEVERLY DR, STE 600, LOS ANGELES, CA 90035. The full name of registrant(s) is/are: AFSHIN FARZADMEHR 609 N. CAMDEN DR, BEVERLY HILLS, CA 90210. This Business is being conducted by a/an: INDIVIDUAL. The registrant commenced to transact business under the fictitious business name/names listed above on: 7/1/07.

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/ AFSHIN FARZADMEHR  
This statement was filed with the County Clerk of LOS ANGELES County on 10/18/07 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).  
LA135011 BEVERLY HILLS WEEKLY 10/25,11/1,11/8,&11/15/07

**FILE NO. 20072348093**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: SUBWAY #981 6221 VAN NUYS BLVD., VAN NUYS, CA 91401. The full name of registrant(s) is/are: LOSA ENTERPRISES, INC. 359 COUNTRY CLUB DR, #15, SIMI VALLEY, CA 93065. 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/ LOSA ENTERPRISES, INC BY: PRESIDENT SARABJEET SINGH LOHARA  
This statement was filed with the County Clerk of LOS ANGELES County on 10/15/07 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).  
LA134793 BEVERLY HILLS WEEKLY 10/25,11/1,11/8, & 11/15/07

**FILE NO. 20072339561**  
**STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME**

Fictitious Business Name(s): 1) PLASTIC SURGERY CENTER OF AGOURA HILLS 2) SURGERY CENTER OF AGOURA HILLS, 28222 AGOURA RD #102, AGOURA HILLS, CA 91301  
The fictitious business name referred to above was filed on AUGUST 6, 2004 in the county of LOS ANGELES. Original file number, 04 2032607. The full name of registrant: ROBERT A. GUTSTEIN M.D. PC PROFESSIONAL CORP. 1125 S. BEVERLY DR, #600, LOS ANGELES, CA 90035 This business is conducted by: AN INDIVIDUAL

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/ ROBERT A. GUTSTEIN M.D  
LA132586 BEVERLY HILLS WEEKLY 10/25,11/1,11/8,&11/15/07

**FILE NO. 20072368803**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: THIRD STREET WIRELESS 3607 W. 3RD ST., LOS ANGELES, CA 90020. The full name of registrant(s) is/are: LKH, LLC 3607 W. 3RD ST., LOS ANGELES, CA 90020. This Business is being conducted by a/an: LIMITED LIABILITY COMPANY. The registrant commenced to transact business under the fictitious business name/names listed above on: 10/16/07.

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/ LKH, LLC BY: MEMBER PHILIP HWANG  
This statement was filed with the County Clerk of LOS ANGELES County on 10/17/07 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).  
LA134925 BEVERLY HILLS WEEKLY 10/25,11/1,11/8,&11/15/07

**FILE NO. 20072368804**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: TURTLE MARKET 3006 W. PICO BLVD., LOS ANGELES, CA 90006. The full name of registrant(s) is/are: MIGUEL J. PAZ 1551 W. 66TH ST., LOS ANGELES, CA 90047-2103. 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/ MIGUEL J. PAZ  
This statement was filed with the County Clerk of LOS ANGELES County on 10/17/07 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).  
LA134945 BEVERLY HILLS WEEKLY 10/25,11/1,11/8,&11/15/07

**FILE NO. 20072371581**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: WASHINGTON METAL RECYCLING CENTER 1212 E. SLAUSON AVE, LOS ANGELES, CA 90011. The full name of registrant(s) is/are: CHUNG BU CHOI 4300 VIA MARISOL, RMIT 782, LOS ANGELES, CA 90042. 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/ CHUNG BU CHOI  
This statement was filed with the County Clerk of LOS ANGELES County on 10/18/07 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).  
LA134963 BEVERLY HILLS WEEKLY 10/25,11/1,11/8,&11/15/07

**FILE NO. 20072351805**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: VALLEY COSMOS SPA 17619 SHERMAN WAY, VAN NUYS, CA 91406. The full name of registrant(s) is/are: CHONG PAL MOON 36 KANE ST, WEST HARTFORD, CT, 06119. 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/ CHONG PAL MOON  
This statement was filed with the County Clerk of LOS ANGELES County on 10/15/07 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).  
LA134784 BEVERLY HILLS WEEKLY 10/25,11/1,11/8,&11/15/07

**FILE NO. 20072339479**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: 360 MOTOR CARS 10827 VANOWEN ST, NORTH HOLLYWOOD, CA 91605. The full name of registrant(s) is/are: GARY CIONTEA, 7488 PHINNEY WAY, SAN DIEGO, CA 95139. 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/ GARY CIONTEA  
This statement was filed with the County Clerk of LOS ANGELES County on 10/12/07 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).  
LA134775 BEVERLY HILLS WEEKLY 10/25,11/1,11/8, &11/15/07

**FILE NO. 20072339478**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: YI SSI HWA RO 3465 W. 6TH ST, BLDG C, LOS ANGELES, CA 90020. The full name of registrant(s) is/are: HO HO HO CORPORATION 3303 MONTELANO AVE., HACIENDA HEIGHTS, CA 91745. 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/ HO HO HO CORPORATION BY: PRESIDENT / SECRETARY TED T. KANG  
This statement was filed with the County Clerk of LOS ANGELES County on 10/12/07 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).  
LA134774 BEVERLY HILLS WEEKLY 10/25,11/1,11/8,&11/15/07

**NOTICE TO CREDITORS OF BULK SALE (UCC Sec. 6105)**  
**Escrow No. 122432**

NOTICE IS HEREBY GIVEN that a bulk sale is about to be made. The name(s) and business address(es) of the seller(s) is/are: RUSTICA SUNSET LLC, 1800 SUNSET HARBOUR DR, #1102, MIAMI BEACH, FL 33139  
Doing business as: PIZZA RUSTICA SUNSET  
All other business name(s) and address(es) used by the seller(s) within the past three years, as stated by the seller(s), is/are: NONE  
The location in California of the Chief Executive Office of the seller is: SAME AS ABOVE  
The name(s) and business address of the buyer(s) is/are: REVE RESTO INC., C/O BARRY KURTZ, ESQ. 16000 VENTURA BLVD, STE 1000, ENCINO, CA 91436

The assets being sold are generally described as: GOOD WILL, USE OF TRADE NAME, FURNITURE, FIXTURES AND EQUIPMENT, LEASEHOLD INTEREST, TELEPHONE NUMBERS, INVENTORY OF STOCK IN TRADE AND PERSONAL PROPERTY and is located at: 8410 SUNSET BLVD., WEST HOLLYWOOD, CA 90069  
The bulk sale is intended to be consummated at the office of: WILSHIRE ESCROW COMPANY, 4270 WILSHIRE BLVD, LOS ANGELES, CA 90010 and the anticipated sale date is NOVEMBER 13, 2007  
The bulk sale is subject to California Uniform Commercial Code Section 6106.2.

The name and address of the person with whom claims may be filed is: WILSHIRE ESCROW COMPANY, 4270 WILSHIRE BLVD, LOS ANGELES, CA 90010. ATT: LARRY SHEWELT (EXT. 338), ESCROW #122432 and the last day for filing claims by any creditor shall be NOVEMBER 9, 2007, which is the business day before the anticipated sale date specified above.  
Dated: OCTOBER 19, 2007  
REVE RESTO INC, Buyer(s)  
PCTS LA135090 BEVERLY HILLS WEEKLY 10/25/07

**FILE NO. 20072367327**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: BUDGET COIN LAUNDRY 254 N. MARKET ST, INGLEWOOD, CA 90301. The full name of registrant(s) is/are: MIGUEL MEJIA & MELINDA MEJIA 11604 WILKIE AVE, Hawthorne, CA 90250. This Business is being conducted by a/an: HUSBAND & WIFE. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.

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

/s/ MIGUEL MEJIA & MELINDA MEJIA  
This statement was filed with the County Clerk of LOS ANGELES County on 10/17/07 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).  
LA134924 BEVERLY HILLS WEEKLY 10/25,11/1,11/8,&11/15/07

**FILE NO. 20072339562**  
**STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME**

Fictitious Business Name(s): 1) PLASTIC SURGERY CENTER OF BEVERLY HILLS 2) SURGERY CENTER OF BEVERLY HILLS, 1125 S. BEVERLY DR. #600, LOS ANGELES, CA 90035  
The fictitious business name referred to above was filed on AUGUST 6, 2004 in the county of LOS ANGELES. Original file number, 042032608. The full name of registrant: ROBERT A GUTSTEIN M.D., PC PROFESSIONAL CORP., 1125 S. BEVERLY DR. #600, LOS ANGELES, CA 90035 This business is conducted by: AN INDIVIDUAL

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/ ROBERT A GUTSTEIN M.D.,  
LA132587 BEVERLY HILLS WEEKLY 10/25,11/1,11/8,&11/15/07

**FILE NO. 20072304648**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: SOTO LIQUOR MARKET, 1602 N. SOTO ST, LOS ANGELES, CA90033. The full name of registrant(s) is/are: SOTO LIQUOR MARKET, INC., A CALIFORNIA CORPORATION, 1602 N. SOTO ST, LOS ANGELES, CA 90033. 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/ SOTO LIQUOR MARKET, INC., BY: ELIAS KAI/PRESIDENT & SECRETARY

This statement was filed with the County Clerk of LOS ANGELES County on 10/9/07 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).  
LA134649 BEVERLY HILLS WEEKLY 10/18,10/25,11/1,&11/8/07

**FILE NO. 20072320050**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: TAPA MEZA BAR & GRILL, 1019 MANHATTAN BEACH BLVD., MANHATTAN BEACH, CA 90266. The full name of registrant(s) is/are: G AND B MASARI, INC., 19 BENNETT AVE, UNIT A, LONG BEACH, CA 90803. 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/ G AND B MASARI, INC, BY: PRESIDENT SAM GHAREEBO  
This statement was filed with the County Clerk of LOS ANGELES County on 10/10/07 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).  
LA134712 BEVERLY HILLS WEEKLY 10/18,10/25,11/1,&11/8/07

**FILE NO. 20072317416**  
**STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME**

Fictitious Business Name(s): JUICE STOP, 2087 FOOTHILL BLVD, LA VERNE, CA 91750

The fictitious business name referred to above was filed on 8/13/07 in the county of LOS ANGELES. Original file number, 20071891160. The full name of registrant: DARYL WILLIAMS, 306 E. MOORE PL, SAN DIMAS, CA 91773

This business is conducted by: AN INDIVIDUAL  
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/ DARYL WILLIAMS  
LA134677 BEVERLY HILLS WEEKLY 10/18,10/25,11/1,&11/8/07

**FILE NO. 20072261238**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: FRUITLAND COFFEE TIME, 1000 S. MAPLE AVE, #6, LOS ANGELES, CA 90015. The full name of registrant(s) is/are: SBK LEE, INC., 1000 S. MAPLE AVE, #6, LOS ANGELES, CA 90015. 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/ SBK LEE, INC., BY: KYE JONG LEE, CEO, CFO, SECRETARY  
This statement was filed with the County Clerk of LOS ANGELES County on 10/2/07 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).  
LA134416 BEVERLY HILLS WEEKLY 10/11,10/18,10/25,&11/1/07

**FILE NO. 20072260605**  
**STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME**

Fictitious Business Name(s): AIRPORT PHARMACY, 3250 PICO BLVD, SANTA MONICA, CA 90405

The fictitious business name referred to above was filed on MAY 4, 2005 in the county of LOS ANGELES. Original file number, 05-1049662. The full name of registrant: ROBERT M. SAKAMOTO, 811 MAJORCA PL, LOS ANGELES, CA 90049

This business is conducted by: AN INDIVIDUAL  
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/ ROBERT M. SAKAMOTO  
LA134421 BEVERLY HILLS WEEKLY 10/11,10/18,10/25,&11/1/07

**FILE NO. 20072260464**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: AIRPORT PHARMACY, 3250 PICO BLVD, SANTA MONICA, CA 90405. The full name of registrant(s) is/are: THRIFTY PAYLESS INC., A CALIFORNIA CAORPORATION, 30 HUNTER LN, CAMP HILL, PA, 17011. This Business is being conducted by a/an: A 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/ THRIFTY PAYLESS, INC., A CALIFORNIA CORP., I LAWRENCE GELMAN, VICE PRESIDENT AND SECRETARY  
This statement was filed with the County Clerk of LOS ANGELES County on 10/02/07 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).  
LA134422 BEVERLY HILLS WEEKLY 10/11,10/18,10/25,&11/1/07

**FILE NO. 20072261241**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: Q BARGAIN 2203 S. ATLANTIC BLVD, MONTEREY PARK, CA 91754. The full name of registrant(s) is/are: DEXIE HONG AND SUK LE KIL, 2900 AMALAGA CIR, DIAMOND BAR, CA 91765. This Business is being conducted by a/an: HUSBAND & WIFE. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.

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

/s/ DEXIE HONG AND SUK LE KIL  
This statement was filed with the County Clerk of LOS ANGELES County on 10/02/07 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).  
LA134431 BEVERLY HILLS WEEKLY 10/11,10/18,10/25,&11/1/07

**FILE NO. 20072261240**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: ALL ACCESS MUSICIAN, 13437 VENTURA BLVD, #101, SHERMAN OAKS, CA 91423. The full name of registrant(s) is/are: THE LESSON HOUSE, INC., A CALIFORNIA CORPORATION, 6827 HUMAN CT.CHINO, CA 91710. 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/ THE LESSON HOUSE, INC BY: JEFFERY DAVID SIEROTA PRESIDENT

This statement was filed with the County Clerk of LOS ANGELES County on 10/20/07 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).  
LA134446 BEVERLY HILLS WEEKLY 10/11,10/18,10/25,&11/1/07

**FILE NO. 20072276938**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: MANI'S BAKERY & CAFE 2507 MAIN ST, SANTA MONICA, CA 90405. The full name of registrant(s) is/are: KUM JA KIM, 4960 VIA PRIMARIA, YORBA LINDA, CA 92886. 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/ KUM JA KIM  
This statement was filed with the County Clerk of LOS ANGELES County on 10/3/07 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).  
LA134487 BEVERLY HILLS WEEKLY 10/11,10/18,10/25,&11/1/07

**FILE NO. 20072276937**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: LEONARDS LIQUOR, 630 N. SEPULVEDA BLVD, #7, EL SEGUNDO, CA 90245. The full name of registrant(s) is/are: YOUN HI LEE, 1001 CAMINO REAL #5, REDONDO BEACH, CA 90277. 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/ YOUN HI LEE  
This statement was filed with the County Clerk of LOS ANGELES County on 10/3/07 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).  
LA134476 BEVERLY HILLS WEEKLY

**FILE NO. 20072296669**  
**FICTITIOUS BUSINESS NAME STATEMENT**  
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: CAFE MODIGLIANI, 430 N. ROXBURY DR, BEVERLY HILLS, CA 90210. The full name of registrant(s) is/are: KWANG CHON KIM AND KI HYUN KIM, 5252 LOCKHAVEN AVE, LOS ANGELES, CA 90241. 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/ KI HYUN KIM  
This statement was filed with the County Clerk of LOS AN



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).  
LA134203 BEVERLY HILLS WEEKLY 10/4, 11, 18, 25, 2007

**FILE NO. 20072210439  
FICTITIOUS BUSINESS NAME STATEMENT**

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: NEW GENERATION 2, 11849 BURBANK BLVD, VALLEY VILLAGE, CA 91607. The full name of registrant(s) is/are: NEW GENERATION LLC, A CALIFORNIA LIMITED LIABILITY COMPANY, 3821 VICTORY BLVD, BURBANK, CA 91505. This Business is being conducted by a/an: LIMITED LIABILITY COMPANY. 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/ LLC A CALIFORNIA LIMITED LIABILITY COMPANY, BY: MIKE BARRY This statement was filed with the County Clerk of LOS ANGELES County on 9/25/07 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).  
LA134262 BEVERLY HILLS WEEKLY 10/4, 11, 18, 25, 2007

**FILE NO. 20072221380  
FICTITIOUS BUSINESS NAME STATEMENT**

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: CENTURY PARK DETAILING & CAR WASH, 1875 CENTURY PARK EAST, LOS ANGELES, CA 90067. The full name of registrant(s) is/are: HAL ROMAN, 207 N. SWALL DR, BEVERLY HILLS, CA 90211. 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/ HAL ROMAN This statement was filed with the County Clerk of LOS ANGELES County on 9/26/07 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).  
LA134300 BEVERLY HILLS WEEKLY 10/4, 11, 18, 25, 2007

**FILE NO. 20072250639  
FICTITIOUS BUSINESS NAME STATEMENT**

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: LINCOLN BEVERAGE & FINE WINES, 727 LINCOLN BLVD, LOS ANGELES, CA 90291. The full name of registrant(s) is/are: NAZMUL HAQUE HELAL AND BAKUL AKTUR, 1252 11TH ST #307, SANTA MONICA, CA 90401. This Business is being conducted by a/an: HUSBAND & WIFE. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.

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

/s/ NAZMUL HAQUE HELAL AND BAKUL AKTUR This statement was filed with the County Clerk of LOS ANGELES County on 10/11/07 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).  
LA134381 BEVERLY HILLS WEEKLY 10/4, 11, 18, 25, 2007

**FILE NO. 20072233460  
FICTITIOUS BUSINESS NAME STATEMENT**

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: HUNTINGTON CLEANERSM 1935 HUNTINGTON DR, SOUTH PASADENA, CA 91030. The full name of registrant(s) is/are: YOUNG TAEK KIM & MARY ANN KIM, 1526 EXCEL CT, UPLAND, CA 91784. This Business is being conducted by a/an: HUSBAND & WIFE. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.

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

/s/ YOUNG TAEK KIM & MARY ANN KIM This statement was filed with the County Clerk of LOS ANGELES County on 9/27/07 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).  
LA134315 BEVERLY HILLS WEEKLY 10/4, 11, 18, 25, 2007

Northwest District  
September 7, 2007  
LOS ANGELES SUPERIOR COURT  
LS016516

**Petitioner or Attorney:**  
Jaffarali Sheikh  
7800 Topanga Canyon Blvd. #304  
Canoga Park, CA 91304  
(818)610- 1793

**Superior Court of California, County of Los Angeles**  
6230 Sylmar Ave.  
Van Nuys, CA 91401

**Petition of:**  
Jaffarali Sheikh  
ORDER TO SHOW CAUSE FOR CHANGE OF NAME TO ALL INTERESTED PERSONS:

1. Petitioner, Jaffarali Sheikh for a decree changing names as follows:  
a. Mohammed Najila Parveen to Najila Parveen Sheikh  
b. Sheikh Nafeez to Nafeez Sheikh  
c. Nabreen Jaffarali to Nasreen Sheikh  
2. THE COURT ORDERS that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted.  
a. Date: 11/28/07  
Time: 8:30 AM  
Dept.: A  
Room: 510  
b. The address of the court is same as noted above  
3. a. A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county(specify newspaper): **BEVERLY HILLS WEEKLY**  
**Date: September 7, 2007**  
**Judge of the Superior Court: Michael R. Hoff**

**NOTICE OF PETITION TO ADMINISTER ESTATE OF:  
MIRIAM WEINBERG AKA MIRIAM GROSSMAN AKA MYRIAM GROSSMAN  
CASE NO. BP107014**  
To all heirs, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the WILL or estate, or both of MIRIAM WEINBERG AKA MIRIAM GROSSMAN AKA MYRIAM GROSSMAN. A PETITION FOR PROBATE has been filed by MICHAEL D. VIVIAN in the Superior Court of California, County of LOS ANGELES. THE PETITION FOR PROBATE requests that MICHAEL D. VIVIAN be appointed as personal representative to administer the estate of the decedent.

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

THE PETITION requests authority to administer the estate under the Independent Administration of Estates Act. (This authority will allow the personal representative to take many actions without obtaining court approval. Before taking certain very important actions, however, the personal representative will be required to give notice to interested persons unless they have waived notice or consented to the proposed action.) The independent administration authority will be granted unless an interested person files an objection to the petition and shows good cause why the court should not grant the authority.

A HEARING on the petition will be held on 11/07/07 at 8:30AM in Dept. 5 located at 111 N. HILL ST., LOS ANGELES, CA 90012  
IF YOU OBJECT to the granting of the petition, you should appear at the hearing and state your objections or file written objections with the court before the hearing. Your appearance may be in person or by your attorney. IF YOU ARE A CREDITOR or a contingent creditor of the deceased, you must file your claim with the court and mail a copy to the personal representative appointed by the court within four months from the date of first issuance of letters as provided in Probate Code section 9100. The time for filing claims will not expire before four months from the hearing date noticed above.

YOU MAY EXAMINE the file kept by the court. If you are a person interested in the estate, you may file with the court a Request for Special Notice (form DE-154) of the filing of an inventory and appraisal of estate assets or of any petition or account as provided in Probate Code Section 1250. A Request for Special Notice form is available from the court clerk.

Attorney for Petitioner  
BRAD N. BAKER  
BAKER, BURTON & LUNDY, A PROFESSIONAL CORP.  
515 PIER AVENUE  
HERMOSA BEACH, CA 90254  
10/11, 10/18, 10/25/07  
CNS-1211606#

DAVID D. PIPER, CASB No. 179889EVELYN A. CHRISTENSEN, CASB  
No. 230986  
KEESAL, YOUNG & LOGAN  
A Professional Corporation  
400 Oceangate  
P.O. Box 1730  
Long Beach, California 90801-1730  
Telephone: (562) 436-2000  
Facsimile: (562) 436-7416

Attorneys for Petitioner  
PRUDENTIAL SECURITIES, INC.

SUPERIOR COURT OF THE STATE OF CALIFORNIA  
FOR THE COUNTY OF Los Angeles – CENTRAL DISTRICT  
PRUDENTIAL SECURITIES, INC.,  
Petitioner,  
vs.  
RON OREN,  
Respondent.  
Case No. BS 107877

ASSIGNED FOR ALL PURPOSES TO:  
Hon. James R. Dunn, Dept. 26

PETITIONER'S NOTICE OF MOTION AND MOTION TO CONFIRM NYSE ARBITRATORS' AWARD

Date: December 10, 2007  
Time: 8:30 a.m.  
Dept.: 26

TO ALL PARTIES AND TO THEIR ATTORNEYS OF RECORD:  
PLEASE TAKE NOTICE that on December 10, 2007, at 8:30 a.m., in Department 26 of the above-entitled Court, located at 111 North Hill Street, Los Angeles, California 90012, Petitioner PRUDENTIAL SECURITIES, INC. ("Petitioner") will and hereby does move this Court pursuant to California Code of Civil Procedure sections 1285, et seq. for an order entering judgment confirming the New York Stock Exchange, Inc. ("NYSE") Arbitrators' Award ("Award") rendered NYSE arbitration entitled Prudential Securities, Inc. v. Ron Oren, NYSE Case No. 2001-009086 ("Arbitration"). DATED: October 2, 2007  
DAVID D. PIPER  
Evelyn A. Christensen  
Attorneys for Petitioner

Memorandum of Points and Authority  
A. This Petition Should Be Granted.  
Any party to an arbitration in which an award has been rendered may petition the court to confirm that award. See California Code of Civil Procedure ("CCP") section 1285.  
Petitioner has named Respondent Ron Oren as a party to this action and all parties to the Award are before the Court.  
CCP section 1285.4 provides a petition must:  
(a) Set forth the substance or have attached a copy of an agreement to arbitrate unless the petition denies the existence of such an agreement. Set forth names of the arbitrators.  
Set forth or have attached a copy of the award and the written opinion of the arbitrators, if any.  
All parties to this action agreed to arbitrate this matter as set forth in their Uniform Submission Agreements. The names of the arbitrators who ruled on the matter were set forth in the Petition, as was the substance of the Award. Thus, Petitioners have complied with CCP section 1285.4.

B. The Parties Contractually Agreed To Be And Are Bound By The Arbitration Award.  
As discussed above, Respondent agreed to be bound by the Arbitration Award and signed a Uniform Submission Agreement so stating. Thus, all parties agreed to arbitrate their disputes and agreed to be bound by and/or are required to be bound by the Award.

C. The Court Must Confirm the Award.  
California Code of Civil Procedure section 1286 requires the Court to confirm the arbitration award unless grounds to correct or vacate the award exist. See CCP section 1286. Petitioner has complied with section 1286. The Petition was served in accordance with the Court's order of August 3, 2007.

Review of an arbitration award is limited to specific grounds for vacating the award set forth in CCP section 1286.2, none of which exist here. Moncharsh v. Helly & Blase, 3 Cal. 4th 1, 12-13, 10 Cal. Rptr. 2d 183, 189 (1992). The Court cannot review the merits of the arbitrators' award. Moncharsh, 3 Cal. 4th at 11, 10 Cal. Rptr. 2d at 188. The Court reviews neither the sufficiency of the evidence nor the arbitrators' reasoning. Id. (citations omitted).  
The Award should be confirmed. No grounds exist to correct or vacate the Award pursuant to the limited basis for vacating an arbitration award set forth in section 1286.2.

CONCLUSION  
In accordance with the CCP, the Uniform Submission Agreement executed by Respondent, and the arbitration Award of the NYSE Arbitrators, Petitioner respectfully requests that this Court grant Petitioner's Petition to Confirm the Arbitrators' Award and enter judgment in accordance with the arbitration award of the NYSE Arbitrators.

DATED: October 2, 2007  
DAVID D. PIPER/EVELYN A. CHRISTENSEN  
Attorneys for Petitioner

Supporting Declaration  
I, EVELYN A. CHRISTENSEN, declare as follows:  
1. I am an attorney duly licensed to practice before this Court and am an associate with Keesal, Young & Logan, attorneys for PRUDENTIAL SECURITIES, INC. ("Petitioner") relating to the New York Stock Exchange, Inc. ("NYSE") matter entitled Prudential Securities, Inc. v. Ron Oren, NYSE Case No. 2001-009086 ("Arbitration Case"). I have personal knowledge of the facts set forth below and, if called as a witness, I could and would testify competently thereto.  
2. On or about April 25, 2001, Respondent signed a Uniform Submission Agreement and on or about March 20, 2001 Petitioner signed a Uniform Submission Agreement, the substance of which included an agreement to consent to the submission of the claims to arbitration before the

NYSE.  
3. NYSE arbitrators Harry Miller (Chairperson, Public Arbitrator), Stephen M. Biersmith (Public Arbitrator) and Timary K. Koller (Non-Public Arbitrator) (collectively, the "Panel"), were appointed by the NYSE and were accepted by all parties.  
4. Prior to the arbitration hearing, the parties resolved by agreement all of the claims in the Arbitration Case. The Panel, after considering the pleadings and the settlement agreement entered into by Petitioner and Respondent decided in a full and final resolution of the issues submitted for determination as follows:

An award shall be entered by this Panel, in favor of Prudential and against Respondent/Counter-Claimant Oren for breach of contract . . . The undersigned arbitrator(s) have decided and determined that in full and final settlement of all claims between the parties that: The parties have agreed to the entry of an Award in favor of Prudential Securities, Inc. (or any successor in interest to Prudential Securities, Inc.'s rights) in the amount of \$1,858,740.97, which represents \$1,364,105.62 as an award on the claim and the unsecured debit balance, \$72,251.30 for interest through March 28, 2001, \$422,134.05 for interest through October 6, 2006, with interest to continue to accrue as per the Settlement Agreement and Release, and \$250 as a return of a portion of Claimant's hearing deposit. Claimant is also awarded \$985.57 for costs and \$30,584.50 for attorneys fees. The parties agree that this Award shall be satisfied upon full and timely completion by Respondent of all payment terms set forth in a confidential Settlement Agreement and Release entered into between the parties dated October 27, 2006 (the "Agreement"), which Agreement is incorporated herein by reference. The arbitrators assess the NYSE Regulation forum fees, \$1,000.00, for this case half against Claimant and half against Respondent; they assess the NYSE costs, \$4,000.00, for the adjournments of the November 2001, October 2005 and October 2006 hearings, \$3,250.00 against Claimant and \$750.00 against Respondent.

Executed October 2, 2007, at Long Beach, California. I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

EVELYN A. CHRISTENSEN  
**NOTICE OF POLLING PLACES  
AND DESIGNATION OF CENTRAL COUNTING PLACE**

NOTICE IS HEREBY GIVEN by the Registrar-Recorder/County Clerk's office of polling places designated for the CONSOLIDATED ELECTIONS scheduled to be held on November 6, 2007.

NOTICE IS ALSO HEREBY GIVEN that the Registrar-Recorder/County Clerk's facility, 12400 Imperial Highway, Norwalk, California 90650 has been designated as the central counting place for the above elections.

Polling places shall be open between the hours of 7 a.m. and 8 p.m.

Persons requiring multilingual assistance in Chinese, Japanese, Korean, Spanish, Tagalog, or Vietnamese regarding information in the notice may call (800) 481-8683.

POLLING PLACES  
0900004A (0900003C, 0900003E, 0900003F, 0900004B, 0900004E, 0900004F, 0900004G, 0900004H, 0900004I, 0900004J, 0900004K) - BEVERLY HILLS HOTEL; 9641 SUNSET BL BEVERLY HILLS 90210  
0900006A (0900001C, 0900001D, 0900001E, 0900001F, 0900001G, 0900003B, 0900006C, 0900006D, 0900006E, 0900006F, 0900006G) - BEVERLY HILLS HOTEL; 9641 SUNSET BL BEVERLY HILLS 90210  
0900012A (0900005B, 0900005C, 0900005D, 0900009B, 0900009C, 0900009D, 0900012B, 0900012C, 0900012D, 0900012E) - RESIDENCE; 716 N HILLCREST RD BEVERLY HILLS 90210  
0900016A (0900002B, 0900002C, 0900002D, 0900013B, 0900013C, 0900016B, 0900016C, 0900016D, 0900016E, 0900016F, 0900016G, 0900046E) - SUNRISE ASSISTED LIVING OF BH; 201 N CRESCENT DR BEVERLY HILLS 90210  
0900021A (0900008B, 0900008C, 0900008D, 0900008E, 0900010A, 0900010C, 0900010D, 0900010E, 0900010F, 0900021E, 0900021F) - HAWTHORNE ELEM SCHOOL; 624 N REXFORD DR BEVERLY HILLS 90210  
0900023A (0900011B, 0900011C, 0900011D, 0900021C, 0900021D, 0900023B, 0900023D, 0900023E, 0900025B, 0900025C, 0900037G) - BEVERLY HILLS SCHOOL DISTRICT; 255 S LASKY DR BEVERLY HILLS 90212  
0900025A (0900025D, 0900025E, 0900026D, 0900026E, 0900026F, 0900036B, 0900036C, 0900036D, 0900036E, 0900036F) - BEVERLY VISTA ELEM SCHOOL; 200 S ELM DR BEVERLY HILLS 90212  
0900037A (0900028A, 0900028C, 09000331, 0900033N, 0900033O, 0900033P, 0900037D, 0900037E, 0900037F, 0900037H) - ROXBURY PARK; 471 S ROXBURY DR BEVERLY HILLS 90212  
0900046A (0900018B, 0900018C, 0900018D, 0900018E, 0900018F, 0900020C, 0900020D, 0900020E, 0900020F, 0900020G, 0900046B, 0900046C, 0900046D) - TEMPLE EMMANUEL; 300 N CLARK DR BEVERLY HILLS 90211

CONNOR B. McCORMACK  
Registrar-Recorder/County Clerk  
County of Los Angeles  
Beverly Hills Weekly  
CN785568 P24606 Oct 25, 2007

**NOTICE OF POLLING PLACES  
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POLLING PLACES  
0900025A (0900039E, 0900039F) - BEVERLY VISTA ELEM SCHOOL; 200 S ELM DR BEVERLY HILLS 90212  
0900030A (0900030B, 0900030C, 0900030D, 0900030E, 0900041C, 0900041D, 0900041E, 0900041F, 0900047C, 0900047D, 0900047E) - HORACE MANN SCHOOL; 8701 CHARLEVILLE BL BEVERLY HILLS 90212  
0900037A (0900039B, 0900039C, 0900039D) - ROXBURY PARK; 471 S ROXBURY DR BEVERLY HILLS 90212

CONNOR B. McCORMACK  
Registrar-Recorder/County Clerk  
County of Los Angeles  
Beverly Hills Weekly  
CN785613 P24606 Oct 25, 2007

NOTICE TO CONTRACTORS CALLING FOR BIDS DISTRICT: Beverly Hills Unified School District PROJECT IDENTIFICATION: El Rodeo and Beverly Hills High Schools Installation of Ceiling Grid and Tile System PROJECT NO: 07-08/002 BIDS DUE BY: 10:00 AM Friday, November 09, 2007 SUBMIT BIDS TO: Dianne Richard, Beverly Hills Unified School District, Purchasing Office, 310-551-5100 phone, 310-556-4319 fax BID AND CONTRACT DOCUMENTS AVAILABLE: Rene Castillo, Beverly Hills Unified School District, Planning and Facilities Department. MANDATORY PRE-BID MEETING LOCATION: El Rodeo School, Administration Office PRE-BID MEETING DATE and TIME: Monday, November 5, 2007 at 10:00 AM NOTICE IS HEREBY GIVEN that Beverly Hills Unified School District, acting by and through its Board of Education, hereinafter the "District" will receive up to, but not later than the above-stated date and time, sealed Bid Proposals for the Contract for the Work generally described as: Installation of Ceiling Grid and Tile System. 1.01 Submittal of Bid Proposals. All Bid Proposals shall be submitted on forms furnished by the District. Bid

Proposals must conform with, and be responsive to, the Bid and Contract Documents, copies of which may be obtained from the District as set forth above. Only Bid Proposals submitted to the District prior to the date and time set forth above for the public opening and reading of Bid Proposals shall be considered. 1.02 Bid and Contract Documents. One (1) set of the Bid and Contract Documents are available at the location stated above at no cost to any licensed Prime Contractor or Subcontractor. Additional copies are available as follows: \* A set of bid documents is available for review only to interested prime contractors and subcontractors at Planning and Facilities Office. 1.03 Bid Proposal. Each Bid Proposal shall consist of: A. Bid Form B. Bid Security C. List of Subcontractors D. Non-Collusion Affidavit E. Statement of Bidder's Qualifications All information or responses of a Bidder in his Bid Proposal and other documents accompanying the Bid Proposal shall be complete, accurate and true; incomplete, inaccurate or untrue responses or information provided therein by a Bidder may be grounds for the District to reject such Bidder's Bid Proposal for non-responsiveness. 1.04 Job-Walk. The District will conduct a ONE TIME ONLY MANDATORY PRE-BID JOB WALK for the Work to be held at the location, date and time stated above. Failure to attend will render the Bid Proposal of such bidder to be non-responsive. 1.05 Prevailing Wage Rates; Employment of Apprentices and Labor Compliance Program. The Project is subject to the provisions of Labor Code §§1720 et seq, and regulations set forth in Title 8 §§16000 et seq. of the California Code of Regulations which govern the payment of prevailing wages on public works projects. All bidders shall be governed by and required to comply with these statutes and regulations in connection with the Project. Pursuant to Labor Code §1771, the Contractor receiving award of the Contract and Subcontractors of any tier shall pay not less than the prevailing wage rates to all workers employed in the execution of the Contract. Pursuant to Labor Code §1773, the Director of the DIR has determined the generally prevailing rates of wages in the locality in which the Work is to be performed. Pursuant to Labor Code §1773.2, copies of these determinations, entitled "PREVAILING WAGE SCALE", are maintained at the District's offices located at 255 South Lasky Drive, Beverly Hills, California 90212-3697, and are available to any interested party upon request. Copies of rate schedules are also available on the Internet at http://www.dir.ca.gov/DIR/S&R/statistics\_research.html. The Contractor awarded the Contract for the Work shall post a copy of all applicable prevailing wage rates for the Work at conspicuous locations at the Site of the Work. 1.06 Contractors License Classification. In accordance with the provisions of California Public Contract Code §3300, the District requires that Bidders possess the following classification(s) of California Contractors License at the time that the Contract for the Work is awarded: "B" (General Building Contractor). 1.07 Contract Time. Final Completion of the Work shall be achieved within \_\_\_\_\_ ( ) CALENDAR DAYS after the date for commencement of the Work as set forth in the Notice to Proceed issued by the District. Failure to achieve Final Completion within the Contract Time will result in the assessment of Liquidated Damages. 1.08 Bid Security. Each Bid Proposal shall be accompanied by Bid Security in an amount not less than TEN PERCENT (10%) of the maximum amount of the Bid Proposal, inclusive of any additive Alternate Bid Item(s). Failure of any Bid Proposal to be accompanied by Bid Security in the form and in the amount required shall render such Bid Proposal to be non-responsive and rejected by the District. 1.09 Fingerprinting. The successful Bidder will be required to assure that its employees, subcontractors of any tier, material suppliers, and consultants do not have direct contact with the District's students during the performance of the Contract in compliance with Educational Code §§45125.1 and 45125.2. To ensure these provisions, Bidder's supervisor shall be fingerprinted, and proof of same shall be provided to the District prior to start of on-site Work. The supervisor will monitor the workers' conduct while on school grounds. In addition, Bidder shall barricade the Work area to separate its workers from the students. If any Work is to be performed outside of a barricaded area where any employee of the Bidder or a Bidder's subcontractor may come into contacts with the students, Contractor shall comply with the fingerprinting requirements pursuant to California law, or will be ordered to stop work for cause. All costs associated with this process are the responsibility of the Bidder. 1.10 No Withdrawal of Bid Proposals. No Bidder shall withdraw its Bid Proposal for a period of ninety (90) days after the award of the Contract by the District's Board of Education. During this time, all Bidders shall guarantee prices quoted in their respective Bid Proposals. 1.11 Substitute Security. In accordance with the provisions of California Public Contract Code §22300, substitution of eligible and equivalent securities for any monies withheld by the District to ensure the Contractor's performance under the Contract will be permitted at the request and expense of the Contractor. The foregoing notwithstanding, the Bidder to whom the Contract is awarded shall have thirty (30) days following action by the District's Board of Education to award the Contract to such Bidder to submit its written request to the District to permit the substitution of securities for retention. The failure of the Bidder to make such written request to the District within said thirty (30) day period shall be deemed a waiver of the Bidder's rights under California Public Contract Code §22300. 1.12 Waiver of Irregularities. The District reserves the right to reject any or all Bid Proposals or to waive any irregularities or informalities in any Bid Proposal or in the bidding. 1.13 Award of Contract. The Contract for the Work, if awarded, will be by action of the District's Board of Education to the responsible Bidder submitting the lowest responsive Bid Proposal. If the Bid Proposal requires Bidders to propose prices for Alternate Bid Items, the District's selection of Alternate Bid Items, if any, for determination of the lowest priced Bid Proposal and for inclusion in the scope of the Contract to be awarded shall be in accordance with this Notice and the Instructions for Bidders. 1.14 Inquiries and Clarifications. This document is for informational purposes and shall not relieve the Bidder of the requirements to fully familiarize itself with all the factors affecting the Project and his Bid. The bidder is advised that all inquiries and clarifications about the Bid Documents, Drawings, Specifications, etc., shall be submitted to the District in writing at least two (2) days before the bid opening date. The District will respond at its earliest possible opportunity. Verbal communication by either party with regard to this matter is invalid. Inquiries shall be sent to: Rene Castillo, BHUSD, Planning and Facilities Department.

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0900006A (0900001A, 0900006A) - BEVERLY HILLS HOTEL; 9641 SUNSET BL BEVERLY HILLS 90210  
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0900016A (0900013A, 0900016A) - SUNRISE ASSISTED LIVING OF BH; 201 N CRESCENT DR BEVERLY HILLS 9021  
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0900046A (0900018A, 0900020A, 0900020B, 0900046A) - TEMPLE EMMANUEL; 300 N CLARK DR BEVERLY HILLS 90211

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County of Los Angeles  
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CN785567 P24606 Oct 25, 2007

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161-Escort  
165-Massage  
170-Caregiver

**200-299 Services**  
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202-Acoustics  
204-Additions  
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210-Bath Tub Repair/Reglazing  
212-Bookkeeping Services  
214-Brush Clearing  
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252-Janitorial  
254-Landscaping  
255-Legal Services  
256-Locksmith  
258-Moving/Storage

## LEGEND

260-Music Instruction  
262-Painting  
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265-Photography  
266-Plumbing  
267-Piano Tuning  
268-Roofing  
270-Sandblasting  
272-Security Services  
274-Stained Glass  
276-Tile  
278-Tree Service  
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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-Commerical/Industrial  
406-Mobile Homes  
408-Income Property  
410-Lots For Sale  
412-Farms/Ranches  
414-Resort Property

416-Lakeshore Property  
418-Oceanfront Property  
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422-Real Estate Exchange  
424-Real Estate Wanted

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500-Employment Opportunities  
501-Help Wanted  
505-Work at Home  
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516-Business Opportunities  
520-Jobs Wanted  
521-Personal Shopper  
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610-For Sale  
615-Business For Sale  
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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**  
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905-Trucks & Vans  
910-Motorhomes/Campers  
915-Motorcycles  
920-Trailers  
925-Classics  
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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.**

**800.662.LIFE (5433)**

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Alan L. Kaye, CLU, ChFC  
President