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Issue 442 • March 20 - March 26, 2008



# The Making of the Mayor

**Mayor Barry Brucker discusses his  
past and plans for the future in the  
Weekly's exclusive interview**

cover story • page 9



# letters & email

**“Board getting along better, but complicated issues remain” [Issue 441]**

On March 12, over fifty non-native community members who participate in the English as a Second Language program at BHUSD attended a Beverly Hills Board of Education meeting to indicate how important the English language is to their lives. These people were doctors, engineers, lawyers, visiting scholars, artists, teachers and foreign consulate members. They represented the entire world, from over 14 countries.

Yet, there was virtually no mention of this in your newspaper, which surprised and disappointed quite a few participants at the Board meeting. This was a wonderful opportunity for the Weekly to promote international goodwill, to interview community members and to send a positive message to a city that is losing some of its luster in the area of education.

As a representative of immigrants in this city, I am requesting that some mention be made of this large turnout of adult students, the first time such an event has occurred during my 10 years with the school system. They spoke respectfully and poignantly about their concerns. Yet, although you always devote a great deal

of space in your publication to Independent Study and the budget, etc., in the Beverly Hills Unified Schools, you virtually ignored a very large group of people. They are students, too.

Please don't disregard such a large and dynamic group, especially as they had the courage to address the Board in a second, or for some, a third language. We had Iranians, Israelis, French, Germans, Russians, Italians, Argentineans, Brazilians, Koreans, Japanese, Spaniards, Colombians, Poles, Hungarians, Chinese, Venezuelans, Turks, etc. at that meeting, many of whom read your newspaper.

A local newspaper should reflect all its constituents. Immigrants need advocates.

*Esther Caporale  
ESL Coordinator, Beverly Hills  
Unified Schools*

**The Prop. 98 conundrum:  
A response to Dr. Myra Demeter's column in the Beverly Hills Courier, March 14.**

We read with great interest Dr. Demeter's column. The article provided the kind of thorough communication heretofore lacking from our community representatives.

While I find some of Dr. Demeter's language dramatic, it does serve to heighten community awareness of the various issues important to our schools.

Just a point to serve as an example, while many refer to the reduction in State funding in this fiscal year as "cuts," Jack O'Connell, State Superintendent of Public Instructions, a champion of education, states, "My staff worked diligently to identify funds that were unspent from

*letters cont. on page 8*

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COUNCIL SERENADE  
MORENO DRIVE

At the Tuesday's Mayoral Installation ceremony, Beverly High cast members from "Les Miserables," under the direction of Joel Pressman, sang excerpts from the musical which will be performed at the high school April 3-5.

Pictured above (L-R) are Amelia Harris '08, James-William Lubkin '08 and Andrea Nevil '08.

## Beverly Hills Weekly

Issue 442 • March 20 - March 26, 2008  
Beverly Hills Weekly Inc.

Founded: October 7, 1999  
Published Thursdays

Delivered in Beverly Hills, Beverlywood, Los Angeles

ISSN#1528-851X

www.bhweekly.com

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Unsolicited materials will not be returned.  
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subscriptions  
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advance

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



## Brucker takes the helm

Newly installed mayor Barry Brucker and Vice Mayor Frank Fenton outline future programs in installation speeches

By Lauren Gabbai

Taking his new gavel from former Mayor Jimmy Delshad, Barry Brucker was officially sworn in as the 82nd mayor of Beverly Hills on March 18 at Beverly High's K.L. Peters auditorium. Brucker took the oath of office from Rabbi Laura Geller of Temple Emanuel, of which is wife, Sue, is president.

Councilmember Frank Fenton took the position of Vice Mayor and was sworn in by his son Steven – a recently elected member of the Board of Education.

"I know, everybody in this room knows that my dad is my hero," Steven Fenton said. "But, dad, you need to know, you are everyone's hero."

As Brucker accepted his new position in front of an audience of some 250 people including his friends and family, he outlined a few of his plans for the upcoming year, including his dedication to keeping the city G.R.E.E.N.

The acronym stands for Green, Renewable, Energy-Efficient Neighborhoods and is a program committing the city to creating long-term environmental sustainability within Beverly Hills.

"Everyone can participate by reducing their carbon footprint, by 10 to 20 percent at least," Brucker said in an earlier interview.

Brucker offered suggestions of ways G.R.E.E.N. Team members can help – turning off the water faucet while brushing teeth and bringing reusable bags to the supermarket rather than plastic, for example. He even showcased a number of Beverly Hills celebrities, including Mary Hart and Larry King, and residents who have joined the effort.

Brucker also pledged to make the city a greener place by the adoption of Beverly Hills Green Building Standards.

"This first-of-its-kind and nationwide model not only incorporates characteristics similar to LEEDS standards, but goes beyond that to build upon long-term sustainability protocols that create a new culture of environmental commitment," Brucker said.

These standards will be used for new commercial, mixed-use and multi family residential construction, in addition to all new building construction performed by the City such as the City Hall renovation now taking place.

Reclamation of the 234 million gallons of shallow groundwater that annually flow under the Entertainment District is another of Brucker's goals. Though the water has already been certified for use as non-potable irrigation water, Brucker would like to see it treated in Beverly Hills' own water treatment facility so it can provide potable drinking water to more than 750 moderate-sized homes.

The new mayor also highlighted two pro-

grams that will increase communication between community members and the City. With the impending launch of the new City website, "Ask Bev" will be a way for community members to submit non-emergency questions and requests 24 hours a day. For a more immediate response, the Ombudsman 3-1-1 program provides a similar service to community members over the phone.

Strong communication and participation by the community is key, according to Brucker, with regards to the City's General Plan – a plan for the city that is reviewed approximately every 25 years to accommodate for a changing and dynamic future.

"The General Plan procedure can only be completed successfully when the community becomes a part of the solution," Brucker said. "I cannot guarantee that we will always be in agreement, but I do promise this: There will be no shortage of respectful dialogue, discussion and debate as we adopt our vision for Beverly Hills."

The mayor went on to acknowledge the issue of city traffic, claiming that some 525,000 people visit and pass through the city on a daily basis.

Though he did not offer any immediate solution to the problem, he has placed Councilmember Linda Briskman in charge of organizing a Traffic Mitigation Symposium to be hosted by Beverly Hills, which would bring together local and state traffic experts to discuss possible means of easing traffic on the city's major arteries.

In addition, Brucker plans to continue using some of former Mayor Jimmy Delshad's Smart City technologies – including traffic light synchronization and CCTV cameras – to help people move along. Beyond that, he wants to work on bringing a subway through Beverly Hills, aligned with Wilshire Blvd., to provide more commuting options and to reduce the number of cars on the streets.

"During the next year we will continue to explore ways to reduce congestion and unclog our roadways," Brucker said. "We will look for transportation solutions that are compatible with the community – solutions that make sense and improve our quality of life."

The Smart City initiatives will continue moving forward under the watchful eye of former Mayor Jimmy Delshad and his Technology Task Force. They will work on the city's IT system, website, CCTV installation program, communications, and irrigation and infrastructure efficiencies. Through the UNITE program, they will continue working with state and federal agencies, such as the Department of Homeland Security, in the effort to make Beverly Hills the safest city in America. Delshad will also continue support-



Councilmember Jimmy Delshad presents Mayor Barry Brucker with a plaque and gavel in honor of Brucker's new position, at the Mayoral Installation ceremony Tuesday night.

ing the newly formed Health and Safety Commission.

Frank Fenton, on the other hand, was given the task of working with the City's chief financial officer and treasurer to "develop long-term financial strategies that will ensure continued fiscal responsibility, accountability and stability." Included in this plan is the goal of creating a more robust Joint Powers Agreement with the Unified School District.

To that end, rather than hosting the mayor's installation ceremony in front of City Hall – which would have involved closing off Crescent Drive, erecting a large tent and employing additional security, costing the City some \$20,000 according to Brucker – the mayor opted instead for the high school auditorium. The extra money will now go to help fund the citywide CCTV program.

Fenton will also head a program for rebuilding and restoring Roxbury and La Cienega Parks, per Brucker's request.

Fenton's own plans were largely centered on the planned Annenberg Cultural Center, which will take the place of the Beverly Hills post office building, adjacent to City Hall. This will be the first performing arts center in Beverly Hills history, Fenton said, and the project has already received over \$40 million in donations. The project will also ultimately serve to provide extra parking in the Triangle.

"We have many things to accomplish over the next year. Many tough decisions have to be made," Fenton said. "We as councilmembers have an invested interest in our community, and especially our schools, because this is our home too."



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### NOTICE OF COMMITTEE VACANCIES: GROUNDWATER MANAGEMENT PLAN TECHNICAL COMMITTEE

The Beverly Hills City Council is seeking qualified applicants to fill two technical vacancies on the Groundwater Management Plan Technical Committee. Although residency is NOT a requirement for these two positions, qualified residents are encouraged to apply. The initial term of office is for two years. At the discretion of the City Council, the Committee members may be reappointed to a second term of four years. Each appointee will be required to file an initial and an annual "Statement of Economic Interests" financial disclosure.

In order that we may preserve the integrity of the application and interview process, please direct all inquiries to the City Clerk, City Manager or the Director of Public Works & Transportation. Please DO NOT contact the City Councilmembers, members of the Public Works Commission or the Groundwater Technical Committee members regarding these vacancies.

Application forms for the Groundwater Management Plan Technical Committee, along with background information, and filing details are available for pickup in the City Clerk's Office, Room 190, 455 N. Rexford Drive, or call (310) 285-2400 to receive an application and information by mail or by email.

**The deadline for filing applications for this Committee is Friday, April 4, 2008 at 5:00 p.m.**

BYRON POPE, CMC  
City Clerk

# briefs

## Suspect arrested in alleged Friday night homicide

Durant Drive resident Eleonora Igova, 30, has been charged with first-degree murder in the shooting death of her husband, Jacob Patrick Lipson, 51, just after midnight Friday night at their home on the 9900 block of Durant Drive, between the Peninsula Hotel and Beverly High, according to Lt. Tony Lee.

Lipson was treated by paramedics at the scene, but they were unable to revive him. Igova, who was apprehended as she was walking to her car, Lee said, was arraigned Tuesday and was being held on \$1 million bail as of press time.

Police are still investigating the motive for the crime.

The last murder in Beverly Hills was a stabbing death outside the Wells Fargo Bank on the 9300 block of Wilshire Blvd. near Crescent Drive in December 2005, according to Lee, though Alfred Hakim was charged with the attempted murder of his brother Adel last month. Adel is expected to survive his injuries, Lee said.

## El Rodeo parents, City discuss nearby development projects

The El Rodeo PTA met to discuss the implications of the impending 9900 and Hilton projects planned to be built across the street from the school. The March 13 morning meeting featured a panel of then-Vice Mayor Barry Brucker and other City and School Board members who have been close to the projects, who answered questions for the majority of the meeting.

Among the concerns of the attendees were the possibility of increased traffic to Wilshire Blvd. and Moreno Drive, especially with regards to construction workers

and vehicles in the early stages of the projects, the effects on the area's air quality and the timing and schedule of the projects.

"I'm concerned about the lookey-loos and construction, and just the natural distraction that people have when they're looking at something at that corner, when there's such a small space for people to go," said one parent.

Planning consultant Joyce Parker-Bozylinski explained that a consultant had closely examined the traffic flow and that construction workers would be required to park off-site and bus to the location. Furthermore, use of construction vehicles is restricted to off-peak hours and construction vehicles are prohibited from parking in residential areas.

Regarding post-completion traffic, both Brucker and Planning Commission Chair Noah Furie assured attendees that while it may increase, the projects currently being considered will cause the least impact of all the proposals brought to the table.

"Yes, they might have a three-story, 45-foot retail complex, like a Nordstrom and a Macy's and a Target store – and they are entitled to do that," Furie said, "but does the community want, and does the Council want us to have 1,000 trips a day where we have 250 condos, or a retail outlet where we can have 14,000 trips a day?"

Air quality was also an emotional issue, with many parents offering stories of their asthmatic youngsters and wondering what would be done to mitigate the excessive dust particles. One parent and former BHUSD student also mentioned she was a four-time survivor of tumors, which genetic counselors told her were caused by environment rather than family, and recalling the city's oil well situation.

The City, however, has put in place several safeguards that will mitigate, if not prevent, the effects of the excessive air particles. In addition to having staff on-site to manage any problems that may arise, air quality moni-

tors will be placed at strategic locations around the construction area so school administrators can be notified in the event of a problem.

Another tactic for mitigation was increased landscaping that would help block air pollutants and noise from the school. Though, according to Furie, landscaping was part of the initial plan, it was sacrificed in the name of the School Benefit Fee.

This fee, to be decided by the City Council, would be in addition to any environmental safety fees required by the State and can be used to pay for mitigation measures such as landscaping, soundproof windows or a new HVAC system.

It was unclear how neighboring residents would be notified in the event of a particularly low air quality period.

This was especially pertinent information as the City is trying to aim the project's demolition phase to begin and end during the summer, and while that may help students, residents are always exposed.

Many attendees also expressed the wish to have construction occur only during school holidays rather than year-round, and others were concerned that with summer approaching and the projects attracting threats of lawsuits and restraining orders, the construction might not actually start until the next school year has begun.

Panel members were sympathetic but could only offer their assurances that similar construction projects have been successfully completed as near to or closer to other Beverly Hills schools and that even tougher mitigation measures would be put in place than those used for the Montage project.

"The goal is to really utilize the best mitigation measures possible," Barry Brucker said.

## Community Services Department hosts AARP Safety Driver program

The American Association of Retired Persons (AARP)

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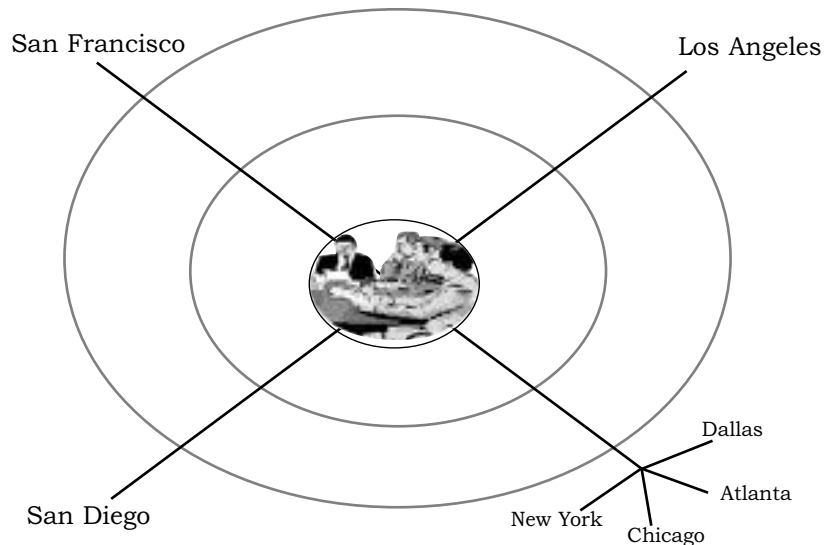
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in conjunction with the Community Services Department will offer its Mature Driving Program, which discusses how aging can affect driving. Course participants will review basic rules, cover new laws and learn driving tips. Department of Motor Vehicles Certificates will be given upon completion of the class, possibly entitling drivers to discounts on automobile insurance.

The course costs \$10 and will be held on two consecutive Sundays, April 13 and April 20, from 1 to 5 p.m. at the Roxbury Park Community Center (Room 103). Reservations are required and will be made on a first-come-first-served basis.

In addition to the two-day course, a refresher course will be offered on Sunday, April 27, 2008 from 1-5:30 p.m. for seniors who have taken the complete course within the past three years, in order to maintain an insurance discount. This will be a one-day-only session.

For additional information or to reserve space, call 310-285-6840.

### BHUSD bands get advice on tooting their own horns



Photo: Bill Bradbury

Advanced bands from each of the middle schools and the Beverly High Symphonic Band came together to showcase their individual talents and receive advice

from UCLA Marching Band Director Gordon Henderson for the All-District Instrumental Festival on March 12 at the newly renovated Horace Mann auditorium.

Each band performed one piece individually while Henderson judged and provided constructive criticism.

"From the standpoint of having Gordon Henderson there as adjudicator, it was beneficial to have his immediate comments and suggestions for improvements for each group," Beverly Vista instructional music teacher Bill Bradbury said. "Another thing that made it a success is that there was a noticeable improvement from our performances [at last year's event]."

*Pictured with Henderson (back row, third from left) are the instrumental music teachers at all of the BHUSD schools: (back row, L to R) Benjamin Stokes, Hawthorne; Bill Bradbury, Beverly Vista; Richard Farmer, Beverly Hills High School; (front row, L to R) Andrea Kay, El Rodeo, and Jarrett Zellea, Horace Mann.*

### Robotics team is FIRST in website design

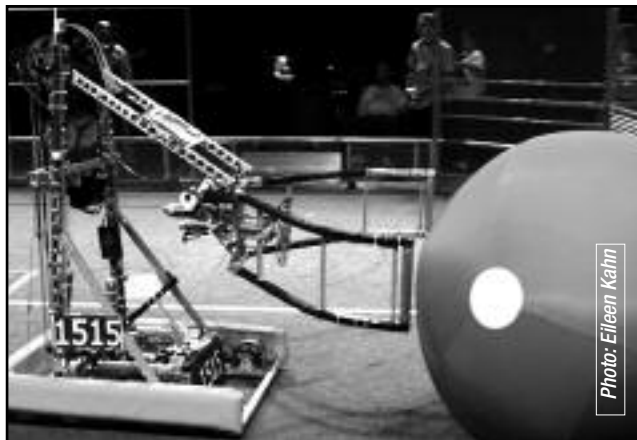


Photo: Eileen Kahn

Beverly High's robotics team, MorTorq, received the Best Website Award for bhrobotics.com at the FIRST Robotics Competition's Arizona Regional last week.

Certain complications with the robot that have now been fixed prevented the team from moving on in that aspect of the competition, but coach Eileen Kahn has high hopes for future events.

"Our robot did not do as well as we had anticipated but we were very happy, but we anticipate a strong showing in Los Angeles," robotics teacher Eileen Kahn said. "Sometimes you learn by your mistakes, and that's what we did. We learned by what was wrong with it, and we made it better, and hopefully we'll do better."

Now in its fourth year, MorTorq has won numerous awards in all aspects of the competition, from the actual engineering of the robot to imagery and team spirit. The team is entirely self-funded and composed of 72 active members, four teachers and a number of mentors from Walt Disney Imagineering and the LAPD Bomb Squad, among others.

The team will next compete at the Los Angeles Regional Competition at the L.A. Sports Arena on March 21 and 22, from 9 a.m. to 5 p.m. The event is free and open to public.

*Pictured is MorTorq's FIRST Robotics Competition robot.*



### Congressman to Speak at Beverly Hilton

Rep. Brad Sherman (D – Sherman Oaks) will give a speech titled, "Continuing Threats From Terrorist Activities" at a luncheon meeting of the Los Angeles World Affairs Council on March 27 at the Beverly Hilton.

Tickets are \$60. Reservations can be made online at [www.lawac.org](http://www.lawac.org) or by calling 213-628-2333.

*briefs cont. on page 6*

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# from the hills of beverly



## Defending Our Community Newspapers

And a win-win project for our city

By Rudy Cole

If your Aunt Sophie just made her first visit to Beverly Hills and somehow found a copy of a door-to-door, hand delivered, one-page, slick paper pamphlet attacking a community newspaper she might reasonably assume our village was in a crisis mode.

You will certainly explain to Aunt Sophie that most of our residents are really not all that interested in the charges and counter attacks contained in the pamphlet, and the editorial in the Beverly Hills Courier that prompted the hit piece, and that our city is not all that divided.

If you are among the majority who do not live in the north of Santa Monica Blvd. area you may not even have seen the Beverly Hills North Homeowners Association piece or you may not have read the Courier editorial that made the Association so angry.

For several years now, the BHNHA has been waging a battle with city leaders,

some battles they win, most they lose. It is the anger, the intemperate language they use that diminishes their effectiveness and gives the impression that something is terribly wrong with our city government.

We need voices of dissent, we value honest debate on issues, including development projects that impact our quality of life. What is not welcome, and never has been in our city, are attacks and smears against people in public life that question their integrity.

However, there are some very troubling words in the North piece which must be answered even if that puts this column in the awkward position of defending **Cliff Smith** and the Courier.

The North argues that the Courier's editorials are motivated by its advertisers and lists the city as one of those that "constitute the lion's share of (its) advertising dollars" While I seldom agree with the Courier's political views or editorials, to

charge that the paper is influenced by city advertising is an attack, not only on the Courier, but on the profession itself.

The Courier has had countless news stories and editorials critical of city government and it is an absolute rule for every newspaper to separate news and advertising. As for city "advertising" it is legal notice driven and controlled by contracts held by both the Courier and The Weekly.

The Weekly certainly follows the rule of separation very carefully too.

Some years back, I had a column highly critical of Scientology at the same time that group's local office was a major advertiser. At no time did **Josh** even consider the economic impacts or urge me to modify my opinions, and he never has. On the other hand, the North does not stick to rules of fairness and this diminishes their effectiveness. The city would benefit from a more fair minded, less sensational approach to issues.

Example: They once again attack then Mayor now Councilmember Jimmy Delshad, publishing questions that are allegations. Delshad shot down earlier charges that he had accepted a free trip to Cabo by making public his expense records. Now, without foundation, their pamphlet asks: "Have you or any member of your family flown anywhere on a pri-

vate plane owned or operated" by a company that has a zone issue before the council. They also demand to know "if any member of your family ever received any discounts, free services or other favored treatment" from the same company.

How can anyone ever answer this unending smear, but if there is proof, don't ask questions that imply wrongdoing. Provide the proof, the facts and not innuendos.

Many of the leading members of the North Association are experienced, able lawyers. They should know better. Even more important is the whole question of how city government works in a democratic society. At a recent city sponsored public meeting one of the association leaders challenged the council on whether they would support a referendum on some major development projects. That's fair, but what followed was not:

"We don't want three of you to decide (these issues)," this North leader exclaimed. But that's how democracy works. We elect people to make tough decisions and to do so after careful study and attention to public opinion, but also free of the emotions of the moment. Our whole democracy depends on this process; otherwise we would have mob rule. Representative government and an independent judiciary must be able to defend due process and our inherent freedoms even when public opinion could succumb to fanatical appeals.

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ple to overturn government decisions is available, and should be, in California by the initiative. City governments should not place every issue on the ballot, even tough controversial matters on their own, but the citizens can do so by obtaining sufficient signatures forcing a ballot vote. What the North does not say is that it participated in an issue they continue to feel was harmful to the community and it was decided by a popular vote, and they lost.

They have supported only one candidate that has won an election in many years, **Nancy Krasne**, but she won for many other reasons and not just because the North backed her. She had a very impressive resume of service and she benefited from the whole ballot language debacle.

We need the North association to continue to be involved, but to do so responsibly and within the confines of fair play and regard for democratic process. Our city council, whether they like it or not, are the leaders the city elected.

\*\*\*

The city council will soon decide one of the most crucial, important development projects in the city's history, and here the arguments in support of approval are very difficult to refute.

Those who have questioned the merits of the proposal have raised valid concerns: Traffic and impacts during construction.

Traffic first. What if an argument could be made that approval of this project would actually reduce future traffic and do so significantly? No, not just because any other possible use, including a code compliant commercial project such as a discount or another department store brings more traffic, but because, if approved, 9900 would actually deter larger condo projects just west of Beverly Hills?

A leading real estate expert explained that to me and it made great sense.

When completed, 9900 will actually reduce the need for condos, which are not as easy to sell as they were before. Because Los Angeles approves much higher and larger buildings than Beverly Hills, this smaller project could well mean that more traffic generating buildings would not go up in and around the Wilshire corridor. Our traffic problems are mostly caused by through traffic, as you know, and there is an economic limit on the marketability of condo projects. Don't take my word for it. Everyone knows at least two real estate professionals, ask them.

There are other societal benefits. Condos, such as these, constructed on commercial land, reduce the pressure for demolition of moderate apartments for condo conversion. This helps preserve rental uses and maintain a semblance of economic balance in our community.

The economic benefits are also very significant. Aside from continuing revenues, the "upfront" fees the developer will pay the city is a staggering \$52,001,000. Fifty two million! Even more interesting is how close that amount is to this fiscal year's budget for our police services: \$51,809,709.

No one questions the esthetic beauty or

the environmentally beneficial elements of this **Richard Meier**-designed, totally green project.

That it will be at a gateway to our city and replaces a Robinson-May that had seen better days is also a major plus.

There are issues involved in construction and the city will set clear criteria on health hazards which can and should be mitigated by controlling demolition and building hours – especially around El Rodeo school hours. However, the present building will not remain, will be demolished no matter how the council votes on the condo plan.

Interestingly, the most vocal opposition at the last city council hearing came, not from our residents, but from the Los Angeles Country Club and a small army of their lawyers and consultants. Need I say what is obvious: We will do as much for them as they have for our city or our people.

\*\*\*

It was a good feeling night as a packed high school auditorium thanked outgoing Mayor **Jimmy Delshad** for his year of service and welcomed our new mayor, **Barry Brucker**, on Tuesday night.

More on Delshad and Brucker later, but if you can catch the show on Ch.10, be sure to see the great performances of three members of the cast of an upcoming school production of "Les Miserables" that began the evening – **Amelia Harris**, **James-William Lubkin** and **Andrea Nevil** (see page 2). All three were incredible.

*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.*

briefs cont. from page 5

Sherman is a member of the House Foreign Affairs Committee and the chairman of its subcommittee on terrorism, nonproliferation and trade.

#### Neman, Danesh make Emory Dean's List

Beverly High class of '06 alumni Daniel Neman and Melissa Danesh were both named to the Dean's List of Emory University's undergraduate liberal arts college for the Fall 2007 semester. To qualify for the Dean's List, students must be in the top 20 percent of Emory College or have approximately a 3.844 grade point average or higher.

#### Beverly High students rewarded for Reflections



Beverly High students showcased their artistic abilities in the annual PTSA Reflections Contest. This year's theme was "I can make a difference by..."

The winners, pictured above with Principal J Guidetti (center), are (L to R) Chase Darwell, visual arts; Paulina Hekmat, musical composition; Fred Kass, photography; and Stephanie Im, literature.

In the California PTA's District 33 (Los Angeles County) Contest, Hekmat won second place and Kass received an honorable mention in their respective categories.

#### Therapy center opens this week

Beverly Hills psychologist Dr. Nanaz Pirnia will be celebrating the opening of her new Mind Therapy Center at Camden House on March 25.

Touted as "a breakthrough and unique non-drug treatment for emotional learning and stress-related problems," the Mind Therapy Center utilizes brain-mapping technology to measure 19 brain points and thereafter individualize a specific plan of action using breakthrough technology to treat brain imbalances that interfere with the emotional and thinking processes that impact behavior.

"The intention of the Center – it's basically a breakthrough in bringing psychology and technology together for a better brain," Pirnia said.

Refreshments, food and entertainment will be provided at the opening ceremony. For more information or to RSVP, call 877-234-3626.

#### Beverly High alumni stage art exhibit at UCLA



Beverly High graduates Alexandra Levian and Sharlene Natan recently staged an exhibit at UCLA, "Women & Body Image," featuring the art of Rebecca Molayem.

Pictured above (L to R) are Beverly alumni from the class of '05, Alona Hassid, Benjamin Hakimfar, Levian, Yaas Shayan Snibbe and Natan.

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## BHHS Boys' Tennis Team Routs Culver City Again

Norman boys' golf team edges Peninsula

By Steven Herbert

The James Ephrati-Donovan Suh and Sam Farzani-Andre Herd doubles teams and singles player Ben Haber all won all three of their sets as Beverly Hills defeated Culver City, 16-2, in a Pioneer League tennis match at Beverly Hills March 6.

Ephrati and Suh won 6-0, 6-0, 6-2, Farzani and Herd 6-0, 6-3, 6-2 and Haber 6-2, 6-3, 6-0 winner as the Normans defeated the Centaurs for the second time in three days, both by 16-2 scores.

Jonathon Jason won his sets 6-1, 6-0, after replacing David Vayzner, Beverly Hills' No. 2 singles player, who won his opening-round set, 6-0. Gary Parizher was a 6-1 winner in his lone singles set. His replacement, Adam Utasy, won one of two sets.

The Normans' No. 1 doubles team of Ethan Bond and Uday Karan Singh was a 6-0 winner in its only set. Their replacements, Ryan Wei and Ross Bernstein, won one of two sets.

### Beverly Hills 11, Santa Monica 7

Parizher won all three of his singles sets and the Bond-Singh doubles team won all three of its sets in a Pioneer League match at Santa Monica March 11.

Daniel Ho, playing No. 1 singles for the Normans (5-1, 4-0 in league play), was a 6-1, 6-2 winner in his two sets before being replaced by a substitute. Vayzner and the Ephrati-Suh doubles team both won one of their three sets.

Haber and Jason entered the match in the

final round and were a 6-2 winner in their only doubles set.

### What's Next?

The Normans are scheduled to play host to Palisades Monday in a Bay Area Classic match Monday at 2:30 p.m., North Torrance in a Pioneer League match Tuesday at 3 p.m. and Santa Barbara Wednesday at 2:30 p.m. in a nonleague match.

Beverly Hills was ranked second in the Southern Section Division III poll released Monday. Santa Barbara was ranked third in Division I.

### Boys' Golf

**Beverly Hills 193, Palos Verdes Peninsula 196, West Torrance 202**

Mario Clemens shot a team-low two-over-par 33 for the Normans (3-1) in a non-league match at Rancho Park Golf Course March 6.

### What's Next?

The Normans are scheduled to compete in the Harvard-Westlake Tournament Monday at the Robinson Ranch Golf Club in Canyon Country and play host to Palos Verdes Tuesday at Rancho Park Golf Course.

### Boys' Track and Field Culver City Invitational

Shahyad Meshkaty won the discus throw and was second in the shot put Saturday at Culver City High School.

### Girls' Track and Field Bishop Amat Invitational

Sophomore Andie Sun Woo was third in her heat of the 100 low hurdles in 16.26 seconds, the 10th fastest time in school history and fourth fastest among a freshman or sophomore, March 8 at Citrus College.

### What's Next?

The Normans are scheduled to compete in the Covina Invitational March 29 at Azusa Pacific University.

### Girls' Lacrosse Rose Bowl Tournament

**Huntington Park 4, Beverly Hills 3**

Christine Kim, Tracey McEvoy and Jenny Redston scored for the Normans March 8.

### Beverly Hills 3, Irvine Woodbridge 2

Kim scored all three goals for the Normans March 8.

### What's Next?

The Normans are scheduled to play host to Redondo April 1 at 5 p.m.

### Boys' Swimming

**South Pasadena 89, Beverly Hills 81**

Freshman Kevin Suarez won the 100-yard backstroke and swam the anchor legs on the Normans' victorious 200 medley relay and 200 freestyle relay in their season-opening nonleague meet at South Pasadena March 4.

The nine points Beverly Hills got from Suarez's victory in the 100 backstroke and fourth- and fifth-place finishes by Jonathan Pony and Jeff Sun broke a 62-62 tie and gave it a 71-69 lead with two events remaining.

The Tigers got 10 points from a 1-3-5 finish in the 100 breaststroke to take a 79-77 lead. The Normans would have been assured of a tie with a first-place finish in the final event, the 400 freestyle relay, and would have won with at least first- and third-place finishes. However, South Pasadena assured itself of the victory with first- and third-place finishes.

Dual meets are scored on a 6-4-3-2-1

basis for individual events and an 8-4-2 basis for relays.

Mikey Lee, Pony and Willie Zhang swam the opening three legs on Beverly Hills' victorious 200 medley relay team, while Christian Apt, Lee and Michael Presas swam the first three legs on the victorious 200 freestyle relay team.

### Girls' Swimming South Pasadena 108, Beverly Hills 62

The Norman team of Hannah Kruger, Michelle Margolin, Daryan Namba and Kira Xie won the 200 freestyle relay in their season-opening nonleague meet at South Pasadena March 4.

### What's Next?

The Normans are scheduled to compete in the John Marrow Invitational at the Swim-Gym, with the boys' team participating in the preliminaries April 1 and the girls' team April 2. Competition both days is scheduled to begin at 3 p.m.

### Baseball

**El Segundo Tournament San Pedro 4, Beverly Hills 1**

The Normans were held to five hits March 8 at San Pedro.

Matt Ross' two-out single in the seventh and final inning drove in pinch-runner Alex Markoff with the run for Beverly Hills (2-3). Markoff was running for Brandon Cohen, who had led off the inning with a walk.

The Pirates scored one run each in the first, third, fourth and fifth innings.

### What's Next?

The Normans are scheduled to play host to Sun Valley Village Christian Monday at La Cienega Park beginning at 3:15 p.m.

*Steven Herbert has covered Beverly Hills 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.*

letters cont. from page 2

prior years or will be unspent in the current year, and which we would have expected to revert" and "The measure reduces Proposition 98 spending in the current year by \$507 million by reverting funds that will not be spent." A "reversion" is not a "cut"; it's good fiscal poli-

cy. (<http://www.cde.ca.gov/fg/fr/se/ltrgb08ss.asp>)

The Total Education budget for 2007-2008 from all sources is \$68 billion (<http://www.cde.ca.gov/fg/fr/eb/ltrgb07.a> sp). The Prop. 98 portion (state funds only) is about \$56 billion. The \$400 mil-

lion being withheld out of the 2007-2008 budget represents about 0.7 percent - important but not disastrous.

The Prop. 98 conundrum: One might reasonably argue that suspending the Prop. 98 funding requirement (the 40 percent rule) is justifiable for the following reasons. The total state budget has been increasing annually. Total student enrollment is decreasing. When Prop. 98 was passed by the voters many years ago, enrollments were increasing. Draw your own conclusions.

The provisions of Prop. 98 include several "tests" that are used to determine funding. The governor does not actually make the funding determinations (i.e. cuts). That is the responsibility of the Department of Finance.

The total per-student allocation (ADA) in the 2007-2008 budget is \$11,584, a 3.1 percent increase over the previous year.

*Craig & Lisa Davis  
Beverly Hills*

### "Letter head"

I'm a stamp collector, and it occurred to me that an way to get used stamps would be to get in touch with people that, I assume, receive a large number of correspondences which stamps, much likely, are disposed.

Thus, if you could send the stamps to me, being sufficient for this only cut them of the envelopes, or send the envelopes to me. I'll be truly grateful for the attention and kindness.

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# coverstory

## THE MAKING OF THE MAYOR

Mayor Barry Brucker discusses his past and plans for the future in the Weekly's exclusive interview

By Lauren Gabbai

**How do you think being on the Board of Education has helped prepare you for the City Council and the mayorship?**

I worked through some very turbulent times on the School Board. I was president when we had to terminate the contract of a former superintendent, Robert Pellicone, which was really a rough situation. And I was president when we had the air quality in the bungalow challenges at Beverly Vista, with the elevated formaldehyde. And I happened to be, four years later, president when the whole oil well issue came about. So I certainly earned my stripes with some crisis management, and I think that's one of my skill sets – dealing with challenges very methodically, with open communication. I think it was a wonderful experience working on the School Board. I loved a good deal of it.

Then transitioning over to the City Council, the one thing that the City has is that they have an incredible depth of skilled leadership because they have so many more employees, and they have more money to also fund things. So everything here at City Hall is done so professionally that they make our job so much easier.

I look forward to working as a mayor. My colleagues are all really good and smart and very supportive. And even though we sometimes have our challenges, we do it respectfully, and I'm grateful for that.

**Three of the five councilmembers were commissioners before being on City Council, but you were not. Do you feel like you missed anything?**

I certainly think that being a commissioner is a great learning tool, and it's always helpful if you could have been a commissioner to understand some of the issues a little bit deeper. However, I think when you become a councilmember, you pretty much get a crash course in what all the commissions do, and you get a great appreciation for what they do. I think, given the fact that I've been a business owner and an entrepreneur my whole life, I think I know enough about how the real world works and how the business of running a business of an organization works, that I think I'll be OK.

**You were first elected to the Board of Education in 1997. How do you think your politics have changed or matured since then?**

I was elected as a write-in candidate, so

it was a difficult transition for me, going from just running my own business where I was my own boss, to having to work on a School Board where you are only one of five people. I remember someone once said to me, "Barry, you've got great ideas, but can you count to three?" because you need three board members to get anything done. So if you have a great idea but can't get the support of your colleagues, your idea's toast.

I think what I learned is that you have to understand that government works slower than private business, and that the bureaucracy and the frustration of working through the transition of being sole owner, president, of your company, to being on a Board where you are only one of five decision makers and your decision means nothing unless you can count to three, is sometimes frustrating.

It was a bit of a transition for me. I was a real rebel when I started – a lot more fiery, a lot fewer grey hairs. I think now I still have the passion for change, but I've learned a lot more about how to get there. Unlike a private business where you can just get there by making the decision, in city government or school government, you need to get there sometimes in unconventional ways. You need to have buy-in more from staff, your colleagues and the community. And you need to also accept the fact that you may not get everything you want at the beginning, but something is a good start.

**You've mentioned the desire to develop a more robust JPA. How do you feel about the money being set aside for field turf replacement when 33 teachers who have been given pink slips?**

I feel that it's very responsible to set aside the moneys for deferred maintenance for the turf. It's something that one always tends to put off until it breaks, and then you have to find the money. But that's responsible governance. It's called deferred maintenance. I'm not opposed to that at all. With regard to the 33 teachers who are being pink slipped, my heart breaks, it truly breaks, because the teachers who are being pink slipped are oftentimes your youngest, newest, most energetic and inspirational young teachers who love what they are doing. I wish there was a way that the school district had the ability to let go of some of our veteran teachers who are burnt out, angry and probably not very productive so that we can let— Our focus needs to be on inspiring young peo-

ple to learn. That has to be the priority and it hurts my heart to have to pink slip some of these dynamic, new, energetic, young teachers.

The other thing is the school district right now is going through a little bit of tension at the Board level. (Is that an understatement?) And I really hope that the School Board recognizes that the election is over. Now they have to get down to the business of running the schools and to put aside the campaign, the political spin, and any of the other sound bites that may make certain people feel good. They need to focus on the nuts and bolts of school governance, which is finance and curriculum. Oftentimes that's not very exciting, but that's the job.

**Your wife Sue is president of Temple Emanuel and also former El Rodeo and Beverly High PTA president. How does she interact with you in terms of your politics?**

I love my wife. I really do. She is my rock of Gibraltar, and she continues to dazzle me every day. She's so smart, so involved, so generous, and her heart is abundant – it has an abundance of unconditional love for everyone.

When our kids [Richie and Lauren] left the house, went to college, we thought, empty nest, lot of really good quality time, but we are busier now than ever. You know, we bounce a lot of issues off each other, and being the president of a major synagogue is no easy feat. Being only the second woman president also brings some challenges. But Sue has a very upbeat, positive, determined way of doing things. I think we share a lot of the same personality traits – although she's much more extroverted than I am, and bubbly – but I think we complement each other really well.

**Over the course of your term as mayor, you're going to be handling the 9900 and Hilton projects. How do you plan on addressing those?**

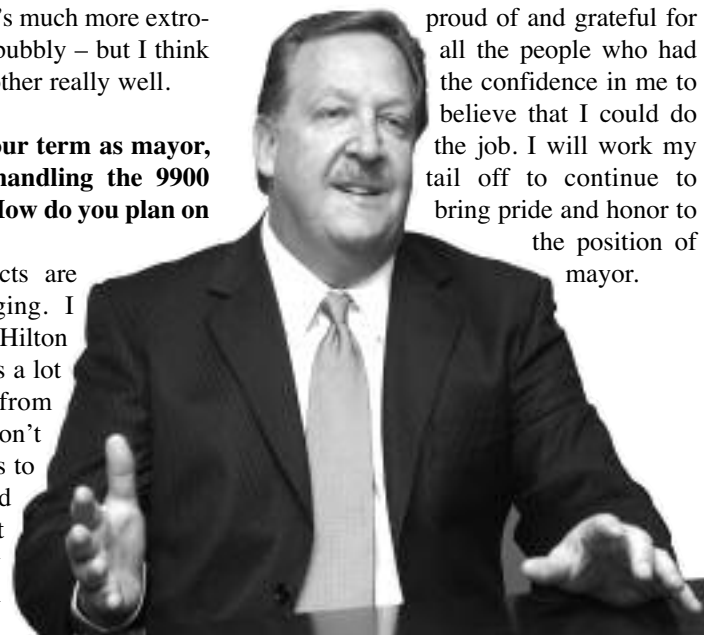
I think these projects are going to be challenging. I think more so with the Hilton project, because there's a lot of negative energy from people who I believe don't really have all the facts to really be well informed about what the project is all about yet. So my goal is to make certain that people

understand the facts about both of these projects; that people have the ability and opportunity to weigh in and give us their opinions; and that we as a city also look at every aspect of these projects (i.e. visual, height, traffic, air quality, density and revenue generation) to see whether these projects are compatible with the vision of the city. These are probably the two most profound gateway locations, anchor locations, of any buildings in the city. I think we have an opportunity to do something very respectful and very compatible with the needs of the city and the needs of the residents. From a financial perspective, I think they will be good money generators. But there will be no shortage of drama, I can assure you.

**I understand it [was] your birthday Monday [the day before Brucker was sworn in]. How did it feel to have the mayorship as your birthday present?**

Unlike my wife, who celebrates a birthday week and/or month if she could, I kind of don't like all that attention and focus, believe it or not. My personality is such that I'm an operations-type guy. I love getting things done. That's my skill set – the operations. So I'm going to have to learn to love all the ribbon cuttings and all the pomp. That's something that's not one of my great skill sets. It's something I think I can do OK, but I love the idea of getting down and dirty and in the trenches and making something happen. It will be a learning process for me.

As a birthday gift, it probably doesn't get any better. Being mayor of Beverly Hills is such an honor, and it's a once-in-a-lifetime honor that I'm very proud of and grateful for all the people who had the confidence in me to believe that I could do the job. I will work my tail off to continue to bring pride and honor to the position of mayor.





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For more information on the Beverly Hilton's Classic Future, visit: [www.revitalizebeverlyhilton.com](http://www.revitalizebeverlyhilton.com)



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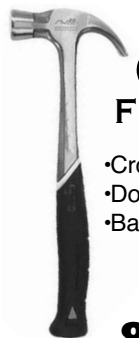
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FICTITIOUS BUSINESS NAME STATEMENT: 20080181883  
The following person(s) is/are doing business as: **PATHWAY INVESTMENTS**, 301 N. Canon Dr. Ste. 228 Beverly Hills, CA. 90210. CANON HOLDINGS, INC. 301 N. Canon Dr. Ste. 228 Beverly Hills, CA. 90210. The business is conducted by: A CORPORATION. The registrant has not yet commenced to transact business under the fictitious business name. Signed: Canon Holdings, Inc. President. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 2/28/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code). Published: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-333

FICTITIOUS BUSINESS NAME STATEMENT: 20080336926  
The following person(s) is/are doing business as: **TRANSFUEL SERVICES**, 5933 W. Century Bl. #1100 Los Angeles, CA. 90045. ENMEX CORP. 5933 W. Century Bl. #1100 Los Angeles, CA. 90045. The business is conducted by: A CORPORATION. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Registrant has not yet commenced business. Signed: Enmex Corp. President. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 2/28/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code). Published: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-332

FICTITIOUS BUSINESS NAME STATEMENT: 20080348123  
The following person(s) is/are doing business as: **APPAREL LAND DOM. DONNA PAGE APPAREL**, APPAREL LAND, 1115 South Los Angeles St. #4th Floor Los Angeles, CA. 90025. 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. Registrant has not yet commenced business. Signed: Janet J. Panussi, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 2/28/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code). Published: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-334

FICTITIOUS BUSINESS NAME STATEMENT: 20080348125  
The following person(s) is/are doing business as: **SMART TRUCK & CAR RENTAL**, 15000 Olive View Dr. #D Sylmar, CA. 91342. JANET JALEN PANUSSE, 3566 Ceanothus Pl. #H Calabasas, CA. 91302. 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. Registrant has not yet commenced business. Signed: Janet J. Panussi, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 2/28/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code). Published: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-334

FICTITIOUS BUSINESS NAME STATEMENT: 20080348125  
The following person(s) is/are doing business as: **P & M ROADSIDE SERVICES**, 12051 Redbank St. Sun Valley, CA. 90302.

ARUTYUN CHALKYAN, 12051 Redbank St. Sun Valley, CA. 90302. The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here in. Registrant has not yet commenced business. Signed: Arutyan Chalkyan, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 2/28/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code). Published: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-335

FICTITIOUS BUSINESS NAME STATEMENT: 20080348126  
The following person(s) is/are doing business as: **ALONSO'S MOBILE GROOMING**, 3955 Cobble Cl. Palmdale, CA. 93551. MARIA MAGDALENA DUBON RIVAS, 3955 Cobble Cl. Palmdale, CA. 93551. 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. Registrant has not yet commenced business. Signed: Maria Magdalena Dubon Rivas, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 2/28/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code). Published: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-335

FICTITIOUS BUSINESS NAME STATEMENT: 20080331699  
The following person(s) is/are doing business as: **ROSY'S MAID**, 9004 Wilms Ave, Panorama, CA. 91402. CLARA CASTRO, 9004 Wilms Ave, Panorama, CA. 91402. The business is conducted by: A CORPORATION. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Registrant has not yet commenced business. Signed: Clara Castro, The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 2/28/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code). Published: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-338

FICTITIOUS BUSINESS NAME STATEMENT: 2008033700  
The following person(s) is/are doing business as: **RLO BANKING & LOANS CO**, 712 S. Olive St. #420 Los Angeles, CA. 90014. RG GROUP OF COMPANIES, INC. 712 S. Olive St. #420 Los Angeles, CA. 90014. The business is conducted by: A CORPORATION. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Registrant has not yet commenced business. Signed: RG Group of companies, inc., CFO. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 2/28/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code). Published: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-337

FICTITIOUS BUSINESS NAME STATEMENT: 20080331701  
The following person(s) is/are doing business as: **RLO & ASSOCIATES CO**, 712 S. Olive St. #420 Los Angeles, CA. 90014. RG GROUP OF COMPANIES, INC. 712 S. Olive St. #420 Los Angeles, CA. 90014. The business is conducted by: A CORPORATION. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Registrant has not yet commenced business. Signed: RG group of companies, inc., CFO. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 2/28/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code). Published: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-338

FICTITIOUS BUSINESS NAME STATEMENT: 20080331702  
The following person(s) is/are doing business as: **TRIPLE R PROPERTY MANAGEMENT CO**, 712 S. Olive St. #420 Los Angeles, CA. 90014. RG GROUP OF COMPANIES, INC. 712 S. Olive St. #420 Los Angeles, CA. 90014. The business is conducted by: A CORPORATION. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Registrant has not yet commenced business. Signed: RG group of companies, inc., CFO. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 2/28/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code). Published: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-339

FICTITIOUS BUSINESS NAME STATEMENT: 20080266393  
The following person(s) is/are doing business as: **MARY'S LITTLE LAMBS**, 12603 Moorpark St. #202 Studio City, CA. 91604. MARY SARKISYAN, 12603 Moorpark St. #202 Studio City, CA. 91604. 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. Registrant has not yet commenced business. Signed: Mary Sarkisyan, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 2/19/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code). Published: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-340

FICTITIOUS BUSINESS NAME STATEMENT: 20080266313  
The following person(s) is/are doing business as: **FIRST AMERICAN AUTO BODY**, 16143 Valtoro St. Van Nuys, CA. 91401. ARSEN MUSAYEV, 16143 Valtoro St. Van Nuys, CA. 91401. 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. Registrant has not yet commenced business. Signed: Arsen Musayev, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 2/19/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code). Published: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-340

FICTITIOUS BUSINESS NAME STATEMENT: 20080269797  
The following person(s) is/are doing business as: **GREY PARROT PROPERTIES**, 6671 W. Sunset Blvd. 1585-114 Los Angeles, CA. 90028. NATIONAL EXCLUSIVE HOLDINGS, 6671 W. Sunset Blvd. 1585-114 Los Angeles, CA. 90028. The business is conducted by: A CORPORATION. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Registrant has not yet commenced business. Signed: Yeater Balajan, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 2/28/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code). Published: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-342

FICTITIOUS BUSINESS NAME STATEMENT: 20080286426  
The following person(s) is/are doing business as: **CALIFORNIA LUMBER**, 7323 Ethel Ave. North Hollywood, CA. 91605. FREDY RAMIREZ APARICIO, 7323 Ethel Ave. Van Nuys, CA. 91405. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Registrant has not yet commenced business. Signed: Fredy Ramirez Aparicio, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 2/19/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code). Published: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-345

FICTITIOUS BUSINESS NAME STATEMENT: 20080340398  
The following person(s) is/are doing business as: **GLW ELECTRIC**, 8731 Costilla Ave. Panorama City, CA. 91402. ABRAHAM MORAN, 8731 Costilla Ave. Panorama City, CA. 91402. 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. Registrant has not yet commenced business. Signed: Abraham Moran, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 2/27/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code). Published: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-346

FICTITIOUS BUSINESS NAME STATEMENT: 20080340399  
The following person(s) is/are doing business as: **AMERICAN ELECTRIC**, 8731 Costilla Ave. Panorama City, CA. 91402. ABRAHAM MORAN, 8731 Costilla Ave. Panorama City, CA. 91402. 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. Registrant has not yet commenced business. Signed: Richard Schriber, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 2/28/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code). Published: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-346

FICTITIOUS BUSINESS NAME STATEMENT: 20080340398  
The following person(s) is/are doing business as: **GLW ELECTRIC**, 8731 Costilla Ave. Panorama City, CA. 91402. ABRAHAM MORAN, 8731 Costilla Ave. Panorama City, CA. 91402. 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. Registrant has not yet commenced business. Signed: Abraham Moran, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 2/27/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code). Published: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-346

FICTITIOUS BUSINESS NAME STATEMENT: 20080338780  
The following person(s) is/are doing business as: **KIDS KUT**, 11701 White Bl. #14-B1 Los Angeles, CA. 90025. PARI ROOZDOKI, 4108 Sumner Dr. Sherman Oaks, CA. 91403. 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. Registrant has not yet commenced business. Signed: PARI ROOZDOKI, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 2/29/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code). Published: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-349

FICTITIOUS BUSINESS NAME STATEMENT: 20080348845  
The following person(s) is/are doing business as: **RAPTOR APPLIANCE**, 1041 N. Ogden Dr. #2 West Hollywood, CA. 90046. EDWARD YAKSON, 1041 N. Ogden Dr. #2 West Hollywood, CA. 90046. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Registrant has not yet commenced business. Signed: Edward Yakson, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 2/28/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code). Published: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-350

FICTITIOUS BUSINESS NAME STATEMENT: 20080348786  
The following person(s) is/are doing business as: **DREBNER**, 4709 Campbell Dr. Culver City, CA. 90230. NIKOLAY VLADIMIROVICH IVANOV, 4709 Campbell Dr. Culver City, CA. 90230. 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. Registrant has not yet commenced business. Signed: Nikolay V. Ivanov, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 2/28/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code). Published: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-351

FICTITIOUS BUSINESS NAME STATEMENT: 20080348785  
The following person(s) is/are doing business as: **BLU-ANGEL USA**, 729 Raleigh St. Apt.103 Glendale, CA. 91205. SVETLANA BLJUEVA, 729 Raleigh St. Apt.103 Glendale, CA. 91205. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Registrant has not yet commenced business. Signed: Svetlana Bljueva, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 2/28/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code). Published: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-352

FICTITIOUS BUSINESS NAME STATEMENT: 20080338249  
The following person(s) is/are doing business as: **DNA TRUCKING ASSOCIATES**, 9071 Lau Ave. Arleta, CA. 91331. ANA LIDIA MENJIVAR, 9071 Lau Ave. Arleta, CA. 91331. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Registrant has not yet commenced business. Signed: Ana Lidia Menjivar, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 2/29/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code). Published: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-353

FICTITIOUS BUSINESS NAME STATEMENT: 20080338171  
The following person(s) is/are doing business as: **APPI DAYS**, 5830 Meridian St. Highland Park, CA. 90042. Tatiana Ilyushchitz, 5830 Meridian St. Highland Park, CA. 90042. 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. Registrant has not yet commenced business. Signed: Tatiana Ilyushchitz, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 2/29/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code). Published: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-354

FICTITIOUS BUSINESS NAME STATEMENT: 20080337992  
The following person(s) is/are doing business as: **GLOKHONT**, 315 Cameron Pl. #6 Glendale, CA. 91207. VLADIMIR PLOUTCHKO, 315 Cameron Pl. #6 Glendale, CA. 91207. 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. Registrant has not yet commenced business. Signed: Vladimir Ploutchko, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 2/29/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code). Published: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-354

FICTITIOUS BUSINESS NAME STATEMENT: 20080337992  
The following person(s) is/are doing business as: **LIMO FOR LESS**, 315 Cameron Pl. #6 Glendale, CA. 91207. VLADIMIR PLOUTCHKO, 315 Cameron Pl. #6 Glendale, CA. 91207. 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. Registrant has not yet commenced business. Signed: Vrach Melkonian, Owner. The registrant(s) declared that all information in the statement is true and correct.













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