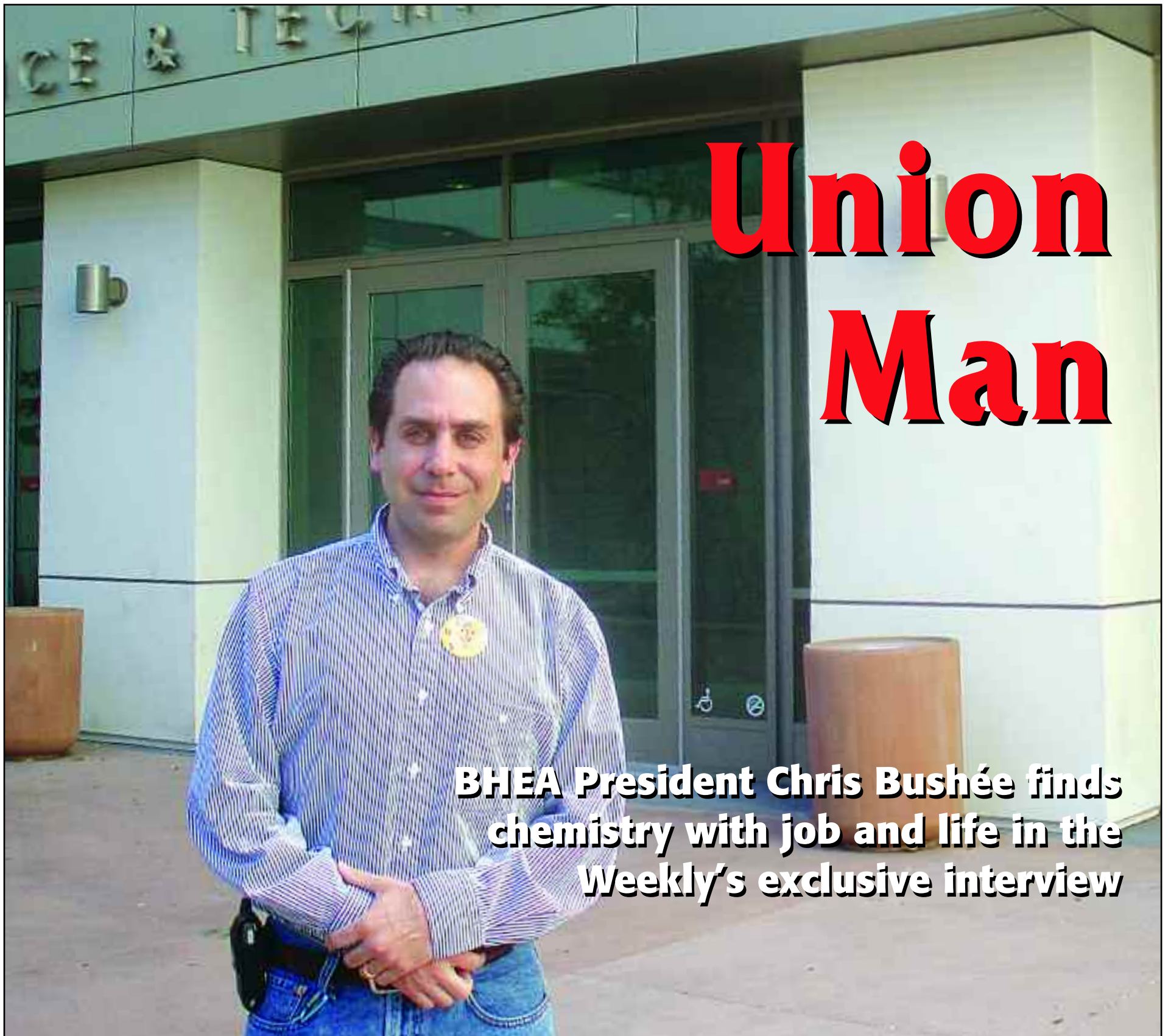


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Issue 443 • March 27 - April 2, 2008



Union Man

BHEA President Chris Bushée finds chemistry with job and life in the Weekly's exclusive interview

cover story • page 11



letters & email

“The Making of the Mayor” [Issue 442]

Concerning your recent interview with Beverly Hills Mayor Barry Brucker, it is most unfortunate that he chose to make some particularly offensive comments that overshadowed his other more informative and insightful responses.

While talking about our school district’s

layoffs, Mr. Brucker is quoted as saying, “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... Our focus needs to be on inspiring young people to learn.” I strongly object to Mr. Brucker’s negative characterization of some of our community’s teachers. His words recklessly attempt to pit younger teachers and older teachers against one another. His words play on tired stereotypes of older employees and completely neglect veteran teachers’ vast experience as an asset and inspiration to student learning. Mr. Brucker offers no evidence or

facts to support his spurious accusation that alleges some veteran teachers of being angry, unproductive, and unmotivated. His words are divisive and unbecoming of an elected public official.

If the Beverly Hills community wants our schools to be successful, then we need to have respect for all the teachers who play a pivotal role in this success. We need to flatly reject Mr. Brucker’s morale-killing comments and instead focus on how we can celebrate, encourage, and capitalize on the vast teacher and student talent that we are so fortunate to possess in our schools right now.

Mark Frenn
Beverly Hills Education Association
Vice President

WHAT’S ON YOUR MIND?

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Beverly Hills, CA 90212

You can fax us at:
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editor@bhweekly.com



SNAPSHOT

briefs

Southwest Homeowners Association met Monday to discuss developments

Helplessness was the general tone of a Southwest Homeowners’ Association meeting held March 24. Faced with new developments threatening to engulf the area on all sides and a City Council that seems to them overly friendly to the ideas of development and revenue generation, residents were doubtful their voices carried any weight.

When urged to appear and speak at a

future Council meeting, one resident anxiously asked, “But will they listen?”

The Association represents the area bordered by Wilshire Blvd. to the north, Beverly Drive to the East, Olympic Blvd. to the south and Century City to the west. The Beverly Hilton and 9900 Wilshire Projects, were already concerning in that residents fear they will aggravate the already congested intersection of Santa Monica and Wilshire Blvds. – the fourth-worst in the nation, according to Association President Ken Goldman.

In addition, upcoming projects include a planned Roxbury Park renovation on the south border, and a 45-story condo tower and a recently announced 49-story mall expansion in Century City. Another condo

development was planned for the area around Saks Fifth Avenue on Peck Drive near the area’s northern border, but the Planning Commission unanimously rejected the proposal last week. Association members were not enthusiastic, however, speculating the developers would appeal to the City Council, who would agree to the project.

The Association’s biggest fear seems to come from the East and in currently non-existent development projects.

Possible revisions to the General Plan include a 50 percent increase to the currently permissible Floor Area Ratio on South Beverly Drive and a 150 percent

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Photo: Josh Butchart

CROONING WITH COSETTE MORENO DRIVE

(L to R) Cast members Bennett Shuster, Diana Spieller, Sara Rohani, Pontea Banayan and Madeline Trachtenberg in a scene from Beverly High’s production of “Les Misérables.”

The Beverly High Performing Arts Department presents the school edition of “Les Misérables,” on April 2 through 5, including two matinees. This eight-time Tony Award-winning show will be the largest and most ambitious musical ever staged at the school with a company of over 100, including a 51-member cast and a large, virtually all-student orchestra.

For show and ticket information, call 310-551-5100, ext. 8459.

Beverly Hills Weekly

Issue 443 • March 27 - April 2, 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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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.

Council packs extra meetings into upcoming weeks

Beverly Hilton and 9900 Wilshire Projects create citywide debate

By Lauren Gabbai

Council meetings to discuss the pending 9900 Wilshire and Hilton projects are now in full swing with sessions scheduled twice a week for the next month, in an attempt to contain the demolition process to the months of El Rodeo's summer vacation. Both developments are for lots across the street from the school.

March 20's special Council meeting, dealing mostly with the 9900 Wilshire Project, was the first in the whirlwind schedule, and councilmember Nancy Krasne was not pleased about the corresponding lack of time she'd had to prepare.

"I will ask all developers on all projects," Krasne said, "Do not blindsides me with material the night before the meeting and expect me to be real happy to have just gotten it."

The meeting began its discussion of the 9900 Project with the culmination of developers Candy & Candy's presentation, which

was interrupted at the March 11 Special Meeting due to technical problems with the City's cable television station.

The developers offered different experts to comment on financial benefits to the city, air quality impacts and mitigation, and the project's architectural design.

The financial consultant explained benefits including an up-front fee of \$52 million, part of which will be used for environmental impact mitigation at El Rodeo and for a low-income housing fund, and an estimated \$3.6 million in annual revenue to the City once all condo units are sold.

The environmental consultant, who had previously worked on construction projects at Beverly High and Beverly Vista, assured the Council of the developers' dedication to children's health at any cost.

Both architect Michael Palladino and developer Chris Candy tried to alleviate the stigma of the epithet of the two buildings,

which, taken together, measure almost 900 feet in width: "The Wall."

"It is a piece of art," Candy said. "The subtlety of the architecture is breathtaking. The two buildings of 9900 Wilshire are categorically not monolithic slabs."

He also offered that six of the project's eight acres would be landscaping. But Councilmember Jimmy Delshad was not satisfied, insisting the space between the buildings be increased.

Councilmembers, however, still had several concerns about the project.

Councilmember Linda Briskman expressed her dissatisfaction at the removal of smaller residences on the ground floor of the project's south side, called "garden residences" or simply "lofts," claiming the pool would not get enough privacy and that the area seemed "unfinished" without them. After one resident expressed his disapproval of such changes to the Planning Commission's recommendations, she specified the residences would be reinserted only with an equivalent removal of square footage from the taller tower.

In response to one of Delshad's questions, Candy denied allegations he is funded by Middle Eastern sources, affirming instead that his equity comes from CPC Group, a private-equity company that is owned by Candy himself, and the Icelandic Kaupthing Bank.

The Council further expressed concerns about the environmental impacts at El Rodeo and in the neighboring residential areas and the discrepancy between estimates of financial benefits to the City offered by the Planning Commission and the developers.

The Beverly Hilton had its introductory meeting less than a week later on March 25. The standing-room-only meeting lasted until nearly midnight and featured presentations by Hilton owner and developer Beny Alagem and the rest of his team, and about 40 audience speakers, many of whom wore pro-Hilton stickers.

A particularly divisive move on the part of the developers and the City Staff was to reject the Planning Commission's unanimous recommendation to completely remove the project's "A Building" and reduce the height of the Waldorf Astoria. Instead, both Staff and the developer propose the reinstatement of the "A Building," albeit smaller and in a slightly different position. The developer further proposed an extra two stories on the Waldorf Astoria building, which would go with a corresponding reduction in the poolside cabana rooms.

Both meetings featured many audience speakers, both for and against the projects.

El Rodeo parent Red Richmond brought her two sons to the Hilton meeting to make an appeal about the air quality in the area of the school. Board of Education member Myra Lurie and Noushin Meshkaty made similar statements, the former pointing out the lack of mitigation tactics in the current Environmental Impact Report (EIR).

North Homeowners' Association member Darian Bojeaux was one of many who have suggested bringing the projects to a community vote.

Among many in support of the project were long-time resident and former CEO of Arden Realty Richard Ziman and former UC Regent Joanne Kozberg.

SPEAK UP AND BE COUNTED

Do you have a business in Beverly Hills?

The City welcomes your input on various marketing and economic development programs. Please participate in a quick survey at www.beverlyhills.org.



briefs cont. from page 2

increase on the south side of Wilshire Blvd. This would mean increased height on new buildings and, the homeowners fear, increased density and traffic. Though Mayor Barry Brucker, who attended the meeting along with Planning Commission Chair Noah Furie, claimed increased height and increased density do not necessarily have to go together, comparing the density of similarly sized commercial and residential buildings, but the Association wasn't so sure.

"No one in his right mind believes that's going to be condominiums," Goldman said. "It's going to be department stores. It's going to be offices."

Ultimately, though many seemed resigned to Goldman's idea the Council is "raising revenue at our expense," Goldman persisted in encouraging members to speak against the developments and plans for the General Plan at future Council meetings.

"The only place we can fight is in Beverly Hills," Goldman said. "The only place we have pressure is on the mayor and the other four councilmembers."

Global family uses Facebook to unite for a cause

Though living halfway around the world in Paris, Beverly High class of '03 graduate Cece Gabbay has found a way to contribute to the schools in the city where she grew up.

Her mom, Myra, has been involved in the community effort to encourage the City Council to increase the Joint Powers Agreement (JPA) as a means of compensating for recent statewide budget cuts.

The JPA acts as a kind of leasing agreement between the City and BHUSD. In exchange for some \$9 million per year, the City may use school grounds when class is not in session. Holding March 18's Mayoral Installation ceremony at Beverly High is one example of how the agreement is utilized.

Myra handed out slogan stickers at the Mayoral

Installation, and, along with other residents such as Lori Gordon, is sending e-mails and making calls to encourage people to sign the petition in support of a more robust JPA.

"We look at it as if we're trying to support [all the negotiators] and show them the community is behind them and the community supports the concept of the JPA and supports the concept of increasing the JPA," said Myra, who is also a Beverly graduate.

Though in Paris, Cece still felt the desire to help her alma mater.

"Basically my mom and I are extremely extremely close. We talk every day, multiple times a day, e-mail all the time," Cece said. So basically what happened was my mom just told me that she's sending out all these e-mails to everyone in the community."

Turning to popular social networking website Facebook, Cece and her brother Ben created a group called "No money, no problems: BH remix" and supplied a simple explanation of the JPA for the largely college-aged audience and how they could help. Through this group, the siblings have been able to reach friends and acquaintances all over the world, though only those registered to vote in Beverly Hills may sign the petition. Myra has told her daughter she has gotten signatures as a result of the group, which boasts 118 members as of press time.

Mayor Barry Brucker is enthusiastic about the effort.

"I'm a huge fan and supporter of our school district, having served seven and a half years on the School Board, and witnessing my own two children's tremendous success K-12 through the school system. So I'm a big fan," Brucker said.

On the other hand, blogger John Mirisch, who edits the website blogbeverlyhills.com favors increasing the JPA only on the condition that out-of-district permits be decreased proportionately.

"Otherwise what you're essentially doing is taking local Beverly Hills taxpayer money and you're using it to subsidize L.A. kids," Mirisch said.

"It is key that our schools remain community-based and that money that the city gives for the benefit of the schools, which is undoubtedly a wonderful thing, that that's used for Beverly Hills kids."

Both Myra Gabbay and Brucker feel the permit issue is not relevant to these community efforts.

Hawthorne Boys maintain dominance in BHEF/BHUSD Intramural Sports Program



Photo: Dev Hankin

The Boys Grades 7-8 Intramural League

The Hawthorne Boys' and Beverly Vista Girls' Soccer teams won the first BHEF/BHUSD Intramural Soccer Tournament, which took place March 10 to March 13. Hawthorne maintained its intramural dominance of last season's basketball championships, winning both the Boys Grades 5-6 and Boys Grades 7-8 Intramural Champion Cups. The Beverly Vista Grades 5-8 Girls' team captured the Champion Cup by defeating Hawthorne in the final game.

The BHEF/BHUSD Intramural Champions Cup lists each year's winners and travels from winning school to winning school.

Sign-ups for next season's flag football teams begin March 31 at each school site. The flag football season will run from March 31 to June 5.

Like all enrichment and extracurricular programs, donations are needed. To sponsor a trophy or make a donation, please contact Lynda at BHEF: 310-557-0651 or Lynda@bhef.org.

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Raffel, Mercer host event for Pavley



(L to R) Current Board of Education member Steven Fenton, former Board member Lillian Raffel, State Senate candidate Fran Pavley (D – Agoura Hills) and Los Angeles Community College District Board member Georgia Mercer

Lillian and Stuart Raffel and Georgia and David Mercer, hosted a meet-and-greet reception to introduce State Senate candidate Fran Pavley on March 20.

Having previously served in the State Assembly, Pavley is now running to replace State Senator Sheila Kuehl once the latter woman's term runs out this year. The 23rd Senate District covers portions of Los Angeles and Ventura Counties, including Beverly Hills. Pavley is also a retired teacher and was the first mayor of Agoura Hills.

"Fran is great," Raffel said. "She has passed major legislation concerning the environment, and other states and countries have duplicated her bills."

Residents' Association to hold meeting regarding General Plan

A public meeting meant to inform residents about the revision of the city's General Plan, called "General Plan

Revision Unplugged" and sponsored by the Beverly Hills Residents' Association (BHRA) and the Beverly Hills Courier, is set to take place at the Public Library Auditorium on April 3, 7-9 p.m.

The meeting will feature a panel of relevant city officers, including Planning Commission Chair Noah Furie, Planning Commissioner Kathy Reims, City Chief Financial Officer Scott Miller and Director of Community Development Vince Bertoni.

In an effort to control the meeting, panelists request questions be e-mailed in advance to secretary@bhresidents.org.

Team Beverly Hills 2007 participants graduate



Team Beverly Hills 2007 participants: (back row, L to R) Team BH Chairperson Larry Kohn, Pablo Nankin, Lillian Raffel, Judith Friedman, Gordon Gelfond, Jenni Runyan, Jacob Manaster, Brittany Bronson, Lizza Monet Morales, Lauren Cohen, Dan Demeter, Ron Shalowitz, Michelle Gold, Scott Burau, March Kelly Brubaker, David Murphy, Councilmember Nancy Krasne, (front row, L to R) Mayor Jimmy Delshad, David Peterson, Carolyn Lew-Karon, Kari Kramer, Frederick Wehba, Annette Saleh, Debra Delshad Banks, Jody Kleinman, Sheila Delshad, Simone Friedman and Team BH City Liaison Gisele Grable. Not pictured: Marilyn Gallup, Matt Neman, Gary Ross and Bertram Serden.

Close to 30 members of the 2007 Team Beverly Hills

program were present at the recent graduation ceremony held at Beverly Hills City Hall that included Councilmembers, City Commissioners and Team BH alumni members.

Developed to educate and inform residents of the local government representatives, departments and programs, community associations and current community issues, Team Beverly Hills members are selected through an application process. Over a five-month period members meet and actively participate in a variety of tours, presentations and demonstrations within the City of Beverly Hills. At the end of the program, which culminates in the following year (2008), participants are awarded certificates during a graduation ceremony.

For information regarding Team BH or to apply to the 2008 Team Beverly Hills program, visit www.beverlyhills.org.

Boy Scouts raise money with multi-family garage sale

More than 20 families will participate in a garage and bake sale to raise money for Boy Scout Troop 33, the oldest Scout troop in Beverly Hills. The event is set for March 29 from 9 a.m. to 4 p.m. at the Beverly Hills Scout House on Whittier Drive, next to El Rodeo.

Items will include clothing, household items, furniture, electronics and more. Donations are welcome and can be dropped at the Scout House on March 29 before 10 a.m. For more information, e-mail susankolko@hotmail.com.

Beverly Hills City Council names priorities for coming year

The Beverly Hills City Council, working with City staff, identified priority projects for the coming year at a recent strategic planning session at Greystone Park.

Among the items that Council directed staff to focus on are finding traffic relief solutions on major streets, imple-

briefs cont. on page 10

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from the hills of beverly



Angry Words, Angry People and Hayman Backs Waldorf

By Rudy Cole

"A man can't be too careful in the choice of enemies," Oscar Wilde.

Some of the more interesting battles taking place in our village have histories that are seldom if ever discussed. What follows may surprise or even anger you.

What is really behind the North Homeowner's fight with city hall or the recent attacks on the Beverly Hills Chamber of Commerce, unleashed last week in our Big Sister, the Courier?

North first. No question, many of the organization's members genuinely feel that the city is going, if not to the puppies, to the developers. But even the most dedicated and angry followers must feel some qualms at the barrage of personal, frenetic attacks on our elected officials contained in their leaflets.

How off the wall are their words? Southwest of Beverly Hills Homeowner Association president **Ken Goldman**, a community activist never shy about expressing strongly held feelings, made it clear last week that even though he might well share some of the North HOA's views on pending projects, he

would not want the Southwest to be part of a campaign of personal vilification.

Goldman warned the North that he could not support a ballot measure, even though he might support the purposes - overturning council actions on some pending projects, if the North wasn't far more moderate. Goldman is to be commended for seeing the North personal attacks for what they are: A distraction from the real debate.

What many members of the North may not understand is that they are being used. Some very few of their leaders have a very private agenda: Getting even with city government and our police. It was the police association that led a successful battle to defeat one of their key leaders when he ran for reelection to the city council.

Want another historical paradox? When our police were under attack, the community rallied to their support. Who organized the citizen support group? **Ken Goldman**, South HOA president. Who was the councilmember the police worked to defeat for reelection? **Robert**

K. Tanenbaum, North HOA president. (In the interests of full disclosure, this columnist served as a member of the steering committee of Goldman's "Police and Community Together.")

The other battle? The Beverly Hills Chamber of Commerce and Civic Association versus the Beverly Hills Courier: This fight is also driven by personal hurts, real and self-inflicted, and it too detracts from the real problems facing the Chamber, the target of the Courier attacks.

In case you missed it, last Friday the Courier devoted a full page to several stories, "exposes," on issues the paper has with the organization that represents the business community. Interesting month for the Courier: One week it is attacked by the North HOA for its own tough words about that association and the following Friday it goes after the Chamber. (Somewhat recklessly, this column actually defended the Courier's publisher, **Clif Smith**.)

What were the Courier's hidden motives? Here too, very, very personal.

The Courier publisher wanted to be appointed to the board of directors of the Chamber, and was not accepted. Hell hath no fury as a publisher spurned.

Early last year, the Courier publisher had two problems with the Chamber, being named to the board only the first. When the Chamber and some city officials made their annual business and tourist promotion visit to New York, Smith asked to be included in all meet-

ings.

The Chamber turned him down. The tourist sessions were for hospitality industry professionals and not open to Chamber officers and members, but the visits with companies having or interested in business opportunities in Beverly Hills were more inclusive.

Who was right, who was wrong? Although it would have been a stretch, Smith should have disclosed the personal reasons that just might have influenced his anti-Chamber "news" stories. However, was it good policy for the Chamber to reject his desire to be a member of their board of directors, and should he have been included in at least some of the New York meetings?

Almost every Chamber of Commerce in the country has newspaper publishers on their boards. When **Walter Harris** was co-publisher of the Beverly Hills Post, he was a board member as was former Courier publisher and owner, **March Schwartz**.

Smith and Weekly publisher **Josh Gross**, representing the only two newspapers in Beverly Hills with a legal adjudication, should be on the board, Gross being very unlikely to accept.

A more complicated problem is the role of newspaper people who serve on boards or attend meetings. One Chamber leader explained that the Chamber board often discussed sensitive personnel issues and financial matters and having a publisher present could be inhibiting. This should never be a problem. If a newspaper person attends a so-called private meeting, he or she agrees in advance not to report on what is discussed or they decide to excuse themselves. Happens all the time. But the Courier and the Weekly are also businesses with economic con-

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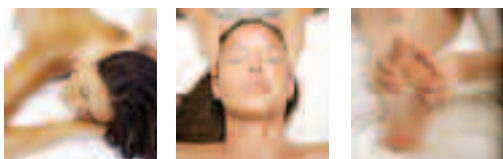
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CNPA Member

cerns shared by board members

The more fundamental questions are the validity of the Smith anti-Chamber allegations. The questions the Courier raised about financial support from the city, failure to permit Courier access to financial records and other matters of even less concern, do not go to the heart of some fundamental problems the Chamber faces.

First, this Chamber under the leadership of **Dan Walsh**, executive director, and **Anita Zusman Eddy**, director of economic development, and the present board, are certainly the most effective Chamber we have had in many years. There are exciting new Chamber programs and services not the least of which is the attention to the South Beverly Drive business section, an area long neglected by the city and past Chamber leaders.

The city is doing an audit of the Chamber, but that study should examine some past blunders that tossed millions into promotions of little or no value.

Every year, it seemed, past councils would fall in love with some new advertising agency with a new approach to branding the name Beverly Hills.

If by now the name Beverly Hills is not recognized, we need to change it to Azusa (stands for, Everything in the USA from A to Z.) What we have always needed was more reasons for tourists to come here, not name recognition. This was the direction the city Marketing

Committee with some icons such as **Richard Rosenzweig**, **Ali Kasikci**, **Jerry Magnin** and **Fred Hayman** wanted to promote until a past Chamber executive director helped scuttle that great committee. I remember actually spotting a Chamber billboard promoting our city, far from a freeway, in a low income area in the Valley. And whose idea was the "Visit Beverly Hills" for our spas promotion?

This is a good Chamber, but there are needs and problems. Walsh, as we said, is a highly competent manager, but it is somewhat ingenious for him to keep insisting, as he did in the Courier blast, that the "Chamber receives no money from the city." Technically, maybe. The funding goes to tourist and business promotion, but that money also pays for salaries and mutual expenses and the council understands it is money "for the Chamber."

Taking city money, and our Chamber probably receives more support from our city than any other Chamber anywhere, is inhibiting, even if necessary.

The Chamber does become, in many ways, an arm of city government.

We too have some issues: It is really inexplicable that the Chamber offices are closed on weekends when visitors might want information on retailers, hotels and restaurants. It is strange that the Chamber locks the doors on the Friday after Thanksgiving, the heaviest shopping day of the year and it is not accept-

able that tourist information booths aren't placed at strategic locations in the business sector. Now, the Chamber is following city practices of reducing staff on alternating Fridays. Not good for business folks.

The Chamber is, in many ways, a work in progress, and reinventing itself.

It knew what would come when it rejected Smith, and that might be seen as courageous, but was it smart? Time to end petty agendas and personal hurts and move on.

One of our most powerful influence molders, **Fred Hayman**, who seldom if ever is involved in divisive controversies, has lent his name in support of the Waldorf Astoria, Beverly Hilton proposal. Hayman began his fabulous career in the hotel industry and, of course, he was one of the primary inventors of Rodeo Drive. His endorsement of the Hilton/Waldorf Astoria will have very significant impact on the whole council.

Initially, I had strong reservations about the early Hilton plan. The then project would have actually reduced rooms while adding height for condos.

But the later introduction of the Waldorf Astoria name changed everything.

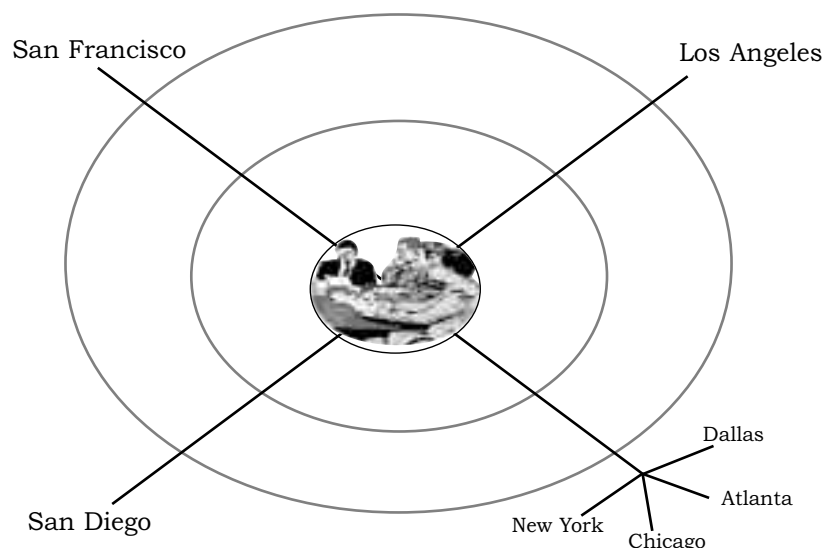
As for condos, the housing element is probably the only reason the project can fly. Almost every new hotel development anywhere in the world now has a condominium element. Why? Lending institutions simply are reluctant to finance hotels without condos. Loan repayments based on hotel income are not sufficient for banks. They want the assurance of a quicker turn around, and that comes from condo sales. If we want a landmark Waldorf Astoria at Wilshire and Santa Monica, we need to face realities and approve the condo additions. Side bar: Condo owners will use hotel services and that means even more tax bucks for our city.

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@bhweek.com.

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BHHS Freshman Swimmer Sets School Record

Normans boys' lacrosse team improves to 6-1.

By Steven Herbert

Freshman Kevin Suarez broke a 21-year old school record and Beverly High won nine of 11 events in a 126-46 victory over Santa Monica in a Pioneer League boys' swimming meet March 7 in the Swim-Gym.

Suarez won the 100-yard backstroke in 56.46 seconds, breaking the previous record of 56.7 set by David Lawson in 1987.

Suarez also won the 100 butterfly.

Mikey Lee (50 freestyle, 100 freestyle), Benji Koltai (200 freestyle) and Willie Zhang (100 breaststroke) were the other individual event winners for the Normans (1-1, 1-0 in league competition).

Girls' Swimming

Beverly Hills 95, Santa Monica 73

Daryan Namba won the 100 freestyle and 200 freestyle and swam the anchor leg on the Normans' victorious 200 freestyle relay team in a Pioneer League meet at the Swim-Gym March 7.

Kira Xie won the 50 freestyle and, swam the first leg of the 200 freestyle relay and the final leg on Beverly Hills' victorious medley relay team.

Andrea Krajisnik (500 freestyle) and Michelle Margolin (100 backstroke) both won individual events and swam legs on both of the Normans' winning relay teams.

Young In Lee won the 100 breaststroke and swam a leg on the winning 200 medley relay team for Beverly Hills (1-1, 1-0).

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 Tuesday and the girls' team Wednesday. Competition both days is scheduled to begin at 3 p.m. The finals are set for

April 4 at 5 p.m. at the Swim-Gym.

Boys' Lacrosse

Beverly Hills 11, Culver City 6

Nathan Forrest had five goals and an assist, Norman teammate Alex Komlos had three goals and two assists and Todd Sheerin scored twice in a Bay League game March 4 at Nickoll Field.

Beverly Hills goalkeeper Matt Kaye made nine saves.

The Normans led 4-2 at the end of the first quarter, 5-4 at halftime and 7-4 entering the fourth quarter.

West Hills Chaminade 7, Beverly Hills 6

The Normans allowed the game-winning goal in the second overtime period in a non-league game March 6 at Nickoll Field.

Komlos scored three goals, Forrest had two goals and an assist while Sheerin had a goal and an assist.

Kaye made 18 saves.

Beverly Hills led 3-1 at the end of the first quarter and 4-2 at halftime. The Normans were outscored 3-1 in the third quarter as the score was tied, 5-5 entering the fourth quarter. Both teams scored once in the fourth quarter, sending the game into overtime.

Beverly Hills 12, Downey 9

Komlos scored five goals and Forrest four in a Bay League game March 11 at Downey.

Alex Klein and Yoni Laham both had a goal and an assist for the Normans.

Kaye made 15 saves.

Beverly Hills led 7-3 at the end of the first quarter, 10-5 at halftime and 12-8 entering the fourth quarter.

Beverly Hills 8, Redondo 3

The Normans outscored the Sea Hawks, 5-1, in the second half of a Bay League game at Redondo March 13.

Sheerin scored three goals, Forrest had two goals and an assist, while Komlos and Laham both had one goal and an assist.

Kaye made five saves.

Beverly Hills (6-1) led 2-1 at the end of the first quarter, 3-2 at halftime and 5-3 entering the fourth quarter.

What's Next?

The Normans are scheduled to play at Palisades Friday beginning at 7:30 p.m.

Girls' Lacrosse

Palos Verdes 12, Beverly Hills 2

Christine Kim and Tracey McEvoy scored for the host Normans March 10.

What's Next?

The Normans are scheduled to play host to Redondo Tuesday at 5 p.m. at Nickoll Field.

Boys' Golf

Beverly Hills 392, La Canada 403, Saugus 417

Mario Clemens shot two-under-par 70, with eight birdies, for the Normans in a non-league match March 10 at Angeles National Golf Course in Sunland.

West Torrance 181, Beverly Hills 182, Culver City 211

Clemens shot a three-under-par 33 and Brendan Doyle a two-under par-34 for the Normans in a nonleague match March 12 at Alondra Park Golf Course in Lawndale.

Harvard-Westlake 194, Beverly Hills 195

Clemens shot a team-low even-par 35 for the Normans (5-3) in a nonleague match March 13 at Rancho Park Golf Course.

Harvard-Westlake Invitational

Clemens shot a team-low three-over-par 75 Monday on the Valley Course of the Robinson Ranch Golf Club in Santa Clarita as the Normans finished seventh.

What's Next?

The Normans are scheduled to play Palos Verdes today at 2:30 p.m. at Palos Verdes Country Club and North Torrance Tuesday at Rancho Park Golf Course at 1:36 p.m.

Boys' Volleyball

Palos Verdes def. Beverly Hills, 25-17, 25-21, 25-19

Alon David had seven kills, Bo Abrams six and Daniel Gold 22 assists for the Normans in a nonleague match March 5 at Palos Verdes.

What's Next?

The Normans are scheduled to play at Inglewood Tuesday in an Ocean League match beginning at 3:15 p.m.

Boys' Tennis

Beverly Hills 12, Los Angeles Loyola 6

Daniel Ho and Gary Parizher both won all three of their singles sets while the Ethan Bond and Uday Singh doubles team also won all three of its sets for the Normans in a nonleague match at Beverly Hills March 12.

Ho won his sets, 6-2, 6-1, 6-0, while Parizher won 6-2, 6-0, 6-0. Bond and Singh won 6-2, 6-1, 6-0.

Beverly Hills No. 2 doubles team of James Ephrati and Donovan Suh won its first set 7-6 (2) and lost its second, 7-6 (6), before being replaced by Sam Farzani and Andre Herd, who were 6-0 winners in their only set.

David Vayzner won one of his three singles sets for the Normans.

Beverly Hills 17, Torrance 1

Parizher was a 6-1, 6-0, 6-0 winner and the Normans (7-1, 5-0) won all nine doubles sets in a Pioneer League match at Beverly Hills March 13.

Farzani and Herd won 6-3, 6-0, 6-0; Ephrati and Suh 6-1, 6-1, 6-2; and Ben Haber and Jonathon Jason, 6-1, 6-2, 6-1.

Vayzner was a 6-0 winner in his only set. His replacement, David Roth, won one of his two sets.

Saman Shooshani was a 7-6 (6), 7-6 (4) winner in his two sets, before being replaced by a substitute.

What's Next?

The Normans are scheduled to play host to El Segundo today at 3 p.m. in a Pioneer League match, then play in the National High School Tennis All American Foundation Boys' Team Championships Friday and Saturday in the Newport Beach area. Beverly Hills is also scheduled to play at North Torrance Wednesday in a Pioneer League match beginning at 2:30 p.m.

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Softball

Los Angeles Marymount 7, Beverly Hills 1

Jocelyn Karlan homered leading off the fifth inning for the Normans in a nonleague game March 6 at Beverly Hills.

The Sailors scored once in the second and fourth innings, three times in the fifth and twice in the seventh off Beverly Hills starter Meredith Jones (0-2), who pitched her second complete game in two starts. All seven runs were earned. Jones allowed eight hits, walked four and struck out two.

Rebecca Gold had two of the Normans' four hits.

Santa Monica St. Monica 11, Beverly Hills 8

The Normans' comeback from a 9-0 deficit fell short in a nonleague game at Beverly Hills March 11.

Beverly Hills scored seven runs in the fifth inning, cutting the deficit to 9-7. The Normans loaded on the bases with one out as Karlan led off with a walk, Alannah Bushey and Morgan Harding both singled.

Each of the next five Beverly Hills reached base. Rosen was safe on an error by Danielle Cullen, the Mariner shortstop, with Karlan scoring. Gold doubled in Bushey and Harding. Rebecca Rosen scored on Alexa Block's single. Sophie Payson singled in Gold and Block. Jones singled in Payson.

The Normans (3-4) scored their other run in the seventh and final inning as Nicole Winegrad's two-out single drove in Juliana White, the courtesy runner for Jones, who reached base on a force out.

St. Monica scored five runs in the second, four in the fourth and one each in the sixth and seventh.

Rosen (2-2) started and was charged with the loss, allowing nine runs (seven earned), seven hits, striking out three and walking two in four innings.

St. Monica Catholic High School Softball Classic

Beverly Hills 6,

Los Angeles Immaculate Heart 1

Jones pitched a four-hitter and didn't allow an earned run and went three-for-three, driving in two runs in a ninth-place semifinal March 7 at Beverly Hills.

The Normans would get all the runs they would need in the first. Back-to-back singles by Rosen and Gold and a walk to Block loaded the bases with one out. Rosen and scored when Payson reached first on an error by Camille Brown, the Panda third baseman. Jones' two-out single drove in Block.

Rosen reached first with two outs in the second on a throwing error by Brown. Gold followed with an RBI triple.

Jones' third-inning single drove in Payson, who led off with a single.

Beverly Hills combined singles by Payson and Jones for a run in the fifth.

Immaculate Heart scored an unearned run in the sixth.

Beverly Hills 6, Lawndale Leuzinger 1

The Normans combined consecutive singles by Block, Payson and Karlan with two errors by the Olympians to score four runs in the fifth to break a tie in the ninth-place

game March 8 at Beverly Hills.

Rosen (2-1) pitched a two-hitter, striking out four and walking one. Her first-inning triple drove in Morgan Harding with the first run for Beverly Hills.

Block was three-for-four, including a sixth-inning single that drove in Gold, who doubled, with the Normans' final run.

Harding also went three-for-four.

The Olympians combined a throwing error by Payson, the Beverly Hills third baseman, and a double for an unearned run in the second.

What's Next?

The Normans are scheduled to play host to Lawndale Leuzinger in a nonleague double-header Friday beginning at 4 p.m. and Inglewood Morningside Tuesday at 3:15 p.m. in an Ocean League game.

Baseball

Beverly Hills 3, Antelope Valley 1

Matt Ross pitched a two-hitter and struck out nine and Brandon Cohen singled in two runs during the Normans' three-run first inning in a nonleague game March 11 at Nickoll Field.

Ross (2-1) held the Antelopes hitless through the first 4 1/3 innings. Scott Harris broke up the no-hit bid with a single in the second. He advanced to second on a balk by Ross and scored on a two-out single by Nathaniel Hamilton, Antelope Valley's No. 9 batter and designated hitter.

Ross retired the next six batters, striking out four, until Harris reached first with two outs in the seventh and final inning on an

error by Jason Kantor, the Beverly Hills catcher. Ross then induced Damian Garcia to ground out to end the game.

The Normans (3-3) got five of their seven hits in the first inning. Their first two batters, Justin Schwartz and Charlie Bogart both singled and scored on Cohen's one-out single. Erik Munzer's two-out single drove in Kantor who singled and stole second.

What's Next?

The Normans are scheduled to play host to Lennox Academy today at 3 p.m. in a nonleague game at Nickoll Field and Culver City Tuesday at La Cienega Park in an Ocean League game beginning at 3:15 p.m.

Running

Bari Ramberg was the fastest Beverly Hills runner in the Los Angeles Marathon March 2, completing the 26-mile, 385-yard course in three hours, 49 seconds, according to results released by organizers.

Ramberg was also the top Beverly Hills finisher among women and the top group finisher, finishing third among women ages 40-44.

Emmanuel Urbano was the top Beverly Hills male finisher, completing the course in 3:39:07.

Steven Herbert has covered Beverly 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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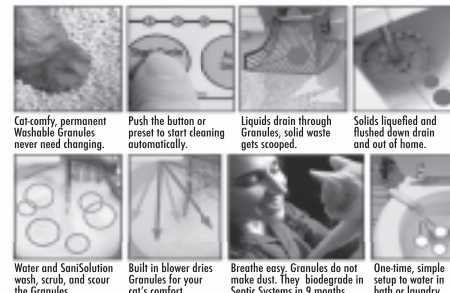
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briefs cont. from page 5

menting the Parks Master Plans, completing the City's General Plan update, developing high-tech security projects including Closed Circuit Television cameras, establishing the "311" customer service program and promoting "nightlife" opportunities in Beverly Hills.

"All of the City's projects are tied to a goal or vision that the Council has for the community and all are important," said City Manager Rod Wood. "The value of a strategic planning session is in hearing firsthand from elected representatives of the community what the top concerns and priorities are."

The City has more than 300 projects and programs underway, and the session was designed to identify projects councilmembers feel will advance the City's goals of creating the "safest and smartest small city in the United States." Other high-priority projects identified include completing the Entertainment Business District Plan, finalizing the plan for Railroad right-of-way property, upgrading the City's emergency Operations Center, completing "Smart City" strategic plan and developing Greystone for more public utilization.

Cast announced for Theatre 40's season-closing repertory production "Dinner with Friends"

Director Laura James has announced her cast for "Dinner with Friends," Donald Margulies' Pulitzer Prize-winning dramedy about marital infidelity that is "well stocked with laughs that come even in the midst of anguish."

The four friends whose lives unraveled over coffee and cake are Julie Lancaster and Grinnell Morris – both of whom played in Theatre 40's production of "Dangerous Corner" – Dee Ann Newkirk and Garrett McKechnie.

The play opens April 19 in Theatre 40's Reuben Cordova Theatre on the Beverly Hills High School Campus and will play in repertory with the Los Angeles Premiere of "Lost In Hollywoodland." The Theatre is air-

conditioned and has disabled access and ample free indoor parking. For reservations call 310-364-0535 or visit www.theatre40.org. Credit Cards are accepted



Dorothy and Toto to host tea party

It may not be Kansas or Oz, but the City of Beverly Hills Community Services Department will host Tea with Toto and Dorothy (look-alike) of "The Wizard of Oz" in the Greystone Estate on April 13 from 2:30 to 4 p.m.

For children ages 3 to 7 only (accompanied by only one adult guest) this afternoon tea will feature finger sandwiches, desserts, apple juice and teas, provided by Urth Caffe, and a story book theatre performance with Toto and Dorothy. Children may bring a stuffed animal or dog and a camera for photos with Dorothy and Toto.

The event will occur rain or shine and there are no refunds. For information call 310-285-6830. For tickets call 310-285-6850.



Award-winning author Robert San Souci to speak at the sixth Rita Lipkis Memorial Lecture

Award-winning children's book writer David San Souci is set to speak at the sixth annual Rita Lipkis Memorial Lecture, hosted by the Friends of the Beverly Hills Public

Library. This free event will take place on April 6 at 2 p.m. in the Public Library Auditorium.

San Souci has written for numerous picture books that retell traditional tales from around the world, including "Little Pierre: A Cajun Story from Louisiana" and "Double-Dare To Be Scared: Another Thirteen Chilling Tales." During the lecture, San Souci will discuss his works and describe the process of collecting tales through

travel.

This lecture series was created to honor Rita Lipkis, founder of the Enchanted Woods collection of children's books in the Public Library. The lecture is endowed by her family, with generous support from the Friends of the Beverly Hills Public Library.

For more information on the Rita Lipkis Memorial Lecture, please call 310-288-2211 or visit www.bhpl.org

Prince of Romonia visits Beverly Hills



(L to R) Councilmember Nancy Krasne, Vice Mayor Frank Fenton, Councilmember Linda Briskman, Brucker, Prince Radu, Councilmember Jimmy Delshad and Consul General of Romania Catalin Ghenea

Prince Radu of Romania received a key to the City and a proclamation on a visit to Beverly Hills City Hall on Tuesday and in turn presented Mayor Barry Brucker with a photo of the royal family. The Prince and his wife, Princess Margarita of Romania, are traveling to the Los Angeles area as representatives of the Romanian government and the Romanian royal family.

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coverstory

UNION MAN

BHEA President Chris Bushée finds chemistry with job and life in the Weekly's exclusive interview

By Lauren Gabbaian

Historically the job of BHEA [teachers' union] President has been kind of onerous and something not a lot of teachers have wanted to take up. What do you like about it?

First, I don't consider this job to be onerous. I consider it to be exciting and rewarding and very necessary for members.

I started out as vice president five years ago, and what drew me into it at the time was I wanted to give back to my union, I wanted to contribute, and at the time I thought I had a lot to offer in the area of negotiations. I also have people – veteran union members – who were encouraging me to get involved and talked about the rewards that giving back to the union had produced for them, and I thought this would be something I would enjoy doing. So I had the support of my union brethren, and I also just had the curiosity and the desire to just want to contribute. Since then I've never looked back. It's been really great and wonderful, and I'm just so happy that I've had this opportunity to represent and safeguard the rights of over 300 teachers here in Beverly Hills. I really believe strongly in the profession. I believe that teachers are wonderful people, very selfless in doing very very important work. I just think education has got to be the world's number-one business. We all have a vested interest in having a highly educated population, and so it feels exciting and just wonderful to be part of that process.

Regarding the recent budget cuts that have resulted in the noticing of 35 certificated teaching positions districtwide – You've said a few times that you are unsatisfied with how the district handled the situation. How would you have handled it differently?

There are a couple of main criticisms that teachers have with the way this has been handled.

The sheer amount of the cuts was more than needed to be done. I am hoping, because I know that [Board member] Brian Goldberg talked about it at the last Board meeting, that we've got a window of opportunity now. We have until May 15 to look at some of the cuts that were made and see if maybe we can pull back, see if the District can reverse some of the teacher cuts.

Everybody understands here, including

BHEA, that some cuts need to be made, but we believe that the level of cuts that were made was too deep. But the layoff notices do not need to be acted upon formally until May 15. So we have all of April and half of May to take some time and do a more-detailed analysis of what the impact of all of these cuts that we've approved is going to be and see if we can do something to mitigate that impact by hiring back a few of the teachers that were cut. At the end of the day, BHEA believes that when you cut classroom teachers, it's bad for students. It's bad for student learning, it increases class sizes, and it's just a negative all the way around. So we need to make sure that all the cuts that happen are minimized.

In addition, the disparity between the level of cuts made to classroom teachers versus the level of cuts made to administrators – particularly District administrators – is very very large. We're talking about cutting 32 teacher positions – that's about 10 percent of all of the teachers in the district – and only one half-time administrator is going to be out of a job come 2008-2009. One half-time management position out of approximately 30 management positions. That works out to be about 2 percent. So it's 10 percent of the teachers were cut, but only 2 percent of the administrators were cut? It's not even close! That disparity is huge, and teachers believe that is not right for kids. Across the different employee groups, there must be shared suffering. It is a morale killer when you cut disproportionately in the non-management employee ranks, and you cut very lightly in the management ranks. It makes it look like the people in power are protecting themselves at the expense of the defenseless employees.

According to a handout you circulated at the Feb. 26 Board of Education meeting, BHUSD spends proportionately the highest amount of money in administrative costs per student, compared to similar districts in L.A. County. How do you feel about this?

What that means is, other districts have found ways to administer the business of their school districts in a much more economical way. The goal here should be to get as many of those precious dollars into the classrooms as possible. Administration of a district is certainly important, and every district needs that. I

think the average for the 21 districts was something like \$450 of administration costs per student, and ours was about \$900 – twice the average. What that tells me is that our district has shifted dollars out of the classroom and into administration, and they need to find ways to shift those dollars back into the classroom.

What are some myths about the teachers' union that you'd like to dispel?

I think some people may believe there's a difference between the teachers' union and the teachers, and that could not be farther from the truth. I think 99-percent-something percent of all the teachers in this district are members of the Beverly Hills Education Association. We are a wholly unified group of employees. Anytime somebody says something good or somebody says something bad about "the union," then they're saying something good and saying something bad about all 300 teachers of this district. And that's the way representative organizations work.

It's also important to say that the teachers' union is viewed as just the teachers are looking out for themselves, and somehow when they do that they don't have the students' best interests at heart. I have worked in this district for 11 years, and I have been in BHEA leadership for close to five, and I can't recall any circumstances where a teacher that I've known or interacted with has either said directly or had actions that indicated they were going to do something for themselves that they knew was going to be bad for students.

I think it's important that when teachers advocate for their rights and for good working conditions, they're doing this because their heart is in the classroom, their heart is with the students. This is evidenced by the mountains of papers the teachers take home to grade, it's evidenced by the extra hours the teachers will spend before or after school helping students, it's evidenced by the passion the teachers bring to the curriculum. It's just evidenced in so many ways that we know that by having the right resources and the

respect for our profession that this is right for kids, it's right for the classroom. So when teachers stick up for themselves, we're also sticking up for the students we care so deeply about. We're doing this for the students we serve.

I understand your two children are students at Beverly. What's it like being the union President and also a BHUSD parent?

I have been very careful not to be nosy with my kids, especially since they've been here at the high school. So I'm not constantly coming into their classes or going to talk to their counselors about things. I try not to intrude any more than

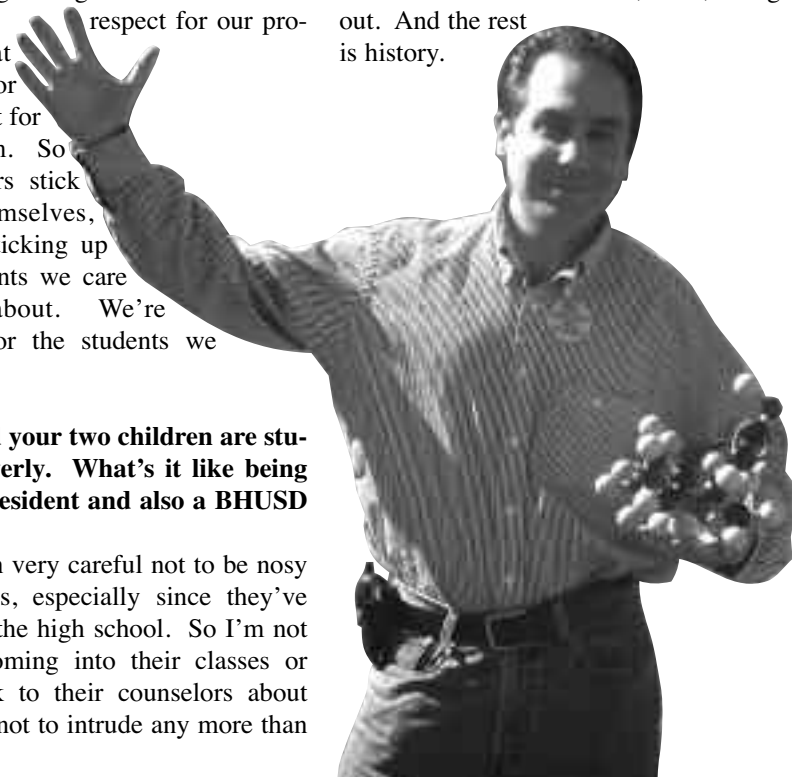
a regular parent would in my now-teenage kids' lives here. I'm very sensitive to that and I don't want there to be any resentment. And I believe my wife and I have been able to be responsible parents for our kids here in the schools without misusing the conveniences of both working here in the District.

Both my wife and I have taken pains to make sure that we're not advertising the fact that our kids are in a particular class. Because my children have a different last name than I do, there will be times my kids will go through a whole year of school with a particular teacher, and only after my kids have left the class do the teachers come to realize they had my kids in their class.

Your wife is an instructional aide at Horace Mann. Tell us how you met.

I'm a quarter Mexican. So growing up over the years in the family, I'd heard a lot of Spanish and it had always intrigued me, and I took some in high school. When I arrived in Los Angeles [from Chicago] I suddenly discovered it would be a tremendous asset to know Spanish fluently. So the first full summer I was here in 1998, I enrolled in a [community college] immersion program in Mexico, where you could go down there for a month and just completely immerse yourself in classes and live with a family and just get the 24-hour-a-day experience of just living the Spanish language in the Mexican culture.

The first weekend I was down there, I went to a party and I just happened to sit down next to my future wife. I knew just a very small amount of Spanish and my wife knew a very small amount of English, but we ended up having the best conversation we were able to have for three hours. So that was great. I let a couple days pass and I called her to see if she wanted to go out, and she said she had something else to do. So I waited another couple days and I called again and she said that day's not good. So I finally said, OK I'm going to call one more time, and if she says no, then that's it. So I called one more time and she said, Yeah, let's go out. And the rest is history.



It's our City. It's our Future.

The community is encouraged to attend several meetings on issues affecting the future of Beverly Hills.

The City Council will deliberate on the following projects:

❖ 9900 Wilshire Blvd.

(Former Robinsons-May)

A condominium project with a small amount of retail and restaurant development has been proposed on this former department store site.

Thursday, April 3, 2008

7:00pm - City Hall, Council Chambers

Wednesday, April 9, 2008

7:00pm - City Hall, Council Chambers

❖ Beverly Hilton Revitalization Plan

(9876 Wilshire Blvd.)

This project calls for a new Waldorf Astoria Hotel and condominium development at the current Beverly Hilton site.

Tuesday, April 1, 2008

7:00pm - City Hall, Council Chambers

Tuesday, April 8, 2008

7:00pm - City Hall, Council Chambers



Meeting dates may be added or changed. For confirmation on specific meetings, as well as additional information, please contact the Department of Community Development at 310-285-1123 or visit www.beverlyhills.org.



A classic past deserves a classic future. The Beverly Hilton Revitalization Plan.



The Beverly Hilton has been a part of Beverly Hills life and tradition for the last 50 years.

Here are just a few of the features of the Beverly Hilton's classic future:

Expanded open space and lush new gardens

The Beverly Hilton Revitalization Plan replaces concrete structures with 4.5 acres of open space and more gardens, landscaping, sculptures and fountains along Wilshire and Santa Monica Boulevards.

Environmentally friendly design & traffic improvements

The Revitalization Plan incorporates the latest in environmentally friendly technology and includes over \$5 million in traffic improvements, including at Wilshire and Santa Monica with an additional eastbound left turn only lane on Wilshire and a new westbound lane on Santa Monica along the property.

Fewer rooms, more luxury

The Beverly Hilton Revitalization Plan removes many aging Beverly Hilton hotel rooms from around the property, replacing them with luxury rooms in a new five-star Waldorf=Astoria hotel building. The result is fewer hotel rooms on the property – but upgraded ambiance and amenities.

For more information on the Beverly Hilton's Classic Future, visit: www.revitalizebeverlyhilton.com



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FICTITIOUS BUSINESS NAME STATEMENT: 200809181853
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 business under the fictitious business name. Signed: Canon Holdings, Inc., President. The registrant(s) declared that all information in this statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 01/30/08. 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: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-330

STATEMENT OF WITHDRAWAL FROM PARTNERSHIP OPERATING UNDER FICTITIOUS BUSINESS NAME: 20080225451
Original file #: 06-0146504
The following person(s) have withdrawn as a general partner(s) from the partnership operating under the fictitious business name of: SMOG STOP, 13428 7 Ventura Bl, Sherman Oaks, CA 91423. The fictitious business name statement for the partnership was filed on: 1/20/06, in the office of the county clerk. The full name and residence of the person(s) withdrawing as a partner(s): FREDRICK KESHISHMOOSA, 1853 Los Flores, Glendale, CA 91207. Signed: Fredrick Keshishmoosa. 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 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: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-331

FICTITIOUS BUSINESS NAME STATEMENT: 20080356800
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: 2/26/08. 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: 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 DOT COM; DONNA PAGE APPAREL; APPAREL LAND, 1115 South Los Angeles St, 4th floor Los Angeles, CA 90015. AVID GROUP, INC., 1115 South Los Angeles St, 4th floor Los Angeles, CA 90015. 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: Appareland.com, 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: 2/26/08. 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: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-333

FICTITIOUS BUSINESS NAME STATEMENT: 20080348124
The following person(s) is/are doing business as: SMART TRUCK & CAR RENTAL, 15000 Olive View Dr, #D Synard, CA 91342. JANET ALEH PANUSSU, 3556 Ceanothus Pl, #1 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. Panussu, 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: 2/26/08. 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: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-334

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 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: 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 90322. ARUYUN CHAIKYAN, 12051 Redbank St, Sun Valley, CA 90322. 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: Aruyun Chaikyan, 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 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: 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 Ct, Palmdale, CA 93551. MARIA MAGDALENA DUBON RIVAS, 3955 Cobble Ct, 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 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: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-336

FICTITIOUS BUSINESS NAME STATEMENT: 20080331699
The following person(s) is/are doing business as: ROSY'S MAID, 9004 Willis Ave, Panorama, CA 91402. CLARA CASTRO, 9004 Willis Ave, Panorama, CA 91402. The business is conducted by: A GENERAL PARTNERSHIP. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. 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: 2/26/08. 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: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-337

FICTITIOUS BUSINESS NAME STATEMENT: 20080331700
The following person(s) is/are doing business as: RLG 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: 2/26/08. 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: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-338

FICTITIOUS BUSINESS NAME STATEMENT: 20080331701
The following person(s) is/are doing business as: RLG & 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: 2/26/08. 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: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-339

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: 2/26/08. 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: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-340

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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: 20080286393
The following person(s) is/are doing business as: MARY'S LITTLE LAMB, 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: 2/18/08. 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: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-340

FICTITIOUS BUSINESS NAME STATEMENT: 20080289513
The following person(s) is/are doing business as: FIRST AMERICAN AUTO BODY, 16143 Valero St, Van Nuys, CA 91401. ARSEN MUSAYEVYAN, 16143 Valero 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 Musayevyan, 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: 2/18/08. 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: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-341

FICTITIOUS BUSINESS NAME STATEMENT: 20080286394
The following person(s) is/are doing business as: DIDIYAN GROUP, INC, 5635 Balboa Bl, Encino, CA 91436. 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: Didiyan Group, Inc., CEO/Arie Abekasis. 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 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: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-342

FICTITIOUS BUSINESS NAME STATEMENT: 20080357960
The following person(s) is/are doing business as: GREY PARROT PROPERTIES, GREY PARROT ENTERTAINMENT, 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: 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 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: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-343

FICTITIOUS BUSINESS NAME STATEMENT: 20080296797
The following person(s) is/are doing business as: Y. BELAJIAN & ASSOCIATES, 11412 7 Victory Blvd, N. Hollywood, CA 91606. YESTER BELAJIAN, 11412 7 Victory Blvd, N. Hollywood, CA 91606. 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: Yester Belajian, 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 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: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-344

FICTITIOUS BUSINESS NAME STATEMENT: 20080288246
The following person(s) is/are doing business as: CALIFORNIA LUMBER, 7323 Ethel Ave, North Hollywood, CA 91605. FREDY RAMIREZ APARICIO, 7323 Ethel Ave, North Hollywood, CA 91605. 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 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: 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: GLOW ELECTRIC, 8731 Costella Ave, Panorama City, CA 91402. ABRAHAM MORAN, 8731 Costella 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 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: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-346

FICTITIOUS BUSINESS NAME STATEMENT: 20080346369
The following person(s) is/are doing business as: Z1 MOTORS, 4932 Lankershim Blvd, #200 N. Hollywood, CA 91601. RICHARD SCHIRLE, 13245 Magnolia Blvd, Sherman Oaks, CA 91423. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Registrant has not yet commenced business. Signed: Richard Schirle, 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 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: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-347

FICTITIOUS BUSINESS NAME STATEMENT: 20080348740
The following person(s) is/are doing business as: J.M.H. HOUSEKEEPING, 13307 Vaughn St, San Fernando, CA 91340. MARIANA HERNANDEZ, 13307 Vaughn St, San Fernando, CA 91340. The business is conducted by: A HUSBAND AND WIFE. 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: Mariana Hernandez/Jose Hernandez, Owners. 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 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: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-348

FICTITIOUS BUSINESS NAME STATEMENT: 20080358750
The following person(s) is/are doing business as: KIDS KUT, 11701 Wilshire Bl, #14-B1 Los Angeles, CA 90025.

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PARI ROOZROKH, 4108 Sumac 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 Roozrokh, 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 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: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-349

FICTITIOUS BUSINESS NAME STATEMENT: 20080348485
The following person(s) is/are doing business as: RAPTOR APPLIANCE, 1041 N. Ogden Dr, #2 West Hollywood, CA 90046. EDWARD YAKERSON, 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 Yakeron, 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 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: 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 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: 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: BLUE ANGEL USA, 729 Raleigh St, Apt. 103 Glendale, CA 91205. SVETLANA BLAJEVA, 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 Blajeva, 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 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: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-352

FICTITIOUS BUSINESS NAME STATEMENT: 20080358249
The following person(s) is/are doing business as: DNA TRUCKING ASSOCIATES, 9071 Leu Ave, Arleta, CA 91331. ANA LIDIA MENJIVAR, 9071 Leu 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: 2/28/08. 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: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-353

FICTITIOUS BUSINESS NAME STATEMENT: 20080358171
The following person(s) is/are doing business as: YAPPI DAYS, 5839 Meridian St, Highland Park, CA 90042. TATINE LORRY IPSICHT, 5839 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: Tatine Lorry Ipsicht, 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 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: 3/06/08 3/13/08, 3/20/08, 3/27/08 BHW-354

FICTITIOUS BUSINESS NAME STATEMENT: 20080357991
The following person(s) is/are doing business as: OLOKHONT, 315 Cameron Pl, #6 Glendale, CA 91207. VLADIMIR PLOUTICHEKO, 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 Ploutichecko, 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 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

The following person(s) is/are doing business as: DMSK INDUSTRIES. 2212 Cohasset, Canoga Park, CA. 91303. SHAWN KRAUSS. 2212 Cohasset, Canoga Park, CA. 91303. The business is conducted by: AN INDIVIDUAL. The registrant has not yet commenced to transact business under the fictitious business name. Signed: Shawn Krauss, 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: 03/21/08. 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& Code.) Published: 3/27/08, 4/03/08, 4/10/08, 4/17/08 BHW-521

FICTITIOUS BUSINESS NAME STATEMENT: 20080493483
The following person(s) is/are doing business as: MEMI CALI CALIFORNIA WAVES. 5327 Townsend Ave. Los Angeles, CA. 90041. CARMEN M. CAMONAYAN. 5327 Townsend Ave. Los Angeles, CA. 90041. The business is conducted by: AN INDIVIDUAL. The registrant has not yet commenced to transact business under the fictitious business name in. Signed: Carmen Camonayan, 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: 03/21/08. 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& Code.) Published: 3/27/08, 4/03/08, 4/10/08, 4/17/08 BHW-522

FICTITIOUS BUSINESS NAME STATEMENT: 20080492484
The following person(s) is/are doing business as: JEWELRY CONNECTION. 712 S. Olive St. Suite 420. Los Angeles, CA. 90014. 24K INVESTMENTS, INC. 712 S. Olive St. Suite 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: 24 K Investments, 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: 3/21/08. 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& Code.) Published: 3/27/08, 4/03/08, 4/10/08, 4/17/08 BHW-523

FICTITIOUS BUSINESS NAME STATEMENT: 20080465280
The following person(s) is/are doing business as: EREBUNI MEDIA. EREBUNI MEDIA GROUP. 10714 Ima Ave. Tujunga, CA. 91042. MARDIROS MARDROSSIAN. 10714 Ima Ave. Tujunga, CA. 91042. EMIL MESROPIAN. 1168 Raymond Ave. Apt. D, Glendale, CA. 91201. The business is conducted by: A GENERAL PARTNERSHIP. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Registrant has not yet commenced business under the fictitious business name. Signed: MARDROSSIAN, MARDROSSIAN, MARDROSSIAN, 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: 3/18/08. 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& Code.) Published: 3/27/08, 4/03/08, 4/10/08, 4/17/08 BHW-524

FICTITIOUS BUSINESS NAME STATEMENT: 20080453279
The following person(s) is/are doing business as: TRADEWINDS MEDICAL EQUIPMENTS. 14640 Victory Bl. #211A. Van Nuys, CA. 91411. TRADEWINDS COMMERCE, INC. 14640 Victory Bl. #211A. Van Nuys, CA. 91411. The business is conducted by: A CORPORATION. Registrant has not yet commenced business. Signed: Tradewinds Commerce, 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: 3/18/08. 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& Code.) Published: 3/27/08, 4/03/08, 4/10/08, 4/17/08 BHW-525

FICTITIOUS BUSINESS NAME STATEMENT: 20080450868
The following person(s) is/are doing business as: VIET WRAP AND ROLL. 3133 Glendale, Los Angeles, CA. 90036. TRAN, SIE E. 3133 Glendale, Los Angeles, CA. 91205. The business is conducted by: AN INDIVIDUAL. The registrant has not yet commenced to transact business under the fictitious business name in. Signed: Viet Tran, 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: 03/18/08. 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& Code.) Published: 3/27/08, 4/03/08, 4/10/08, 4/17/08 BHW-526

FICTITIOUS BUSINESS NAME STATEMENT: 20080494093
The following person(s) is/are doing business as: I WANT MY PUBLISHING COMPANY. 3412 Red Rose Dr. Encino, CA. 91604. ROBERT DEANDRE WATSON. 3412 Red Rose Dr. Encino, CA. 91604. The business is conducted by: AN INDIVIDUAL. The registrant has not yet commenced to transact business under the fictitious business name in. Signed: Robert DeAndre Watson, 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: 03/21/08. 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& Code.) Published: 3/27/08, 4/03/08, 4/10/08, 4/17/08 BHW-527

FICTITIOUS BUSINESS NAME STATEMENT: 20080491534
The following person(s) is/are doing business as: P & G TRUCKING. 1355 Hilda Ave. #7, Glendale, CA. 91205. PETROS YESAYAN. 1355 Hilda Ave. #7, Glendale, CA. 91205. The business is conducted by: AN INDIVIDUAL. The registrant has not yet commenced to transact business under the fictitious business name in. Signed: Petros Yesayan, 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: 03/21/08. 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& Code.) Published: 3/27/08, 4/03/08, 4/10/08, 4/17/08 BHW-528

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME: 20080464503
Original file # 20072515363
The following person(s) has/have abandoned the use of the fictitious business name:RY CREATIVE TECH. 17800 Separk Bl. #218 Encino, CA. 91604. Registrant has not yet commenced to transact business under the fictitious business name referred to above was filed on: 11/08/07, in the County of Los Angeles. The business was conducted by: AN INDIVIDUAL. The full name and residence of the registrant(s) abandoning the name: RAN YECHIE. 17800 Burbank Bl. #218 Encino, CA. 91316. The registrant declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 03/18/08. Published: 3/27/08, 4/03/08, 4/10/08, 4/17/08 BHW-529

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME: 20080482445
Original file # 20070875158
The following person(s) has/have abandoned the use of the fictitious business name:CARING PRIVATE DUTY. 14833 Victory Blvd. Van Nuys, CA. 91411. The fictitious business name referred to above was filed on: 4/11/07, in the County of Los Angeles. The business was conducted by: A CORPORATION. The full name and residence of the registrant(s) abandoning the name: ANDREW HENRIKSON. 14833 Victory Blvd. Van Nuys, CA. 91306. The registrant declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 03/20/08. Published: 3/27/08, 4/03/08, 4/10/08, 4/17/08 BHW-530

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME: 20080493480
Original file # 20080024410
The following person(s) has/have abandoned the use of the fictitious business name:818 SIGNATURE LEASING. 21033 Devonshire St. Chatsworth, CA. 91311. The fictitious business name referred to above was filed on: 4/11/07, in the County of Los Angeles. The business was conducted by: A LIMITED LIABILITY COMPANY. The full name and residence of the registrant(s) abandoning the name: ROYAL FLUSH LIMOUSINE AND SEDAN LLC. 10015 Forbes Ave. North Hills, CA. 91343. The registrant declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 03/21/08. Published: 3/27/08, 4/03/08, 4/10/08, 4/17/08 BHW-531

FILE NO. 20080465344
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: THE MERGIS GROUP. 10 UNIVERSAL CITY PLAZA STE 1740, UNIVERSAL CITY, CA 91608 (LOS ANGELES). The full name of registrant(s) is/are: SPHERION ATLANTIC ENTERPRISES LLC, 2050 SPECTRUM BLVD, FT. LAUDERDALE, FL 33309 (DELAWARE). This Business is being conducted by:alran: 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/ SPHERION ATLANTIC ENTERPRISES LLC, BY: MICHAEL CHRUSCH, ASST. SECRETARY
This statement was filed with the County Clerk of LOS ANGELES County on 3/18/08 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).
LA139143 BEVERLY HILLS WEEKLY 3/27, 4/3, 10, 17, 2008

FILE NO. 20080482008
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: SUBWAY #2327, 1212 ANAHEIM ST STE E, HARBOR CITY, CA 90710-3843. The full name of registrant(s) is/are: CHI HARBOR CITY INC. A CALIFORNIA CORPORATION, 28708 MT. SANTIQUITO DR, SANCTI PALOS VERDES, CA 90276. This Business is being conducted by:alran: 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/ CHI HARBOR CITY INC, BY: WALTER M. CARLOS, PRESIDENT/FRANCHISEE
This statement was filed with the County Clerk of LOS ANGELES County on 3/20/08 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).
LA139190 BEVERLY HILLS WEEKLY 3/27,4/3,10,17, 2008

NOTICE TO CREDITORS OF BULK SALE
(UCC Sec. 6103)
Escrow No. 49086-AY
NOTICE IS HEREBY GIVEN that a bulk sale as to be made. The name(s) and business address(es) of the seller(s) is/are: GOLDEN ALOHA INC, 153 S. BEVERLY DR, BEVERLY HILLS, CA 90212
Doing business as: GOLDEN ALOHA
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 Officer of the seller is: SAME
The name(s) and business address of the buyer(s) is/are: SUE HEE CHOI AND SANG JAE SUE, 153 S. BEVERLY DR, BEVERLY HILLS, CA 90212
The assets being sold are generally described as: FURNITURE, FIXTURES, EQUIPMENT, GOODWILL, TRADENAME, LEASEHOLD, IMPROVEMENT AND INTEREST and is located at: 153 S. BEVERLY DR, BEVERLY HILLS, CA 90212
The bulk sale is intended to be consummated at the office of: UNITED ESCROW CO, 3440 WILSHIRE BLVD #600, LOS ANGELES, CA 90010 and the anticipated sale date is APRIL 15, 2008
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: UNITED ESCROW CO, 3440 WILSHIRE BLVD #600, LOS ANGELES, CA 90010 and the last day for filing claims by any creditor shall be APRIL 14, 2008, which is the business day before the anticipated sale date specified above.
Dated: MARCH 24, 2008
SUE HEE CHOI AND SANG JAE SUE, Buyer(s)
PCTS LA139291 BEVERLY HILLS WEEKLY 3/27/08

FILE NO. 20080423558
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: FINE REALTY, 10790 WILSHIRE BLVD #303, LOS ANGELES, CA 90024 (LOS ANGELES). The full name of registrant(s) is/are: DANIEL BAN-ESRRALI, 10790 WILSHIRE BLVD #703, LOS ANGELES, CA 90024. This Business is being conducted by:alran: 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/ DANIEL BAN-ESRRALI
This statement was filed with the County Clerk of LOS ANGELES County on 3/12/08 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).
LA138906 BEVERLY HILLS WEEKLY 3/20, 27, 4/3, 10, 2008

FILE NO. 20080438386
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: KENTWOOD LIQUOR, 7923 EMERSON AVE, LOS ANGELES, CA 90045. The full name of registrant(s) is/are: SAM KHALLI, MUJID FADEL ALNAKOUUD AND MAHER ALMAJRA, 7923 EMERSON AVE, LOS ANGELES, CA 90045. This Business is being conducted by:alran: CO-PARTNERS. The registrant commenced to transact business under the fictitious

business name/ names listed above on: N/A. I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crime.)
/s/ SAM KHALLI
This statement was filed with the County Clerk of LOS ANGELES County on 3/13/08 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).
LA139014 BEVERLY HILLS WEEKLY 3/20, 27, 4/3, 10, 2008

FILE NO. 20080434764
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: HOLIDAY LIQUOR, 9150 S. WESTERN AVE, LOS ANGELES, CA 90047-3518 (LOS ANGELES). The full name of registrant(s) is/are: IN HYUP HWANG AND KYUNG HEE HWANG, 2341 SANTA FE AVE, TORRRANCE, CA 90501. This Business is being conducted by:alran: HUSBAND AND THE INTENDED BUYER(S)/TRANSFEEER(S), as required by Sec. 24073 of the Business and Professions Code, that the consideration for transfer of the business and license is to be paid only after the transfer has been approved by the Department of Alcoholic Beverage Control.
Dated: MARCH 11, 2008
SACKETIN, INC, Seller(s)/Licensee(s)
MICHITE INC, Buyer(s)/Applicant(s)
PCTS LA139085 BEVERLY HILLS WEEKLY 3/20/08

FILE NO. 20080437959
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: ANGELO MARKEIT, 2518 JAMES M. WOOD DR, LOS ANGELES, CA 90028 (LOS ANGELES). The full name of registrant(s) is/are: HAE OK BANG, 2951 FRANCIS AVE, LOS ANGELES, CA 90005. This Business is being conducted by:alran: 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/ HAE OK BANG, OWNER
This statement was filed with the County Clerk of LOS ANGELES County on 3/13/08 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).
LA139005 BEVERLY HILLS WEEKLY 3/20, 27, 4/3, 10, 2008

FILE NO. 20080415786
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: MALIBU LIQUOR & WINE CELLAR, 4937 LAS VIRGENES RD, CALABASAS, CA 91302 (LOS ANGELES). The full name of registrant(s) is/are: MALIBU LIQUOR & WINE CELLAR INC, 17933 MAYERLING ST, GRANADA HILLS, CA 91344. This Business is being conducted by:alran: 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/ HAE OK BANG, OWNER
This statement was filed with the County Clerk of LOS ANGELES County on 3/13/08 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).
LA138896 BEVERLY HILLS WEEKLY 3/20, 27, 4/3, 10, 2008

FILE NO. 20080415784
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: THE LIQUOR CHEST, 5298 KANAN RD, GRANADA HILLS, CA 91301. (LOS ANGELES). The full name of registrant(s) is/are: AGOURA LIQUOR & WINE CELLAR INC, 17933 MAYERLING ST, GRANADA HILLS, CA 91344. (CALIFORNIA). This Business is being conducted by:alran: 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/ AGOURA LIQUOR & WINE CELLAR INC BY: NEVINE W. SIDAROS, PRESIDENT/SECRETARY
This statement was filed with the County Clerk of LOS ANGELES County on 3/11/08 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).
LA138897 BEVERLY HILLS WEEKLY 3/20, 27, 4/3, 10, 2008

FILE NO. 20080417088
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: WEDDING TIME 987 S. VERMONT AVE, LOS ANGELES, CA 9006, (LOS ANGELES). The full name of registrant(s) is/are: HS WEDDING GROUP INC, 4520 PENNSYLVANIA AVE #121 LA CRESCENTA, CA 91214. This Business is being conducted by:alran: 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/ HS WEDDING GROUP INC, CEO
This statement was filed with the County Clerk of LOS ANGELES County on 3/11/08 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).
LA138919 BEVERLY HILLS WEEKLY 3/20, 27, 4/3, 10, 2008

FILE NO. 20080417087
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: SHINE CUSTOM TAILOR 19934 VENTURA BLVD, WOODLAND HILLS, CA 91364. The full name of registrant(s) is/are: HEE BAE PARK, 1904 HEE BAE PARK, WOODLAND HILLS, CA 91364. (LOS ANGELES). This Business is being conducted by:alran: 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/ UNIFORM INC BY: WARREN CALONZO PRESIDENT CEO
This statement was filed with the County Clerk of LOS ANGELES County on 3/21/08 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).
LA138899 BEVERLY HILLS WEEKLY 3/20, 27, 4/3, 10, 2008

FILE NO. 20080427652
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: CAFFE DELLA FUSIONE, 9001 TAMPA AVE #FC-2, WORTHINGTON, CA 91320 (LOS ANGELES). The full name of registrant(s) is/are: UNIFORM INC, 1457 COL ORADO BLVD, LOS ANGELES, CA 90041 (CALIFORNIA). This Business is being conducted by:alran: 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/ UNIFORM INC BY: WARREN CALONZO PRESIDENT CEO
This statement was filed with the County Clerk of LOS ANGELES County on 3/11/08 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).
LA138897 BEVERLY HILLS WEEKLY 3/20, 27, 4/3, 10, 2008

NOTICE TO CREDITORS OF BULK SALE AND OF INTENTION TO TRANSFER ALCOHOLIC BEVERAGE LICENSE(S)
(UCC Sec. 6101 et seq. and B & P Sec. 24073 et seq.)
Escrow No. 407014-AK
NOTICE IS HEREBY GIVEN that a bulk sale of assets and a transfer of alcoholic beverage license(s) is about to be made. The name(s), Social Security or Federal Tax Numbers and business address of the seller(s)/licensee(s) are: HAROON SETAREH AND KOOROSH SETAREH, 8880 W. SUNSET BLVD, WEST HOLLYWOOD, CA 90069
Doing business as: SUN BEE LIQUOR & FOOD MART
All other business name(s) and address(es) used by the seller(s)/licensee(s) within the past three years, as stated by the seller(s)/licensee(s), is/are: NONE
The name(s), Social Security or Federal Tax numbers and address of the buyer(s)/applicant(s) is/are: SUN-SET FOOD & LIQUOR MART INC, 1427 LIXONIA AVE, LOS ANGELES, CA 90053
The assets being sold are generally described as: FURNITURE, FIXTURE, EQUIPMENT, LEASEHOLD IMPROVEMENT, LEASEHOLD INTEREST, COVENANT NOT TO COMPETE, TRADE NAME, GOODWILL, LIQUOR LICENSE #179788 and are located at: 8880 W. SUNSET BLVD, WEST HOLLYWOOD, CA 90069
The type and number of license to be transferred is/are: Type: OFF-SALE GENERAL, License Number: 21-179788 now issued for the premises located at: 8880 W. SUNSET BLVD, WEST HOLLYWOOD, CA 90069
The bulk sale and transfer of alcoholic beverage license(s) is/are intended to be consummated at the office of: ESCROW AMERICA INC, 4322 WILSHIRE BLVD, STE 103, LOS ANGELES, CA 90010 and the anticipated sale date is APRIL 15, 2008
The purchase price or consideration in connection with the sale of the business and transfer of the license, is the sum of \$450,000.00, including inventory estimated at \$80,000.00, which consists of the following: DESCRIPTION, AMOUNT: CHECKS \$350,000.00 PROMISSORY NOTE \$80,000.00
It has been agreed between the seller(s)/licensee(s) and the intended buyer(s)/transferee(s), as required by Sec. 24073 of the Business and Professions code, that the consideration for transfer of the business and license is to be paid only after the transfer has been approved by the Department of Alcoholic Beverage Control.
Dated: MARCH 13, 2008
HAROON SETAREH AND KOOROSH SETAREH, Seller(s)/Licensee(s)
SUNSET FOOD & LIQUOR MART INC, Buyer(s)/Applicant(s)
PCTS LA139065 BEVERLY HILLS WEEKLY 3/20/08

FILE NO. 20080423549
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: ROBYN MICHAEL'S SALON 16523 DEVONSHIRE ST, NORTHRIDGE, CA 91324 (LOS ANGELES). The full name of registrant(s) is/are: CREATIVE ILLUSIONS COSMETICS & SKINCARE 18128 KILLION ST, TARZANA, CA 91356, [CALIFORNIA]. This Business is being conducted by:alran: 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/ CREATIVE ILLUSIONS COSMETICS BY: MELISSA KRAMER, PRESIDENT
This statement was filed with the County Clerk of LOS ANGELES County on 3/12/08 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).
LA138939 BEVERLY HILLS WEEKLY 3/20, 27, 4/3, 10, 2008

NOTICE TO CREDITORS OF BULK SALE AND OF INTENTION TO TRANSFER ALCOHOLIC BEVERAGE LICENSE(S)
(UCC Sec. 6101 et seq. and B & P Sec. 24073 et seq.)
Escrow No. 4921-PJ
NOTICE IS HEREBY GIVEN that a bulk sale of assets and a transfer of alcoholic beverage license(s) is about to be made. The name(s), Social Security or Federal Tax Numbers and business address of the seller(s)/licensee(s) are: SACKETIN, INC, 260 N. BEVERLY DR, BEVERLY HILLS, CA 90210
Doing business as: SUSHI TIDACHI
All other business name(s) and address(es) used by the seller(s)/licensee(s) within the past three years, as stated by the seller(s)/licensee(s), is/are: NONE
The name(s), Social Security or Federal Tax numbers and address of the buyer(s)/applicant(s) is/are: MICHITE INC, 260 N. BEVERLY DR, BEVERLY HILLS, CA 90210
The assets being sold are generally described as: EQUIPMENT, FIXTURES AND FURNITURE, GOODWILL, TRADENAME, LEASE, LEASEHOLD IMPROVEMENT AND COVENANT NOT TO COMPETE and are located at: 260 N. BEVERLY DR, BEVERLY HILLS, CA 90210
The type and number of license to be transferred is/are: Type: ON-SALE BEER AND WINE - EATING PLACE, License Number: 41-430317 now issued for the premises located at: SAME
The bulk sale and transfer of alcoholic beverage license(s) is/are intended to be consummated at the office of: ESCROW AMERICA INC, 3055 WILSHIRE BLVD, STE 1150, LOS ANGELES, CA 90010 and the anticipated sale date is APRIL 16, 2008
The purchase price or consideration in connection with the sale of the business and transfer of the license, is the sum of \$81,000.00, including inventory estimated at \$1,000.00, which consists of the following: DESCRIPTION, AMOUNT: CASH \$10,000.00 DEMAND NOTE \$71,000.00, TOTAL \$81,000.00
It has been agreed between the seller(s)/licensee(s) and the intended buyer(s)/transferee(s), as required by Sec. 24073 of the Business and Professions code, that the consideration for transfer of the business and license is to be paid only after the transfer has been approved by the Department of Alcoholic Beverage Control.
Dated: MARCH 11, 2008
SACKETIN, INC, Seller(s)/Licensee(s)
MICHITE INC, Buyer(s)/Applicant(s)
PCTS LA139085 BEVERLY HILLS WEEKLY 3/20/08

FILE NO. 20080439066
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: BAMBOO GRILL JAPANESE AND THAI, 22211 Summit View Dr, Woodland Hills, CA 91367. The full name of registrant(s) is/are: MAYUREE SUKSIRIBOONAUMLAI AND NATCHAREE RUANGWEWARTI 18831 VINCENTNES ST, NORTHRIDGE, CA 91324. This Business is being conducted by:alran: GENERAL PARTNERSHIP. The registrant commenced to transact business under the fictitious business 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/ MAYUREE SUKSIRIBOONAUMLAI PARTNER
This statement was filed with the County Clerk of LOS ANGELES County on 2/27/08 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).
LA138558 BEVERLY HILLS WEEKLY 3/6,13, 20, 27, 2008

FILE NO. 20080430334
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: QUIZNO 6298, 234 S. PACIFIC COAST HWY, REDONDO BEACH, CA 90277 (LOS ANGELES). The full name of registrant(s) is/are: YUMMA INC 234 S. PACIFIC COAST HWY, REDONDO BEACH, CA 90277 (CALIFORNIA). This Business is being conducted by:alran: 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/ YUMMA INC, BY: SYED I. HUSSIAN PRESIDENT
This statement was filed with the County Clerk of LOS ANGELES County on 2/28/08 indicated by file stamp above.
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/s/ YUMMA INC, BY: SYED I. HUSSIAN PRESIDENT
This statement was filed

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150-Found Items
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160-Adult Entertainment
161-Escort
165-Massage
170-Caregiver

200-299 Services
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204-Additions
206-Apppliance Repair
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215-Building

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226-Concrete
227-Construction
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252-Janitorial
254-Landscaping
255-Legal Services
256-Locksmith
258-Moving/Storage

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

300-399 Rentals
300-House Furnished
302-House Unfurnished

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

416-Lakeshore Property
418-Oceanfront Property
420-Out-of-State Property
422-Real Estate Exchange
424-Real Estate Wanted

500-599 Employment
500-Employment Opportunities
501-Help Wanted
505-Work at Home
510-Employment Agencies
515-Business Services
516-Business Opportunities
520-Jobs Wanted
521-Personal Shopper
522-Drivers

600-799 Merchandise
600-Garage Sales
610-For Sale
615-Business For Sale
700-Antiques
705-Appliances
710-Medical Supplies
715-Coins & Stamps
720-Computers
725-Furniture

726-Miscellaneous
730-Musical Instruments
735-Office Furniture
740-Television/Radio

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