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Issue 457 • July 3 - July 9, 2008

Summer Reading



What are your neighbors reading?



letters & email

“Is Beverly Hills Prepared for Major Drought?” [Issue 456]

A tip of the Beverly Hills Cap to Jacqui Ryan whose article on water was so well done. First time that your paper dealt with the subject of water in a clear and direct way to alert your readers of the serious water shortages that face Beverly Hills and all of California.

And, it is my hope that the city will take a very serious look at the different ways of insuring water for our city because we have it, but we don't use it! I have confidence in Howard Fisher that he will continue to encourage the council to give the subject of water in our city major attention before water rationing becomes a reality.

*Betty Harris
Beverly Hills*

Correction, Issue 456:

Last week's brief titled "Annenberg Performing Arts Center Gets Applause from Council" incorrectly stated that the subterranean parking lot would reach under Canon Drive. It should have stated that the parking lot would be built under Crescent Drive.

“What's Going on at Greystone?”

[Issue 456]

To me, the interview of Cindy Brynan barely scratched the surface of “What's Going on at Greystone.” As a taxpayer who has visited Greystone, I was disappointed that the exact finances of Greystone were not included. The article goes on and on about restoration of plumbing, electrical, fireplaces, floors, and a million dollars spent here and a million there.

How about an article on Greystone detailing per year city monies spent and revenues per visitor for the time since BH acquired the property?

Neighbors to Greystone are not happy with the city using it extensively, and I would guess that over 90 percent of all residents couldn't tell you how to get there.

*Jim Simon
Beverly Hills*

WHAT'S ON YOUR MIND?

You can write us at:
140 South Beverly Drive #201
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You can fax us at:
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email us at:
editor@bhweekly.com



SNAPSHOT



BIG LEAGUES! LA CIENEGA PARK

Incoming Beverly Hills Athletic Alumni Association president David Corwin ('87) welcomes the newest and youngest member of the Board of Directors Matt Ross ('08), who will join the Board in September 2008.

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Anti-Hilton Expansion Referendum Qualifies for Vote

City Council to decide what happens next on Tuesday

By Jacquelyn Ryan

The referendum petition aimed at blocking the proposed Beverly Hills Hilton revitalization project garnered enough signatures to qualify it for an election ballot, the Beverly Hills City Clerk's office announced last week.

The referendum, developed by political action committee Citizens Right to Decide Committee, will go before the Beverly Hills City Council on July 8. The Council will determine whether to include the referendum, titled "The Referendum Against a Resolution Passed by the City Council," in a public vote or to repeal the contested resolution, which would allow the Hilton to build a 12-story Waldorf=Astoria hotel, a six- to eight-story condominium building and 16- to 18-story condominium building on its nine-acre lot on Wilshire and Santa Monica Boulevard.

The Los Angeles County Registrar-Recorder's Office verified that 2,574 of the total 3,092 signatures submitted by the

Citizens Right to Decide Committee on May 29 were valid on June 25. Four-hundred-sixty-eight signatures were disqualified, with an additional 50 signatures rescinded. The petition needed at least 10 percent or 2,075 signatures of the 20,747 registered voters in Beverly Hills to be viable.

If the referendum goes to a public vote, the Council will have to decide whether to hold a special election or to add the referendum to a prescheduled ballot, either in the November presidential election or the March 2009 city council election.

"We have full confidence that the citizens of Beverly Hills will vote to support The Revitalization Plan and that the project will prevail. We look forward to the groundbreaking of the new Waldorf=Astoria Beverly Hills right after the 2009 Golden Globes,"

Corinne Verdery, senior vice president of Oasis West Realty LLC, owner of the Hilton



Rendering of the proposed Waldorf=Astoria

lot, said in a prepared statement.

Campaigns from both sides are anticipated to begin if the Council decides to put the referendum to a vote on July 8.

"We've been told [the Hilton] have a \$5 million budget to defeat us, so there's no way we can match the Hilton dollar for dollar. This is David versus Goliath," said Larry Larson, volunteer treasurer for the CRDC. "But I think that no matter how much money they spend, people in Beverly Hills are smart and are not going to be fooled by a bunch of glossy brochures."

It is expected that revitalization project supporters will argue that the revenue generated from the project is crucial to the city. Without it, the city will be forced to either raise taxes or cut city services, they might argue. According to the Beverly Hills Web site, the project will bring in \$728.5 million

to the city over a 30-year period. The Waldorf=Astoria hotel rooms will have a 5 percent surcharge in addition to the transient occupancy tax and a city fee of \$4.50 for every \$1,000 the hotel accrues. They submitted that an additional \$3.66 million will go to the BHUSD.

But Larson disputes the Hilton's numbers, claiming that the projected figures do not factor out the current revenue the hotel brings in for the city and that the numbers are exaggerated, especially regarding what will actually go to the BHUSD.

"We're going to put the truth out there for the community," Larson said about the CRDC's anticipated campaign. Larson will also argue that there will not be enough parking for the proposed project, it will cause excessive congestion and that the buildings are out-of-scale with the area.

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briefs

High-Speed Car Chase Rips Down Wilshire

A high-speed car chase tore through Beverly Hills on Wednesday afternoon after a Beverly Hills Police Officer stopped a driver for unlawfully using a handheld cell phone on Santa Monica at Rexford, near the BHPD headquarters.

The driver, a white male in his 20s, hit the gas of the white Ford Econoline while the officer was collecting the car's information, which revealed that the car had been reported stolen. With the BHPD on his tail, the driver took off heading west on Santa Monica before turning onto Wilshire, where he collided into one car in Beverly Hills and another when he crossed into Westwood. The people in both vehicles are believed to have only non-serious injuries, according to BHPD spokesperson Lt. Tony Lee.

The driver of the allegedly stolen car hit approximately 60 miles per hour on Wilshire, which has speed limits of 25 and 35 miles an hour, Lee said.

The driver then sped the wrong way onto the 405 freeway going south into the northbound lanes. He didn't get far before he crashed into an embankment, tried to car-jack other vehicles on the freeway and then fled by foot. He was taken into custody at the intersection of Sawtelle and Ohio by the Beverly Hills Police

Department, Los Angeles Police Department and California Highway Patrol at 1:15 p.m., 23 minutes after he was initially pulled over.

As of press time, the driver was still unidentified as he has refused to talk with police. Charges against him are pending, but he could face charges for attempted car jacking, narcotics possession, felony evading, hit and run, stealing a vehicle, driving at high speeds and reckless driving, among others, Lee said.

Man Found Dead in Alta Drive Abandoned Home

Teenagers found a man who appears to have been dead for a year in an abandoned house on the 700 block of Alta Drive on June 26.

The teens were skateboarding near the vacated house when they smelled a foul stench that they followed inside to find the body, which appeared mummified and curled in a fetal position, according to Beverly Hills Police Department's Lieutenant Executive Officer Tony Lee. The teens were "terrified" and had a relative call the police department to report it.

Officers determined the body to be a white male in his 40s or 50s, who they believe was homeless based on an assortment of old bags and an old bicycle near him, Lee said.

Detectives at the coroner's office estimate the man to have been dead for approximately one year. His cause of death is unknown but detectives do not

briefs cont. on page 4

briefs cont. from page 3
believe any foul play was involved.

Police are following up with the property owner, who does not appear to have visited the property in a long time.

BHPD Aggressively Enforcing Handheld Cell-Phone Ban

The Beverly Hills Police Department issued citations to 60 drivers who were using handheld cell phones within the first 30 hours of California's new law, which bans the use of handheld cell phones while driving, going into effect.

The first citation was handed out at 12:02 a.m. on July 1, the inaugural day of the law.

"We're making a statement to the community that this is a serious law and we're going to be very aggressive about enforcing it," said BHPD's Lieutenant Executive Officer Tony Lee. "The numbers [of citations] are mounting."

The new law makes driving while using a hand-held cell phone a primary offense for drivers over the age of 18. Drivers are allowed to use hands-free devices, like earpieces, if they are using their phone. However, drivers under the age of 18 are prohibited from both hand-held and hands-free cell phone use while driving, though using a wireless device is only a secondary offense.

The base fine for the first offense is \$20 and \$50 for any following offenses. The fines can triple from the base amount with the addition of any penalty assessments. The conviction will appear on the driver's

driving record, though the Department of Motor Vehicles will not assign it a violation point.

New BHHS Asst. Principal From Santa Monica Looks Likely

Former Santa Monica High School special-education teacher Kelly Tabis will become the new assistant principal at Beverly High, if she is approved by the Board of Education at Tuesday's meeting.

Tabis is the leading finalist out of a pool of approximately 70 applicants, according to principal J. Guidetti.

"She's got leadership stamped on her forehead," Guidetti said of Tabis, who was also the special-education department chair.

Tabis went through several interviews with a panel of school representatives ranging from BHUSD administrators and school site employees. Each panel member evaluated Tabis anonymously during the interview and came to a consensus based on those varying scores, which Guidetti would not divulge.

Each panel member's vote was weighed equally in this process, with the exception of Guidetti's which held the most weight. He stressed this point when asked about assistant superintendent Ilene Straus' role as a panel member. Straus was the principal of Santa Monica High School when Kelly Tabis was hired on as a teacher in September 2005. Straus worked in the Santa Monica Malibu Unified School District until 2006, when

One More Second Generation Photo

Last week, the Weekly featured photos of second and third generation Beverly High graduates. This photo was mistakenly left out of the photo spread on pages 8 and 9.



Brandon Sassounian '08 and Angela Fouroutanzad Sassounian '82
Brandon will attend Santa Monica College in the fall.

she joined BHUSD.

There were three internal candidates who applied for the position at the high school.

"It's almost more difficult for an inside candidate [to get the job]," Guidetti said. "We expect more [from them], naturally."

Brucker Thinking 'Greener' After US Mayors Conference

Beverly Hills Mayor Barry Brucker wants to replace 10,000 light bulbs in city buildings with more energy-efficient compact fluorescent light (CFL) bulbs "immediately," he recently told the Weekly.

"In the lifetime of the bulb, we can save \$300,000 in energy consumption," Brucker said about the reason to change to CFL bulbs.

The change is just one example of many potential changes inspired by the mayor's recent trip to Miami for the U.S. Conference of Mayors, where he was joined by mayors, governors and congressmen nationwide to discuss and share ideas for city government.

The theme of the weekend was a "greening of the cities," Brucker said.

Brucker would also like to see Beverly Hill's City Hall look into becoming solar powered like Miami's City Hall, which is 60 percent powered by solar energy.

"We need to continue to take [environmental] leadership in the state," Brucker said. "We have the most robust and progressive building ordinance in the state and we need to continue expanding it."

Senator Barack Obama and former President Bill Clinton spoke at the conference, though Brucker did not have the chance to personally meet either of the politicians.

90210 Single-Family Home Prices Almost Double in May 2008

For May 2008, sale prices for single-family residences in the 90210 zip code increased 47.3 percent from May of last year for the 20 homes sold in the area. The price median in the 90210 zip code of a single-family residence was \$3.4 million. In the 90211 area, sale prices for a single-family home decreased by 0.4 percent from the same month last year and the price median was \$1.4 million. There were no single-family homes sold in the 90212 zip code in May, according to the report released by Data Quick Real Estate News (www.dqnews.com).

The one condominium sold in the 90211 area went for \$6 million, providing a 14.3 percent decrease in the sale price for the area from May of last year. The median price of a condominium in the 90212 zip code was \$652,000, having the price decreased by 57.4 percent for the three condominiums sold. There were no condominiums sold in the 90210 zip code last month.

In Los Angeles County as a whole, the median price for a single family home was \$435,000, having dropped 26.1 percent, and the sale price of condos decreased by 15.9 percent with the median price at \$363,000, since May 2007.

Chamber Installs New Chairperson

Xi'an restaurant owner Vicky Mense was installed the new chairperson of the Board of Directors for Beverly Hills Chamber of Commerce at the annual meeting and installation ceremony on June 24.

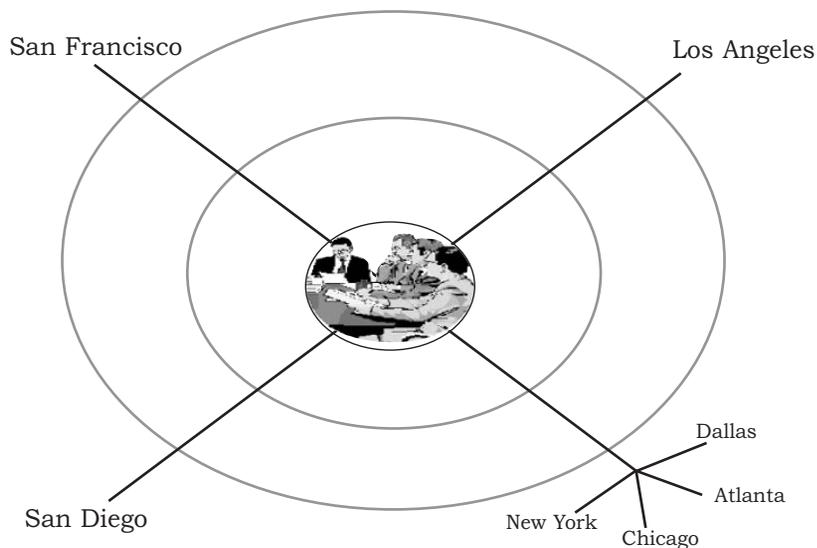
Mense is replacing Sean O'Donnell, vice president for Wells Fargo private client services.

Beverly Hills Mayor Barry Brucker, Vice Mayor Frank Fenton and Councilmember Jimmy Delshad were all

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present at the meeting. Brucker participated in the ceremony and swore in Vicky Mense as the new Chamber Board Chair. Brucker, Fenton and Delshad then issued proclamations to Sean O'Donnell and Vicky Mense for their service to Beverly Hills.

At the meeting, Mense said she intends to reach out to small business owners about the Chamber and to develop a cohesive business community during her tenure.

New Seminar Helps BHUSD Teachers Understand Kids' Struggles



Brian Tash

Forty-one Beverly Hills Unified School District teachers took part in a five-day professional development seminar last week aimed at strengthening their mathematical teaching skills through deepening the teachers' understanding of how young students learn.

"It's the first program of its kind for this district," said Brian Tash, director of curriculum, instruction and assessment for BHUSD. By of its kind, Tash means seminars dedicated to breaking down the way a students understand and interact with information presented inside and outside of the classroom. The seminar, titled "Developing Mathematical Skills: Building a System of Tens," is part of the nationally recognized Educational Research Center's program Developing Mathematical Ideas.

Ten teachers from Beverly Vista, 11 from El Rodeo, six teachers from Horace Mann and 14 teachers from Hawthorne took part in the seminar. They teach classes ranging from kindergarten to sixth grade, including special education.

The seminar utilized a loose role-reversal technique, which put the teachers into the shoes of their students. The teachers were given case studies to read at night, which they used to solve problems in the seminar the next day, similar to the way students interact with homework.

"It allowed us to experience what our students are going through when they learn math. ... It became apparent that our students can't learn just from the [text]book," said Victoria Hanlon, a fourth-grade teacher at Beverly Vista. "This is really going to have an impact on the classroom."

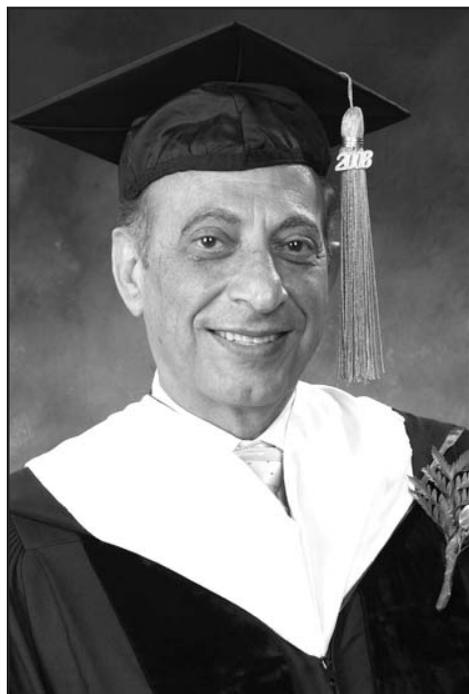
The seminar focused on ways to help

students rationalize through math problems instead of applying memorized algorithms, Tash explained.

This method of teaching requires teachers to lay out more hands-on activities and calls on teachers to build upon knowledge students already possess. To that end, Hanlon said that it helps teachers identify problem areas in students' learning process.

The seminar was held in the Beverly High science and technology center from 8 a.m. to noon June 23 through 27.

Delshad Gets Doctorate Award From ALU



Jimmy Delshad

Councilmember Jimmy Delshad received an honorary doctorate award in the field of humanity and business from the American Liberty University at the university's annual graduation ceremony on June 15.

It was the first time American Liberty University (ALU) had ever awarded a doctorate degree to a high-ranked politician in the field of humanity and business.

ALU's board of education staff chose Delshad as this year's honoree doctorate degree recipient. Founder and president of ALU Dr. Kevin Soltani presented Delshad with the award.

The ceremony was held at Cal-Poly Pomona's Bronco Student Center.

ALU's alumni association appointed Delshad as their new alumni association chairman, at a dinner party held in Beverly Wilshire Hotel on June 16.

MWD Finishes Pipe Repairs Two Days Early

Two days ahead of its scheduled deadline, the Metropolitan Water District returned to service the 45-mile water pipe that had been shut off for repairs since June 21. The Sepulveda Feeder water pipe went back into use at 5 a.m. on Monday morning, after water quality tests were completed.

"Despite temperatures reaching over 100 degrees early on during the shutdown and hot weather again this past weekend, no one in Los Angeles or Orange

County—or elsewhere in our six-county service region, for that matter—was without water due to the pipeline shutdown and repairs," said Debra C. Man, Metropolitan Water District's assistant general manager and chief operating officer, in a press release.

Twelve miles of the Sepulveda Feeder water pipe, which supplies Beverly Hills and much of Los Angeles County with water, were shut-off for round-the-clock repairs after the MWD became aware that the reinforced wire imbedded in the concrete of the 8-foot-diameter pipeline was deteriorating and posed the possibility of rupture. The MWD replaced the weak sections, which were under Sepulveda Boulevard adjoining the Los Angeles National Cemetery and 64th Street and Le Doux Road in Ladera Heights, with welded steel. Part of the pipe under Slauson Avenue at Hannum Avenue was repaired with carbon fiber lining. The Sepulveda Feeder transports water from MWD's Joseph Jensen Water Treatment Plant in Granada Hills to the Palos Verdes Reservoir.

City governments and retailers had been asked by MWD to conserve their water use during the 10-day repair time, a request which was adequately followed according to the MWD.

"While the Sepulveda Feeder repairs are now completed, and we appreciate everyone's help over the past 10 days, we need to remind the region that Governor

Schwarzenegger has officially proclaimed that California is in a drought and urged everyone to conserve water every day," Man said.

The MWD now faces another, though not as major, pipe that may need to be shut off in the future.

Project Lotus LLC has requested that a 28-inch pipe that runs under the shuttered Robinson-May at 9900 Wilshire be relocated off the property to run under Wilshire, Santa Monica Boulevard and Merv Griffin Way so that the developer can begin construction on the project.

The MWD's board of directors will vote on the proposed pipe move on Tuesday, after hearing recommendations from its engineering committee who will review the project on Monday.

"We are trying to be very responsive," said Wally Lieu, MWD assistant chief engineer. The board will consider recommendations from the staff as well as the pipe's current location versus its proposed relocation into public domain and how the move would impact MWD's operations.

The board is anticipated to approve the project, which is fairly routine and frequent considering that MWD owns 800 miles of pipeline throughout six counties, which undergo consistent development.

But should the board disapprove, the developer would have to revise their plan. One option would be to encase the pipe in concrete, Lieu said.

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Many Women with Facial Dark Spots Suffer From Dark Moods ... Dermatologists Offer Hope.

Dr. Harold Lancer knows just what he'll hear from some of his patients when they walk into his Beverly Hills office.

"A frustrated woman, typically in her 30s and beyond with dark patches on her face, will ask if I can help. It's amazing how common this is," said Dr. Lancer, "and it's too bad that more people don't go to their dermatologist for help. I love to see my patient's smile when I tell her there are treatments available that can help reduce or eliminate those unsightly brown patches."

Dark patches on the face can be caused by many things, including sun damage, acne

scarring, or inflammation. When those dark, grayish-brown patches occur on the cheeks, upper lip and forehead, the condition may be melasma—also known as paño, mask of pregnancy or hypermelanosis. Whatever the name, the condition is most likely caused by skin cells producing extra melanin — the chemical responsible for pigmentation. Many doctors link these cases to a variety of triggers including sun exposure, hormone changes in women, such as those caused by pregnancy, menopause, and even the hormonal shifts associated with use of birth control pills.

Millions of women in the United States face the dark patches in the mirror every day, and it's especially prevalent in women of Hispanic, Caribbean and Asian ancestry as well as African-American women. Approximately 80% of Latino women report having these types of darkened spots on their faces. It also tends to run in families.

These dark patches don't make people physically ill, but research shows that the psychological and emotional tolls are another story. Not only does the condition affect how many women feel about themselves, it changes how

others see them. A report published in the journal *Evolution and Human Behavior* showed that dark spots on a woman's face are one of the signs that people use to judge her age, and in fact, the presence of spots alone can influence how old a person looks.

"I felt like people thought I was dirty," said Rebecca Brown, 32, a patient diagnosed with melasma.

Ms. Brown's condition appeared after a beach vacation in Cancun.

"The longer the dark patches lasted, the more embarrassed I got," Ms. Brown said. "I covered them with makeup, and I tried

some of the treatments I found at the supermarket."

Those treatments didn't work for her. Finally, she decided to call her doctor.

"Prescription treatments work differently and are often much more successful," Dr. Lancer said.

Two months after she went to her dermatologist, Ms. Brown said her skin was clear.

"I had basically given up hope," she said. "I didn't realize how badly those spots made me feel until they were gone."

For more information about this condition, please go to www.darkpatches.com, or speak to your dermatologist.



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What is the most important information I should know about TRI-LUMA® Cream? Use of TRI-LUMA® Cream in pregnant women may carry the chance of having birth defects in the baby. Tell your doctor if you are pregnant, may be pregnant, or plan to become pregnant. Your doctor will talk with you about the benefits and risks of using TRI-LUMA® Cream during pregnancy to help decide if the benefits for you are greater than the risks. You may decide to delay treatment until after your baby is born.

If you become pregnant while taking TRI-LUMA® Cream, tell your doctor right away. You should discuss the chances that your baby may be harmed. Using TRI-LUMA® Cream early in pregnancy may be more likely to produce birth defects than using it later in pregnancy.

What is TRI-LUMA® Cream? TRI-LUMA® Cream is a medicine with three active components. You put TRI-LUMA® Cream on your face to treat a skin condition called melasma. Melasma consists of dark (hyperpigmented) spots on facial skin, especially on the cheeks and forehead. This condition usually happens with hormone changes.

TRI-LUMA® Cream is for short-term and intermittent long-term treatment of moderate to severe melasma of the face, in

the presence of measures for sun avoidance, including the use of sunscreens. TRI-LUMA® Cream showed a significantly favorable safety profile for the long-term treatment of melasma, up to 6 months. Milder forms of melasma may not need treatment with medicine. Melasma can also be managed by staying out of the sun or by stopping the use of birth control methods that involve hormones. In clinical studies, after 8 weeks of treatment with TRI-LUMA® Cream, most patients had improvements, with 42 (26%) out of 161 patients experiencing complete clearing of their melasma. In most patients treated with TRI-LUMA® Cream, melasma came back after treatment was stopped. If the underlying causes of melasma, such as the use of certain birth control pills or too much exposure to sunlight, are not removed, melasma will come back when you stop treatment. In the long-term studies, patients were treated with TRI-LUMA® Cream on and off, whenever their melasma came back until it cleared. About 300 patients used TRI-LUMA® Cream intermittently (not continuously) for 180 days, and the majority of the side effects were mild in severity. **TRI-LUMA® Cream may improve your melasma, but it is NOT a cure.**

Who should not use TRI-LUMA® Cream? Do not use TRI-LUMA® Cream if you are allergic to the medicine or any of its ingredients. See the end of this leaflet for a list of ingredients.

What should I tell my doctor before using TRI-LUMA® Cream? If you are pregnant, think you are pregnant, plan to be pregnant or are nursing an infant, tell your doctor. Your doctor will decide with you whether the benefits in using TRI-LUMA® Cream will be greater than the risks. If possible, delay treatment with TRI-LUMA® Cream until after the baby is born. Tell your doctor about all the other medicines and skin care products you use, including prescription and non-prescription medicines, cosmet-

ics, and supplements. They may make your skin more sensitive to sunlight.

How should I use TRI-LUMA® Cream?

TRI-LUMA® Cream should be used as instructed by your doctor. To help you use the medicine correctly, follow these steps:

- Gently wash your face with a mild cleanser. Don't use a washcloth to apply the cleanser, just your fingers. Rinse and pat your skin dry.
- Apply TRI-LUMA® Cream at night, at least 30 minutes before bedtime.
- Put a small amount (pea sized or 1/2 inch or less) of TRI-LUMA® Cream on your fingertip. Apply a thin coat onto the discolored spot(s). Include about 1/2 inch of normal skin surrounding the affected area. After you have used the medicine for a while, you may find that you need slightly less to do the job.
- Rub the medicine lightly and uniformly into your skin. The medicine should become invisible almost at once. If you can still see it, you are using too much.
- Keep the medicine away from the corners of your nose, your mouth, eyes and open wounds. Spread it away from those areas when applying it.
- Do not use more TRI-LUMA® Cream or apply it more often than recommended by your doctor. Too much TRI-LUMA® Cream may irritate your skin, waste medicine, and won't give you faster or better results.
- Do not cover the treated area with anything after applying TRI-LUMA® Cream.
- If your skin gets too irritated, stop using TRI-LUMA® Cream, and let your doctor know.
- To help avoid skin dryness, you may use a moisturizer in the morning after you wash your face.
- You may also use a moisturizer and cosmetics during the day.
- Use a sunscreen of at least SPF 30 and a wide-brimmed hat over the treated areas. It requires only a small amount of sunlight to worsen melasma. Melasma can get

worse even if you don't get sunburn. Only your doctor knows which other medicines may be helpful during treatment, and will tell you about them if needed. Do not use other medicines unless your doctor approves them.

If you get sunburned, stop using TRI-LUMA® Cream until your skin is healed. After stopping TRI-LUMA® Cream treatment, continue to protect your skin from sunlight.

What should I avoid while using TRI-LUMA® Cream?

Sunlight or ultraviolet light. Too much natural sunlight or artificial sunlight from a sunlamp can cause sunburn. Dark skin patches may become darker when the skin is exposed to sunlight. You don't have to have a sunburn to make your melasma worse. TRI-LUMA® Cream can make your skin more likely to get sunburn or develop other unwanted effects from the sun. Protect your skin from natural sunlight as much as possible to help prevent further darkening of existing dark patches and formation of new ones. Staying out of the sun is especially important for women who take birth control pills or hormone replacement therapy, and for people who have had dark patches in the past. Use an effective sunscreen **any time you are outside**, even on hazy days. The sunscreen should have SPF (sun protection factor) of 30 or more. Use sunscreen year-round on areas of the skin that are regularly exposed to sunlight, such as your face and hands. If possible, protect the treated area from sunlight exposure. If you spend a lot of time outside, be especially careful of sunlight. Ask your doctor what SPF level will give you the needed high level of protection. If you will be outside, wear protective clothing, including a hat. Do not use sunlamps while you use TRI-LUMA® Cream. Heat, wind and cold. Heat and cold tend to dry or irritate normal skin. Skin treated with TRI-LUMA® Cream may be more

likely to react to heat and cold. Your doctor can recommend ways to manage your melasma under these conditions.

Other skin care products and medicines. Avoid products that may dry or irritate your skin. These may include soaps and cleansers that are rough or cause drying; certain astringents, such as alcohol-containing products, soaps and toiletries containing alcohol, spices, or lime; or certain medicated soaps, shampoos, and hair permanent products. Do not use any other medicines with TRI-LUMA® Cream unless you have consulted your doctor. The medicines and products you have used in the past may cause redness or peeling when used with TRI-LUMA® Cream.

What are the possible side effects of TRI-LUMA® Cream? A very few patients may get severe allergic reactions from TRI-LUMA® Cream. This includes people allergic to sulfites.

They may have trouble breathing or severe asthma attacks, which can be life-threatening.

While you use TRI-LUMA® Cream, your skin may develop mild-to-moderate redness, peeling, burning, dryness, or itching. TRI-LUMA® Cream contains a corticosteroid medicine as one of its active components. The following side effects have been reported with application of corticosteroid medicines to the skin: itching, irritation, dryness, infection of the hair follicles, acne, change in skin color, inflammation around the mouth, allergic skin reaction, skin infection, skin thinning, stretch marks, and sweat problems.

Stop using TRI-LUMA® Cream and contact your doctor if you have

- severe or continued irritation, blistering, oozing, scaling, or crusting; severe burning or swelling of your skin; irritation of your eyes, nose, and mouth
- Some patients using TRI-LUMA® Cream develop dark spots on their skin (hyperpigmentation), tingling, increased skin sensitivity, rash, acne, skin redness caused by a condition called rosacea, skin bumps,

blisters, or tiny red lines or blood vessels showing through the skin (telangiectasia). If you are concerned about how your skin is reacting to the medicine, call your doctor.

General information about prescription medicines

Medicines are sometimes prescribed for conditions that are not mentioned in patient information leaflets. Do not use TRI-LUMA® Cream for a condition for which it was not prescribed. Do not give TRI-LUMA® Cream to other people, even if they have the same symptoms you have. It may harm them. This leaflet summarizes the most important information about TRI-LUMA® Cream. If you would like more information, talk with your doctor. You can ask your pharmacist or doctor for information about TRI-LUMA® Cream that is written for health professionals.

Ingredients: TRI-LUMA® Cream contains fluocinolone acetonide, hydroquinone, and tretinoin as active ingredients, as well as the following in the cream base: butylated hydroxytoluene, cetyl alcohol, citric acid, glycerin, glyceryl stearate, magnesium aluminum silicate, methyl gluceth-10, methylparaben, PEG-100 stearate, propylparaben, purified water, sodium metabisulfite, stearic acid, and stearyl alcohol.

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References: 1. Balkrishnan R, Kelly AP, McMichael A, Torok H. Improved quality of life with effective therapy of facial melasma. *J Drugs Dermatol.* 2004;3:247-251. 2. PHAST Database. 1/6/2006.

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Reception

Over 350 guests attended a mixer hosted by 30 Years After, a non-profit organization striving to promote the participation of Iranian Jews in American political and civic affairs on June 25. The event was held at a private residence on Monte Leon Drive.



David Duel, Debbie Farnoush, Beverly Hills City Councilmember Jimmy Delshad, Elham Makabi, Nicole Farnoush



Natalie Kashefi and Jennifer Nourafshan



Diana Cohanzad, former Assemblymember Paul Koretz and Debbie Farnoush



Thirty Years After Board: David Aghaei, Jonathan Yagoubzadeh, Diana Cohanzad, Ray Zolekhan, Sam Yebri, Elham Makabi and Debbie Farnoush



Jonny Yagoubzadeh, Diana Cohanzad, Ray Zolekhan, Sam Yebri (founders of 30 Years After)



Eman Esmailzadeh and Jessica Kohan

from the hills of beverly



The Hilton Plan Goes To Voters

Will this be a repeat of the Montage battle?

By Rudy Cole

For the third time in the city's history the voters, and not our elected city officials, will decide whether a major hotel project should be approved.

This November's general election, when the country and our state will be deciding on who shall be the next president and, in California, whether the voters should overturn a state Supreme Court decision permitting same-sex marriages, our mailboxes will also be packed with appeals to vote for or against what is being called the "Hilton Revitalization" plan.

It will be a very contentious campaign and it could decide, not only the fate of the Hilton, but what path the city will follow as it moves ever so slowly on adoption of a general plan: one that will outline future growth and development.

It is highly unlikely, but if one of three council votes switch, the referendum could be stopped and the intent of the referendum adopted by the council. The referendum only blocks elements of the condominium project, not the Hilton's plans to create a Waldorf

Astoria.

In fact, many of those involved in the referendum have told me they actually support the addition of the Waldorf Astoria – an interesting posture since the issue of traffic and congestion were raised during the petition gathering drive and condos obviously produce less traffic than hotels – think banquets and events.

So, what's really at stake and what is likely to happen? And can the lessons learned from the last two hotel elections carry any meaning this time?

What should not happen, but very well could, is that some voters will say no to the Hilton because they want to express their disapproval of some other major developments the city recently approved: The 9900 Wilshire condominium development and the mammoth new headquarters for the William Morris Agency. However, this is only about the Hilton.

What the Hilton is saying is that they can not build the Waldorf Astoria without the condos – the lending institutions are insisting on condo-

minium elements before they approve financing hotels. You can see that almost everywhere major hotels are being constructed.

So, the first challenge facing the Hilton is to convince the voters that the project can indeed not go forward without condos. How? Ask some non-interested graduate school of business to make a study. The city is not likely to accept the findings of a financial institution that could have an interest or a conflict.

If the condos are not essential and this is not provable, the Hilton would be making a serious mistake not to accept the referendum. Conversely, the city's voters could make one of the worst blunders in our history if they reject the Waldorf Astoria, with condos if that is the only way the hotel can be financed. We need facts and unbiased studies.

Some history of the past hotel fights:

An unlikely dynamic duo, former Mayors **Richard Stone** and **Robert K. Tanenbaum**, almost sunk the Montage Beverly Hills with a last minute mailer and full-page ads attacking the scheme. The Montage survived because it carried absentee voters, but lost the walk-in vote, narrowly.

Larry Larson, the main organizer of the anti-Hilton referendum, who also was one of the key leaders of the campaign against the Montage, told me that the campaign's consultants waited too long with mailers and did not pay sufficient attention to the absentee vote. He was probably right.

Speaking of Larson, who has consistently opposed almost every city development project, many of which won approval, should be credited with a most difficult success. This time, apparently without paid petition circulators, he succeeded in qualifying the Hilton referendum – not an easy task.

The other major hotel battle was, of course, the Four Seasons. However, the Four Seasons was on the ballot because it was placed there by City Council action and NOT by opponents circulating referendum petitions. The council asked the voters to approve a "hotel overlay" zone that included, not only the Four Seasons, but two other hotels: a Guggi and a Ritz Carlton.

The Four Seasons had a chance to avoid defeat, but passed on a compromise proposed by the Beverly Wilshire and some home owner leaders: same banquet or public assembly numbers and same height as the BW. They refused and lost overwhelmingly.

The election on the Montage and the Hilton referenda have some similarities, but also some major differences.

The Montage Hotel operators were not known in Beverly Hills even though they had created a world class, luxury hotel in Laguna Beach. They not only had to win approval of a hotel concept but gain acceptance of their brand.

The Hilton is well known, has a long history in the city and, under new owner Beny Alagem, has broadened community involvement. The Hilton is probably one of the city's most important sources of revenue, it gives Beverly Hills worldwide recognition with the annual Golden Globes and many of our most important charities use their banquet facilities.



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The anti-Montage campaign had a most significant supporter: The Peninsula Beverly Hills. Major funding for the election came from the hotel's owners who objected to zoning entitlements given the proposed Montage that were denied their hotel. However, that involvement was a mixed blessing. The Montage called the Peninsula opposition a battle over revenues and not land-use issues.

Both sides made some bad campaign judgments. The anti-Montage forces waiting too late to shoot its best shot – the Stone-Tanenbaum hit piece, and the Montage by hiring overly aggressive blockers to prevent referendum circulators from obtaining signatures. Actually, both sides behaved poorly.

However, an even more serious error in judgment by the pro-Montage campaign nearly lost them the election. They became obsessed by the opposition of the Beverly Hills League of Women Voters. True, the League could have been more open about its decision-making process, but by constantly attacking the League, sometime in the middle of the election, voters began to believe this was all about the League vs. the Montage. League of Voters? Good name. Montage? Never heard of them.

As for spending, the millions poured into ads, mailers, consultants and even cable television ads by both sides set records for overkill. It is probably safe to say that more dollars were spent collectively than in all the past campaigns in our history combined.

There are other major differences. The Montage had the unanimous support of all five members of the city council and all five planning commissioners.

The Hilton vote was four to one on the hotel element, but three to two on the condos. The planning commission voted five zip against the condo plan.

The Hilton vote will most likely be held, if at all, with the presidential election or the council could decide to call a special election. The general will bring out nearly twice as many voters.

California was almost completely ignored in the 2004 presidential final by the Republican Party, but **John Mc Cain** is very likely to spend some big bucks here and not give up on "blue" "Left Coast" electorate. The same-sex marriage campaign could bring out social conservatives in the cow counties.

In any case, the presidential election and the same-sex marriage issue will consume voter interest, here and throughout the state. It will be a real challenge for both sides to even obtain a modicum of interest in the Hilton vote after September.

Let the games begin.

Very sad loss. **Ken Reich**, the veteran Los Angeles Times reporter, columnist and editor, who retired some years back, died this week but his work and his enormous passion for the profession will long be remembered.

Passion is the exact right word to describe Kenny's approach to reporting. He cared about the ethics of the profession and that came through in all of his reporting – from urban politics to his brilliant coverage of the Los Angeles Olympics. Reich actually began his Times career as editor of the West Side section, a long gone supplement. He understood and "got" our city and its people and I was honored to have been his friend for 30 years.

I just wished I had his passion. Final note: When he left the Times he created a blog to fight for a return of local ownership of the paper. That battle continues.

Make sure you save the date: On Nov. 10, 2008, our police officers association will hold their annual "Black and White Ball" at the Hilton.

This is one very important way we can all participate in showing our support for the finest and most community-aware police force in the nation.

Final thought: Newspapers, and this columnist too, often receive appeals for help on some personal problem with government. I am sensitive to those who reach out, but I can not respond to anonymous appeals attacking some city or school agency or official.

Some years back, a writer complained about a teacher at the adult school. There were letters and even a phone call. The correspondent "demanded" I take action and write about the issue to right a horrendous wrong. When I suggested the reader send a letter to the school superintendent, principal or even school board, she responded: "Oh, I don't want to become

involved."

So, I won't publish, nor does the Weekly, unsigned letters, no matter how valid the issue. We will investigate when appropriate, but no anonymous attacks on city officials would be fair.

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



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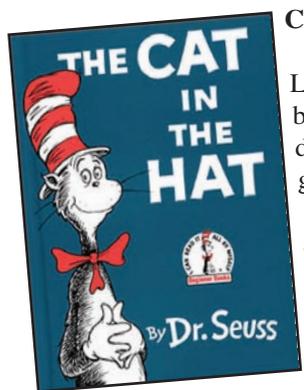
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SUMMER READING

What are your neighbors reading?

By Jacquelyn Ryan

With a holiday weekend coming up, why not take advantage of that extra free time and join your neighbors in opening up a good book? The Weekly will give you a look into the books your neighbors are reading this summer.



Children

The Beverly Hills Public Library is keeping kids busy this summer with five different summer programs.

The reading programs are “the center of our summer,” said Kaye MacDonald, head of the children’s division at the library.

First, the Summer Reading Club: Catch the Reading Bug program urges young readers to finish eight books this summer by giving out one piece of an eight-piece puzzle for each book finished with a submitted book review. Kids who complete eight books and reviews not only get to complete their puzzle but will get a certificate and an invitation to the Summer Reading Club at the end of the summer.

Older children are encouraged to read 16 books to their younger friends through the Reading Buddies program. They get stickers for every book they read, and when they complete all 16 books a photo of them is displayed in the library.

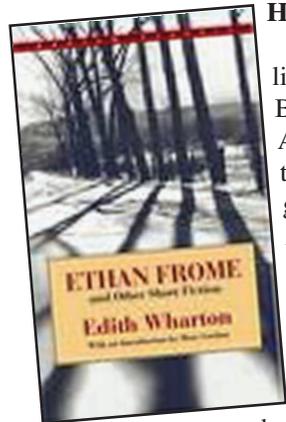
Then, the Friends of Beverly Hills Public Library will present live programs for kids 5 and up on Wednesday afternoons at 3 p.m. from July 9 through 30. Titled “Afternoon Antics,” the series will include “Dave Boatman’s Cartoon Class” and “Rudy’s Radical Science Show” amongst others. The Friends of Beverly Hills Public Library will also host “Midsummer Magic” program for 3 to 5 year olds at 7 p.m. on Monday evenings starting July 7.

Middle School students can participate in their own book club from 7 to 9 p.m. on Thursday evenings between July 10 and Aug. 14.

High School

Even though the campus library is closed, students in Beverly High’s honors or Advanced Placement literature classes won’t lack for good reading this summer. All incoming students to those courses have a list of department-mandated books to read and report on by September.

For example, students who will be in Beverly High



teacher Julie Goler’s sophomore honors literature course are reading “Grapes of Wrath” by John Steinbeck, “Ethan Frome” by Edith Wharton and “I Know Why the Caged Bird Sings” by Maya Angelou.

“We teach a very classical curriculum at the high school,” Goler said. “They’re all books well-read people should know.”

But students are not the only ones at the high school with reading fever. Goler runs a book club for the Beverly High staff and retired staff one Thursday afternoon a month during the school year. Even though the group doesn’t meet during the summer, she has made suggestions to the 72 members of the book club for great books to discover over the break, if they didn’t read it during the year.

Her suggestions include “Exile” by Richard Norris Patterson, which “really explains very well in an unbiased way the conflict between Palestine and Israel,” and “Someone Knows My Name” by Lawrence Hill which chronicles the fictional tale of an African woman taken into slavery in the U.S.

Next year, the group will read Junot Diaz’ Pulitzer Prize-winning novel “The Brief Wondrous Life of Oscar Wao” amongst others.

City

The City employee book club recently went under, right after the group finished reading the last book in the “Harry Potter” series, according to Cheryl Burnett, public relations manager for Beverly Hills. It seemed that the interest was too low to continue to program.



However, plenty of city employees and residents have been taking advantage of the public library’s immense selection and special events.

The library offers the New Short Fiction Series on the second Friday of the month. Spoken-word artist Sally Shore and a guest cast of actors performance in total the work of West Coast authors who new or emerging in the short fiction genre. On July 11, they will perform “Missing Women” by Tracy Ruby and on Aug. 8 they will put on the fifth annual emerging voices group show. Performances start at 8 p.m. and tickets are \$10.

The library also hosts the Great Books Discussion Group on the second and fourth Thursdays of each month on the second floor of the Library Auditorium, from 7 p.m. to 9 p.m. The book for the July 10 meeting is “The Art of Love” by Ovid, according to the library’s Web site.

The library is open Monday through Thursday from 10 a.m. to 9 p.m.; Friday and Saturday from 10 a.m. to 6 p.m.; and Sunday from noon to 5 p.m.

WHAT ARE YOU READING?

Julie Goler, sophomore honors literature teacher and book club facilitator at Beverly High, is reading about the leper colony on Hawaii’s Moloka’i island in Alan Brennart’s book “Moloka’i.” The fictional story follows the life of a 5-year-old girl who contracts the disease, while incorporating real events and research from the island. But Goler, a one-woman-reading-wildfire, is always juggling three books at a time, she said. She is also reading Lisa Tucker’s “The Cure for Modern Life” which is so funny, she said, she wouldn’t be surprised if it was being auctioned for a movie. “It’s a lot like High Fidelity. It’s about a CEO who ends up fostering these two children,” Goler explained. She is also working on “Unaccustomed Earth” by Pulitzer-prize-winning author Jhumpa Lahiri. Goler enjoys “Unaccustomed Earth” so much that she included it in next year’s list for the staff book club at Beverly High.

Noah Furie, Planning Committee chair, is reading a “detailed analysis of what led to the Israeli war of independence from both the Arab and Israel side” in Benny Morris’ “1948: A History of the First Arab-Israel War.” Furie is an avid reader of history and has read an extensive amount of military history, and he says “1948” is a “fascinating read” that he would recommend to anyone who enjoys historical non-fiction. “[It’s about] the complexity of the issues from, in essence, pre-war civil wars of the factions prior to the actual war,” Furie said. Furie tends to find his books by going to Amazon.com or book stores and pining around in the history and Middle East sections.

Patty Ogden, assistant city clerk, is just beginning to read about globalization in the 21st century in “The World is Flat” by Thomas L. Friedman. “It’s eye-opening,” Ogden remarked about her first impression of the book, which she said is based on the idea that the global economy is changing and requires a new perspective and strategy to stay competitive. Before picking up her current read, Ogden finished “You Don’t Need a Title To Be a Leader: How Anyone, Anywhere, Can Make a Positive Difference” by Mark Sanborn. “It explores the idea that genuine leadership is not determined by a title, but that it can be seen in how people take action in their positions. ... it’s about how you take responsibility and the ways that you contribute,” Ogden said.

Karen Boyarsky, Beverly High head librarian, just finished reading Lief Enger’s second novel “So Brave, Young and Handsome.” The story is “remarkable journey that might require you to suspend disbelief a little bit. ... it touches on all the big themes” like love, friendship and forgiveness, Boyarsky said. She credited Lief Enger’s “kind and tender” writing for giving the book such power. She has already bought a dozen copies to give to her friends and family. So far this summer, Boyarsky has also enjoyed a Caldecott-award-winning children’s picture book by Laura Viccaro-Seeger titled “First the Egg.” Boyarsky described it as “the entire story of life wrapped into 32 pages.”

Ira Friedman, Traffic and Parking Committee Commissioner, is reading about the life and times of John Adams in David McCullough’s book “John Adams.” Friedman said that the recent HBO mini-series based on the book is what hooked him on Adams. “It was fascinating to listen to Franklin, Roosevelt and Jefferson discussing changes to the Declaration of Independence. ... These guys were geniuses,” Friedman said. He also recently watched the American Experience mini-series, which looked at five different presidents including both the Bushs. He can probably find plenty to read based on that series later this summer as well.

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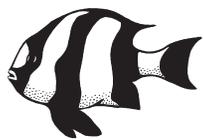
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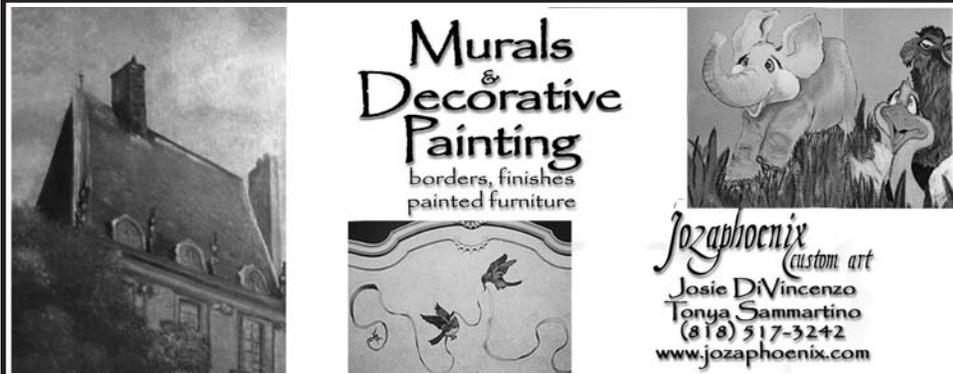
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FILE NO. 20081077534
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: US 24/7 POSTAL CENTER 9854 NATIONAL BLVD, LOS ANGELES, CA 90034 (LOS ANGELES). The full name of registrant(s) is/are: HUIJUNG LEE 2023 14TH ST #E, SANTA MONICA, CA 90404. This Business is being conducted by a/an: INDIVIDUAL. The registrant commenced to transact business under the fictitious business name/s 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/ HUIJUNG LEE, OWNER This statement was filed with the County Clerk of LOS ANGELES County on 6/17/08 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). LA141722 BH WEEKLY 6/26,7/3,10,17, 2008

ORDER TO SHOW CAUSE FOR CHANGE NAME
Filed: June 12, 2008
Case Number: LS017457

Petitioner:
ROOHOLLAH JOHN-PAUL YERMIAN
6230 Sylmar Ave.
Van Nuys, CA, 91401
Superior Court of California
6230 Sylmar Ave.
Van Nuys, CA, 91401
Northwest District

Petitioner ROOHOLLAH JOHN-PAUL YERMIAN filed a petition with this court for a decree changing names as follows:
ROOHOLLAH JOHN-PAUL YERMIAN to JOHN R. YERMIAN

NOTICE OF HEARING
July 23rd, 2008
8:30 AM
Dept. A
Room 510

Signed: Pamela M. Schnegg

FILE NO. 20081112468
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: SONRISA FURNITURE 7609 BEVERLY BLVD, LOS ANGELES, CA 90036 (LA). The full name of registrant(s) is/are: CREATIVE CONSULTING GROUP INC. [CA] 1514 MAPLE ST, SANT MONICA, CA 90405. This Business is being conducted by a/an: CORPORATION. The registrant commenced to transact business under the fictitious business name/s 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 CONSULTING GROUP INC. BY: PATRICK FRALEIGH, PRESIDENT This statement was filed with the County Clerk of LOS ANGELES County on 6/23/08 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). LA141649 BH WEEKLY 6/26,7/3,10,17, 2008

FILE NO. 20081036903
STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
Fictitious Business Name(s): ABC CHINESE EXPRESS, 1822 W. 7TH ST, LOS ANGELES, CA 90057
The fictitious business name referred to above was filed on 6/17/05 in the county of LOS ANGELES. Original file number: 4228018.
The full name of registrant: ABC CHINESE EXPRESS INC, 4343 1/2, GRIFFIN, LOS ANGELES, CA 90031
This business is conducted by: CORPORATION
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/ ABC CHINESE EXPRESS INC. BY: HUA SOU LIU, MEMBER
LA141520 BH WEEKLY 6/19,26,7/3,10, 2008

FILE NO. 20081036904
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: PANINO, 808 W. 7TH ST, LOS ANGELES, CA 90017 (LOS ANGELES). The full name of registrant(s) is/are: SOPHIE S. KIM, 360 W. AVENUE 26 UNIT #312, LOS ANGELES, CA 90031. This Business is being conducted by a/an: INDIVIDUAL. The registrant commenced to transact business under the fictitious business name/s 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/ SOPHIE S. KIM, OWNER This statement was filed with the County Clerk of LOS ANGELES County on 6/11/08 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). LA141587 BH WEEKLY 6/19,26,7/3,10, 2008

FILE NO. 20081036313
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: NEW CHINESE EXPRESS, 1822 W. 7TH ST, LOS ANGELES, CA 90057. The full name of registrant(s) is/are: NEW CHINESE EXPRESS INC, 4343 GRIFFIN AVE, LOS ANGELES, CA 90031. This Business is being conducted by a/an: CORPORATION. The registrant commenced to transact business under the fictitious business name/s 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/ NEW CHINESE EXPRESS INC. BY: THOU SIN YAM, PRESIDENT This statement was filed with the County Clerk of LOS ANGELES County on 6/11/08 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). LA141521 BH WEEKLY 6/19,26,7/3,10, 2008

FILE NO. 20081036905
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: ANDREW'S COIN LAUNDRY, 1213 VENICE BLVD, LOS ANGELES, CA 90006 (LOS ANGELES). The full name of registrant(s) is/are: DAVID BIN KIM AND JANICE N. KIM, 1815 HOLMBY AVE #301, LOS ANGELES, CA 90025. This Business is being conducted by a/an: HUSBAND AND WIFE. The registrant commenced to transact business under the fictitious business name/s 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/ DAVID BIN KIM AND JANICE N. KIM This statement was filed with the County Clerk of LOS ANGELES County on 6/11/08 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). LA141588 BH WEEKLY 6/19,26,7/3,10, 2008

FILE NO. 20081054732
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: TLC LASER EYE CENTERS WEST LA, 11600 WILSHIRE BLVD STE 200, LOS ANGELES, CA 90025, MAILING ADDRESS: 13320 RIVERSIDE DR STE 114, SHERMAN OAKS, CA 91423. The full name of registrant(s) is/are: LECC BERG FEINFIELD EYE CENTERS LLC, 13320 RIVERSIDE DR STE 114, SHERMAN OAKS, CA 91423 (CALIFORNIA). This Business is being conducted by a/an: LIMITED LIABILITY COMPANY. The registrant commenced to transact business under the fictitious business name/s listed above on: JUNE, 2008. 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/ LECC BERG FEINFIELD EYE CENTERS LLC, BY: JAMES C. WACHTMAN, OWNER This statement was filed with the County Clerk of LOS ANGELES County on 6/13/08 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). LA141651 BH WEEKLY 6/19,26,7/3,10, 2008

NOTICE TO DEFENDANT:
JOSEPH G. PLUMMER, CITY OF ROSEMEAD, COUNTY OF LOS ANGELES

YOU ARE BEING SUED BY PLAINTIFF:
ESTATE OF JOSE MANUEL LOPEZ

You have 30 CALANDER DAYS after this summons and legal papers are served on you to file a written response at this court and have a copy served on the plaintiff. A letter or phone call will not protect you. Your written response must be in proper legal form if you want the court to hear your case. There may be a court form that you can use for your response. You can find these court forms and more information at the California Courts Online Self-Help Center, your county law library, or the courthouse nearest you. If you cannot pay the filing fee, ask the court clerk for a fee waiver form. If you do not file your response on time, you may lose the case by default, and your wages, money, and property may be taken without further warning from the court. There are other legal requirements. You may want to call an attorney right away. If you do not know an attorney, you may want to call an attorney referral service. If you cannot afford an attorney, you may be eligible for free legal services from a nonprofit legal services program. You can locate these nonprofit groups at the California Legal Services Web site, the California Courts Online Self-Help Center, or by contacting your local court or county bar association.

Tiene 30 DIAS DE CALENDARIO despues de que le entreguen esta citacion y papeles legales para presentar una respuesta por escrito en esta corte y hacer que se entregue una copia al demandante. Una carta o una llamada telefonica no lo protegen. Su respuesta por escrito tiene que estar en format legal correcto si desea que procesen su caso en la corte. Es posible que haya un formulario que usted pueda usar para su respuesta. Puede encontrar estos formularios de la corte y mas informacion en el Centro de Ayuda de las Cortes de California, en la biblioteca de leyes de su condado o en la corte que le queda mas cerca. Si no puede pagar la cuota de presentacion, pida al secretario de la corte que le de un formulario de exencion de pago de cuotas. Si no presenta su respuesta a tiempo, puede perder el caso por incumplimiento y la corte le podra quitar su sueldo, dinero y bienes sin mas advertencia. Hay otros requisitos legales. Es recomendable que llame a un abogado inmediatamente. Si no conoce a un abogado, puede llamar a un servicio de remision a abogados. Si no puede pagar a un abogado inmediatamente, Si no conoce a un abogado, puede llamar a un servicio de remision a abogados. Si no puede pagar a un abogado, es posible que cumpla con los requisitos para obtener servicios legales gratuitos de un programa de servicios legales sin fines de lucro. Puede encontrar estos grupos sin fines de lucro en el sitio web de California Legal Services, en el Centro de Ayuda de las Cortes de California, o poniendose en contacto con la corte o el colegio de abogados locales.

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Superior Court of California County of Los Angeles
300 E. Walnut, Pasadena, CA, 91101-1566
The name, address, and telephone number of plaintiff's attorney, or plaintiff without and attorney is:
Ronald E. Faulk
Law Offices of Ronald E. Faulk (818)637-2003
601 E. Glenoaks Blvd
Glendale, CA, 91207-1750

FILE NO. 20080958639
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: SALUTE WINE BAR 2435 MAIN ST, SANTA MONICA, CALIFORNIA 90405 (LOS ANGELES). The full name of registrant(s) is/are: SALUTE WINE BAR INC. [CA] 100 W. BROADWAY, CA 31130, GLENDALE, CA 91210. This Business is being conducted by a/an: CORPORATION. The registrant commenced to transact business under the fictitious business name/s 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/ SALUTE WINE BAR INC. BY: MARCO IEZZA, PRESIDENT This statement was filed with the County Clerk of LOS ANGELES County on 5/30/08 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). LA141200 BH WEEKLY 6/12,19,26,7/3, 2008

FILE NO. 2008097864

FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: C & M MARKET, 601 N. BREED ST, LOS ANGELES, CA 90033 (LOS ANGELES) MAILING ADDRESS: 743 FAIRVIEW #9, ARCADIA, CA 91007. The full name of registrant(s) is/are: HENGYI ZHAO, 743 FAIRVIEW #9, ARCADIA, CA 91007. This Business is being conducted by a/an: INDIVIDUAL. The registrant commenced to transact business under the fictitious business name/s 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/ HENGYI ZHAO This statement was filed with the County Clerk of 6/03/08 County on LOS ANGELES 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). LA141294 BH WEEKLY 6/12,19,26,7/3, 2008

FILE NO. 20080977863
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: FRESKO MARKET 2 4617 HUNTINGTON DR N, LOS ANGELES, CA 90032 (LOS ANGELES). The full name of registrant(s) is/are: KUM CHA CHOE 10657 CHIQUITA ST, TOLUCA LAKE, CA 91602. This Business is being conducted by a/an: INDIVIDUAL. The registrant commenced to transact business under the fictitious business name/s listed above on: N/A. I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crime). /s/ KUM CHA CHOE, OWNER This statement was filed with the County Clerk of LOS ANGELES County on 6/3/08 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). LA141347 BH WEEKLY 6/12,19,26,7/3, 2008

FILE NO. 20080977138
STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
Fictitious Business Name(s): C & M MARKET 601 N. BREED ST, LOS ANGELES, CA 90033
The fictitious business name referred to above was filed on 9/14/2006 in the county of LOS ANGELES. Original file number, 06-2049294.
The full name of registrant: PHUI CHE SU 125 N. AVENUE 23, LOS ANGELES, CA 90031
This business is conducted by: INDIVIDUAL
I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false is guilty of a crime)
/s/ PHUI CHE SU
LA141292 BH WEEKLY 6/12,19,26,7/3, 2008

FILE NO. 20080996650
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: DON DAE PO, 703 S. VERMONT AVE #E, LOS ANGELES, CA 90006 (LOS ANGELES). The full name of registrant(s) is/are: GUIGA INC. [CA] 13151 SEMORA PL, CERRITOS, CA 90703. This Business is being conducted by a/an: CORPORATION. The registrant commenced to transact business under the fictitious business name/s 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/ GUIGA INC. BY: DEUGYEONG NA, PRESIDENT/CEO This statement was filed with the County Clerk of LOS ANGELES County on 6/5/08 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). LA141404 BH WEEKLY 6/12,19,26,7/3, 2008

NOTICE OF PETITION TO ADMINISTER ESTATE OF: STANTON GROMAN
CASE NO. BP110972

To all heirs, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the WILL or estate, or both of STANTON GROMAN. A PETITION FOR PROBATE has been filed by RICHARD ALAN GROMAN in the Superior Court of California, County of LOS ANGELES. THE PETITION FOR PROBATE requests that RICHARD ALAN GROMAN be appointed as personal representative to administer the estate of the decedent.

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

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

A HEARING on the petition will be held on 07/18/08 at 8:30AM in Dept. 9 located at 111 N. HILL ST., LOS ANGELES, CA 90012

IF YOU OBJECT to the granting of the petition, you should appear at the hearing and state your objections or file written objections with the court before the hearing. Your appearance may be in person or by your attorney. IF YOU ARE A CREDITOR or a contingent creditor of the deceased, you must file your claim with the court and mail a copy to the personal representative appointed by the court within four months from the date of first issuance of letters as provided in Probate Code section 9100. The time for filing claims will not expire before four months from the hearing date noticed above.

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

Attorney for Petitioner
AVRAM SALKIN, ESQ.
HOCHMAN SALKIN RETTIG TOSCHER & PEREZ, P.C.
9150 WILSHIRE BLVD., #300
BEVERLY HILLS, CA 90212
6/19, 6/26, 7/3/08
CNS-1366273#

NOTICE OF PETITION TO ADMINISTER ESTATE OF ALEXANDER HUNT AKA ALEX HUNT
Case No. BP111295

To all heirs, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate, or both, of ALEXANDER HUNT AKA ALEX HUNT

A PETITION FOR PROBATE has been filed by Stephanie Paulina Chyorny in the Superior Court of California, County of LOS ANGELES.

THE PETITION FOR PROBATE requests that Rafael Shpelfogel be appointed as personal representative to administer the estate of the decedent.

A HEARING on the petition will be held on August 5, 2008 at 8:30 AM in Dept. No. 5 located at 111 N. Hill St., Los Angeles, CA 90012.

IF YOU OBJECT to the granting of the petition, you should appear at the hearing and state your objections or file written objections with the court before the hearing. Your appearance may be in person or by your attorney.

IF YOU ARE A CREDITOR or a contingent creditor of the deceased, you must file your claim with the court and mail a copy to the personal representative appointed by the court within four months from the date of first issuance of letters as provided in Probate Code section 9100. The time for filing claims will not expire before four months from the hearing date noticed above. YOU MAY EXAMINE the file kept by the court. If you are a person interested in the estate, you may file with the court a Request for Special Notice (form DE-154) of the filing of an inventory and appraisal of estate assets or of any petition or account as provided in Probate Code section 1250. A Request for Special Notice form is available from the court clerk.

Attorney for petitioner:
RAFAEL SHPELFOGEL ESQ
SBN 250208
301 N CANON DR
STE 304
BEVERLY HILLS CA 90210

Beverly Hills Weekly
CN798453 HUNT Jul 3,10,17, 2008

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