

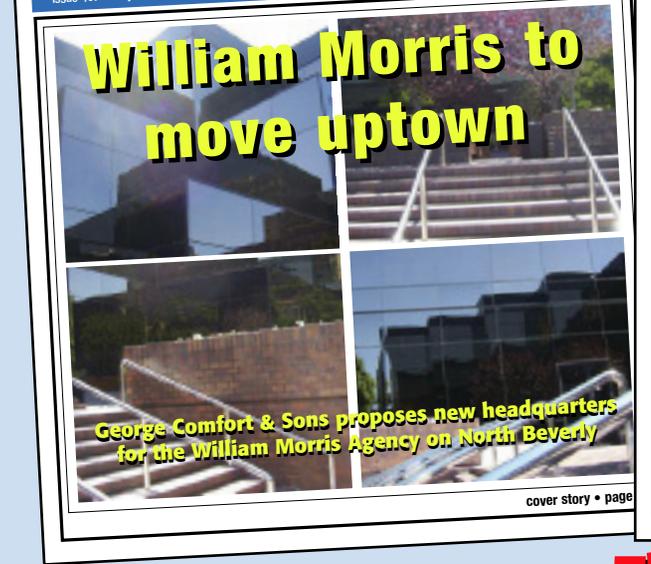
Beverly Hills Weekly

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Issue 430 • December 27 - January 2, 2008

2007: A Year in Review



The Weekly looks back at some of the year's most headline making stories

cover story • page 9-10



letters & email

“High drama at board meeting and a surprise at a fund raiser” [Issue 428]

Let’s set the record straight and defend a great country that has taken too many potshots from peashooters like Rudy Cole. When it comes to racism in America, Cole laments, “we are moving forward, but not fast enough.” His example of not moving fast enough? “It hasn’t been that many years since new arrivals from Ireland found this sign at factories: NINA. No Irish Need Apply.” I couldn’t resist looking that one up.

As it turns out, Richard Jensen, a retired professor of history at the University of Illinois, wrote a 2002 article entitled, “No Irish Need Apply: A Myth of Victimization” published in the Journal of Social History. Professor Jensen concludes that NINA is an urban legend. He writes, “There is no evidence for any printed NINA signs in America or for their display at places of employment other than private homes [for nannies].” Furthermore, “There are no contemporary or retrospective accounts of a specific sign at a specific location. No particular business enterprise is named as a culprit. No historian, archivist, or museum curator has ever locat-

ed one; no photograph or drawing exists. ... The business literature, both published and unpublished, never mentions NINA or any policy remotely like it. The newspapers and magazines are silent. The courts are silent.”... “The complete absence of evidence suggests that probably zero such signs were seen at commercial establishments, shops, factories, stores, hotels, railroads, union halls, hiring halls, personnel offices, labor recruiters etc. anywhere in America, at any time.”

The history and origins of the NINA myth are fascinating. Equally fascinating is how Rudy Cole showcases this whopper as an example of recent racism in America. In fairness, Cole cites other cases of racism (including the Beverly Hills lawn bowling club!), mainly from forty years ago or more. Taken with a thimbleful of common sense, the conclusion is quite the opposite. America today, though far from perfect, is the least racist pluralistic society in human history.

Cole and others who are quick to make charges of racism (or sexism, or homophobia) do a disservice to the civic life of this city. Let’s not attempt to shut down debate by lobbing the R bomb. Instead, let’s try to win on the merits with facts and reasoned arguments.

Steven Spitz
Beverly Hills

Cole Responds

Unfortunately, Spitz’ letter, and the one that follows from Susan Mishler, totally misstate what I wrote and what I believe, and seem to want to kill the messenger. Spitz even

questions my patriotism.

Mishler thinks people who make racist comments are exercising their right “to free speech” and asks “would he want us to throw the man out” who made oblique references to “outsiders” benefiting from park expansion.

No, but a very simple statement disassociating themselves from these comments would have been appropriate. All of us, including myself, have too often remained silent when we heard bigotry.

Spitz, a history teacher, decided to focus on only one example I gave on our history – the ‘No Irish Need Apply’ signs I cited. He quotes historian Richard Jensen as his authority that these signs were a “myth” and never existed and have “never been found.” However, that is not precisely what Jensen argued. He wrote, if they existed, they were very few in number. Jensen also questioned President John F. Kennedy’s reference to having seen the signs.

Let me cite an even more reliable source, mostly because he was older: Tip O’Neill. In his book “Man of the House” O’Neill, remembering his own experience with discrimination as a youth, writes: “there were businesses in Boston that needed employees but put up signs in windows saying NINA which we all knew meant ‘No Irish Need Apply’.” Historians questioning documented societal disasters? Sound familiar?

I agonized long and hard before writing the column. No, I do not think we are a racist community and I know our country has made letters cont.on page 5

WHAT’S ON YOUR MIND?

You can write us at:
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You can fax us at:
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SNAPSHOT



Photo: Rich Stone

‘TIS THE SEASON
SOUTH ELM DRIVE

Beverly Vista’s Kindergarten class performed their holiday program for the first time in the schools auditorium since the building was closed in 1995. The class of 48 students sang various holiday songs on Wednesday, December 12.

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Got Water?

Drought causes Public Works Commission to promote water conservation

By Elisa Osegueda



Betty Harris



Howard S. Fisher

For years, Beverly Hills has implemented programs that preserve and enhance the City's environment. Many of these initiatives conserve water and energy as part of Public Works' "Partners in Environmental Protection" program. The escalating water drought in the Los Angeles County has caused Beverly Hills officials to alert residents on water conservation before water rates affect resident's wallets.

According to the National Weather Service this year is considered the driest rain season ever in Los Angeles and other parts of Southwestern California.

"The city is facing a shortage of water," said Metropolitan Water District (MWD) Representative Robert Wunderlich. "Water is becoming shorter in supply and more expensive."

The MWD supplies the city of Beverly Hills with 90 percent of its water.

According to Wunderlich there are a couple of reasons that have caused this shortage in supply.

"Weather conditions, less rain fall and legal decisions have all been contributing factors," said Wunderlich.

The Department of Water and Power has taken an initiative to help alleviate the problem. Through its programs, 1.3 million ultra-low flush toilets and showerheads were installed in city homes and buildings. These types of water conservation efforts have saved approximately \$70 million per year. Los Angeles has been able to reduce its waste

water by 56 million gallons per day, equivalent to all the wastewater treated daily in Las Vegas.

"This is more than just a city problem, this is a state problem," said Public Works Commission Chair Howard Fisher.

Fisher said the city is actively pursuing ways for residents to engage in water conservation. Both the Commission and DWP are urging residents to voluntarily cut down 10 percent of their water consumption.

According to Beverly Hills Water Operations Manager Kevin Watson the city has been a long leader of water conservation.

The city saves water at the parks through the installation of "smart" irrigation controllers that regulate the amount of watering needs for landscaping by using climate sensors, said Watson.

According to Planning Commission officials the City's goal is to achieve five percent or less of unaccounted for water, which would save the City more than \$200,000 per year.

Some waterless public urinals have been installed at Roxbury and La Cienega parks.

Fisher says there are many water-saving tips residents can implement in their day-to-day lifestyles that can help prevent experiencing a negative effect from the increasing drought.

By fixing leaky faucets, residents can save 20 gallons per day. By installing water efficient washing machines and toilets over 100 gallons of water can be conserved a month. Even simple tasks like turning off the water while brushing teeth saves three gallons a day and shorter showers can save up to 2.5 gallons per minute.

"You can be amazed at how much water you save," said Fisher.

Public Works Utilities Services Manager Shana Epstein said the city is aiming to work with the BHUSD.

"We are trying to work with young kids in the elementary level," said Epstein.

Epstein emphasized the importance of water conservation education especially at a young age.

But the drought has raised concerns among residents. The North Homeowners Associations (NHOA) talked about water rate increases during a formal meeting last month.

NHOA President said increases in water rates are of concerns to residents.

"They have already raised our water rate by 38 percent from 2005 to 2007. They plan in the next four years to raise our water rate an additional 8.5 percent for the next four years adding up to 34 percent or 72 percent in six years," said Tanenbaum, in the Weekly's issue 425.

Former Public Works Chair Betty Harris said there is an alternative and that water rate increases can be prevented.

"I want all the residents to know that Beverly Hills has its own ground water in the industrial area, which is flowing into the storm drain and out to the ocean and they [City officials] have done nothing to capture that water," said Harris. "There are hundreds and hundreds of gallons of water that we can

take and treat because it is only a thousand feet from our water treatment plant. We can treat it and blend it with our own water. If we don't recapture it our rates are going to go sky high."

Although Harris said she has expressed her views and alternatives to various elected officials none have done anything about it.

"We can capture the water that is simply going in the storm drain. I don't know why they don't pay attention to it. I have written to [Vice Mayor Barry] Brucker and the only one that believes it and knows it is [Councilmember] Nancy Krasne," said Harris. "They don't want to spend a nickel. The problem is they are going to put it on the backs of the residents when we have supplementary water."

Epstein said it's about creating a robust educational program and having everyone work together.

"Education is so important to the city, adult and child education," said Fisher.

Fisher said the Commission will continue to develop water conservation programs.

"If you have water and you don't use it that is a sin," said Harris.



NOTICE OF PUBLIC HEARING

NOTICE OF PUBLIC HEARING

DATE: January 10, 2008

TIME: 1:30 PM, or as soon thereafter as the matter may be heard

LOCATION: Commission Meeting Room A
Beverly Hills City Hall
455 North Rexford Drive
Beverly Hills, California 90210

The Planning Commission of the City of Beverly Hills, at its regular meeting on Thursday, January 10, 2008, will hold a public hearing beginning at 1:30 PM, or as soon thereafter as the matter may be heard, to consider:

A resolution to amend the Beverly Hills Residential Design Style Catalogue. The Residential Design Style Catalogue ("Style Catalogue") was approved by the City Council and is used by the City as a guide to review single family residential projects. The proposed resolution would correct inconsistencies in the Style Catalogue and remove the Beaux Arts style as a "Principal Subtype" under the category of "Period Revival" style in the Style Catalogue.

The Planning Commission's action regarding this project will result in a recommendation to the City Council for final action. The proposed City Council action would be in the form of a resolution amending the Style Catalogue, pursuant to Section 10-3-4408 of the Beverly Hills Municipal Code.

Staff has determined that it can be seen with certainty that there is no possibility that the contemplated revisions may have a significant effect on the environment, and is therefore exempt from the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 15061 (b)(3).

Any interested person may attend the meeting and be heard or present written comments to the Commission.

If you challenge the Commission's action in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the City, either at or prior to the public hearing.

If there are any questions regarding this notice, please contact the Planning Department at 310.285.1123. Copies of the applicable exhibits can be reviewed by any interested person at 9357 West Third Street, Beverly Hills, CA. 90210.

Dated: December 24, 2007
Michele McGrath
Senior Planner

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briefs

City Explores New Global Relations with China and Israel

Beverly Hills expanded its global focus by approving outreach to China and Israel to develop new Sister City relationships.

The City Council authorized the Mayor on Tuesday, December 18 at an informal meeting to make formal overtures to the leaders of the Pudong district of Shanghai, China and to Herzliya, Israel with a view to developing a formal Sister City relationship.

"Although Beverly Hills is a small city, we are proud to be known throughout the world. We are a leading destination for fashion, retail, tourism and entertainment business," said Mayor Jimmy Delshad. "The world is smaller today and we want to share knowledge, best practices, cultural experiences and business opportunities with our global partners. Learning from others will only make us better."

China being a major player in the global economy is poised to be a major source of tourism to California. In seeking a Sister City in Israel, the Committee was attracted to Herzliya to provide a cultural and educational exchange as well as business opportunity. In their research Herzliya rose to the forefront as a potentially great Sister City.

The next step for Beverly Hills will be to make formal outreach to the leaders of these cities to invite them to mutually explore a new Sister Cities partnership.

Izak Parviz Nazarian honored at City Council Meeting



Photo: Amir

Izak Parviz Nazarian was recognized by the City Council with a proclamation for his commitment to the Jewish community in Los Angeles and throughout the world, along with his work as a philanthropist, entrepreneur and community leader.

Nazarian founded the Magbit Foundation, a nonpolitical organization dedicated to assisting Jews of all backgrounds. The foundation provides scholarships to Israel students with financial needs. 20 percent of the scholarships go to students in the United States.

Pictured above (left to right) Nazarian, Beverly Hills Mayor Jimmy Delshad and wife, Pouran Nazarian.

Tournament brings in 100 gifts for homeless families



Beverly Hills Police Officer Dave Tomlin, with his K-9 "Rex," and Los Angeles Country Club Member Virginia Dickinson, attended a luncheon hosted by the Ladies Auxiliary of the Los Angeles Country Club last week. Club members gathered over 100 gifts at their annual Santa Scramble Gold Tournament. The gifts are being donated to Beyond Shelter, a non-profit organization in Los Angeles that assists homeless families with housing and social service needs.

For more information about Beyond Shelter call (213)252-0772.

Help Beverly High PTSA and Curves hold Special Holiday Fundraiser

During the months of December and January, all women supporters of Beverly High are invited to participate in the CURVES two week exercise program, with no purchase required. Complete six workouts within two weeks and Beverly High's PTSA will receive \$25.00. CURVES is the leader in women's fitness using a 30 minute program to tone muscles, increase energy, and burn fat.

Curves is located on 9618 West Pico Boulevard.

For more information contact Helene Shapiro at shapiroh@aol.com or (310) 859-7546

October 2007 home prices rise in 90210; condominium prices dramatically increase in 90211, 90212

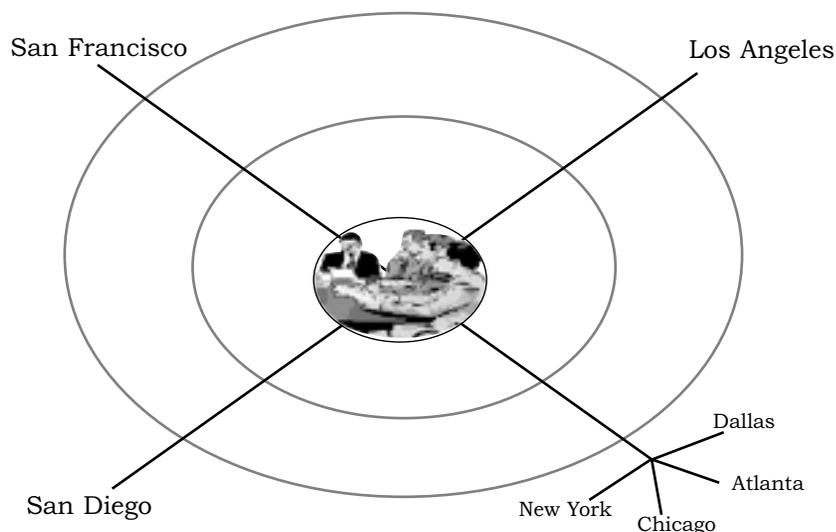
For October, sale prices for single-family residences in the 90210 zip code increased by 192 percent for the 12 homes sold in the area. The average median in the 90210 zip code of a single-decreased family residence is \$3.650 million. In the 90211 area, prices for single-family homes decreased by 28.4 percent for the two homes sold.

The average price of a single family home in the 90211 zip code is \$1.79 million according to a report released by (Data Quick Real Estate News <http://www.dqnews.com>). In the 90212 area, for the four homes sold, there was an increase of 71.8 percent for single family homes. The average price of a home in the 90212 area is \$2.1 million. Condominium prices in the 90210 area decreased by 7.6 per-

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BOTTLED IN CALIFORNIA WATER

Beverly High Dance Company to perform in January



Beverly High's Dance Company presents their annual dance performance with original choreography. The show has twelve dances, including two hip hop pieces choreographed by Lisa Kellogg and Ebonee Arielle Le'Tricee, as well as four student-choreographed works.

The four student choreographed works are led by seniors Daniel Levy and Daniel Krakov, and sophomores Ashley Navid, Lauren Kaufman, Liana Gergely, Zoe Chait and Chelsey d'Adesky.

This year's theme is "1960-present: through the decades," and some of the pieces draw inspiration from major events and cultural trends, such as the 2004 tsunami, Hurricane Katrina, and Beatles. The Company '08 will perform January 16-19 at 7:30 p.m. in the K.L. Peters Auditorium at Beverly High; General Admission is \$15. For more information call (310) 551-5100 ext 8652.

cent for the three condominiums sold. The average price of a condominium in the area is \$965,000. In the 90211 zip code there was an increase of 132.1 percent for the one condominium sold and the average price for a condominium is \$1.9 million. No data was available for the average price of a condominium in the

90212 zip code.

In Los Angeles County as a whole, the median price for a single family home was \$525,000, the sale price of condos increased by 2.2 percent, with the median condo price in Los Angeles County at \$420,000.

letters cont. from page 2

great strides in ending both legal and social discrimination, but it is a work in progress.

In Beverly Hills, we need to set even higher standards of tolerance and, yes, it is because of "our" own history.

I was shocked to read the comments of outgoing School Board member John Millan of a few weeks ago. He said that he heard racist remarks during the school board campaign surrounding the student permit issue in our district. His words were strong, "... hate, intolerance and racism..." Who, What, Where, When, Mr. Millan? Once vague accusations are made they can never be withdrawn from the public forum. As a result of Mr. Millan's charge we have Rudy Cole expanding on those comments in the BH Weekly by giving us a lesson in ethical standards. He even gave us the religious backgrounds of Mr. Millan and Councilmember Briskman who he holds in high regard for their outrage about racism in town and admonished "us" to live by a higher standard if "we" had learned from "our" own history of discrimination.

We have Mr. Cole dividing residents by their religion which is most unfortunate. Next, we have Mr. Cole making a moral equivalence between the silence of the German Jews during the Holocaust and the silence of residents at a Recreation and Parks meeting which I attended! Would he have liked us to throw the man out who said expanding Roxbury would bring gangs and outsiders? We may have disagreed with his opinion but the last time I looked this individual was entitled to free

expression at a public forum. We have Mr. Cole telling us that those residents who didn't want the ballots printed in Farsi were prejudiced and racist. A sweeping indictment of some people who believe that voters should be able to read and vote in English. Again, their opinion in the land of the free and the brave. If Mr. Cole wants to report on the fiscal survival of our school district he should report on the work of the school board. What he hears under the radar that he deems racist begs the issue.

The real issue is that voters wanted to know how and why the permit program grew from 526 students 4 years ago to 903 today. Voters wanted to know how the program worked, who administered and implemented it. Voters wanted to know about the fiscal impacts of the whole program in light of the 8 to 10 million dollars that the City Council gives to the school district. Questions by voters are legitimate and Mr. Cole is diverting public discussion of important issues and muddying the waters with false cries of residents being "quietly prejudiced." All of this was piggy backed onto the vague comments of Mr. Millan who started the ball rolling with his innuendo about racism. The residents of this city are interested in how decisions are made by their School Board and by their City Council. Those seeking public office ask for our vote at election time and they are the ones to be held accountable. Hopefully, voters of our city will keep asking questions of their elected officials and not be silenced by false and divisive arguments.

Susan Mishler
Beverly Hills

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from the hills of beverly



Our Readers React

The lot of a politician

By Rudy Cole

Last week's column evoked some strong emotions from readers (see letters on pg 2), and that's good. Having a community discussion on issues of tolerance, understanding and cultural diversity can only be positive.

Most of the calls and emails were, generally, supportive. An underlying discomfort with airing any problems dealing with ethnic, racial or religious bigotry is also understandable and this theme was reflected in many communications. (Note to readers: emails sent to this column are treated as personal. If you don't object to their publication, please note that or send them to the editor.)

I tried very hard not to overstate the issue. No, we are not a racist community. However, some of our neighbors exhibited very intolerant reactions to the Farsi ballot use, and fears, again by only a few, on allowing out of district students to attend

our schools or "outsiders" from enjoying our parks.

We would all benefit from a dialogue, a community symposium on these issues. Yes, it requires confronting cultural differences on every side of our diversity and what every segment of our population can do to bring us closer together. We have a Human Relations Commission and that excellent agency could be the catalyst for a community-wide discussion on tolerance.

On the plus side, an even cursory look at our civic organizations proves how much progress we have made in being inclusive. The Persian community, as one example, is well represented in the PTAs, the city commissions, the service clubs, charities and the professions. There is progress.

This week, I thought it might be appropriate to discuss a far more pervasive problem: Showing some tolerance and understanding of our elected officials. The level

of anger expressed by many of those who speak at city council and school board meetings, and at commission meetings, is incredible. It isn't that those who are in opposition to our elected officials are always wrong. On the contrary, on many issues they bring views that help place matters, including new developments, into focus. We need involvement and dissent, but not when it deteriorates into personal attacks and constant questions of integrity.

Equally important is a lack of understanding of process. At a recent city council meeting one very well intentioned resident asked how a development project came to be approved. "I didn't approve this," she said.

Some months back, another council speaker actually said "it is unconstitutional for this council to approve (a different development) without a vote of the neighbors."

Not how it works. We elect people to make decisions and to balance those decisions by considering all of our needs. We do have the referenda process, but this should be used with great care and not abused. Representative democracy is best when it avoids the passions of the moment.

Sometimes, it's very difficult for elected

officials to actually vote their conscience. An example: The council chamber is filled with people who are against a new development. Their arguments are very persuasive. The traffic impacts are serious and the project wants exceptions from height and density limits. Although those speaking in opposition may not represent a majority view, they are vocal and they are among the most likely to vote in the next city council election.

This is all hypothetical, but the councilmember wrestling with his or her vote has another problem: The city may soon experience a short fall in revenues. This proposed development will bring considerable revenue, including major fees to city coffers. Without that money, the city could have to cut funding for our schools through the Joint Powers Agreement or even cut appropriations for police and fire protection.

So, the councilmember can respond to the outcry against the development and win friends among the vocal opponents, but later may have to face community reaction to cutting support for schools or public safety. Our elected officials constantly face precisely that kind of quandary on many matters they decide.

Even the two hour free parking in city lots had a down side. Returning two hour free was probably the right decision because it meant keeping campaign promises and because both merchants and shoppers insisted. But it also meant finding

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other sources of revenue needed to improve the city lots, and they need renovations.

Part of the problem is the cry wolf syndrome. When the massive property tax ballot measure (Prop. 13) was before California voters, opponents warned that passage would "destroy" local government and bankrupt our schools. It did shift control of funding from local to state government for education, but somehow cities and school districts survived.

In local decision making, the problem is also one of credibility and choices. Robinson's-May, 9900 Wilshire, is a good example. When supporters argue that the alternatives to a condominium development could mean a far more intense, commercial use, opponents show very little concern. But they are very wrong. Under current codes, this property could be used for a huge discount store such as a Best Buy and imagine how that would change the gateway to our city. A mammoth retailer would not need any exceptions on height and there would be few discretionary actions required by the city.

The councilmember's voting on the project understand this fully, but opponents mostly don't care – not their responsibility.

More positive notes: Despite some carping, the holiday decorations have been very well received. For most of our history, the South Beverly Drive business section was simply ignored. This Chamber of Commerce, working with area merchants,

has brought the spirit of the season to that vital section of our economy. For those who think past decorations were superior and more in keeping with the spirit of the season, they seem not to know that for many years the season was one religion, one culture and not universal.

Judging from early reports, our retailers had a very good season. So far, the downturn in the economy has not had the same effects on real estate values, especially in commercial land, as some other sections of Los Angeles and the nation.

Give the council credit: On the William Morris project, they worked very hard to protect the public interest. Parking was increased and there could be adequate protection against building a structure for a talent agency we all want that might later be abandoned for a less valuable use. The city wants to be sure that if the property is zoned for an entertainment district that continued use is assured and protected.

If there is an agency that helps define us as a city, it is our police department. The sensitivity to good community relations by the men and women who serve and protect us has helped create a model for police-community understanding other cities could emulate. It is interactive. The police know they are supported and they respond to that support by encouraging concerns about police practices. It works. Show the police distrust and alienation, and that's what is most often returned. In metropolitan areas, our example is a good argument

for community policing.

Finally, a note on the national elections: When the first Iowa caucuses are finally held, the most important impact will be on the Romney campaign. For months, most of the other candidates were almost conceding him the state. Had he won, it would have had some but not too much significance.

Now, should he beat out the surprising surge of former Arkansas governor Mike Huckabee, Mitt Romney will once again become a leading candidate.

Romney may not have wanted it that way, but it does make Iowa significant.

A KFWB reporter missed a cute response to a question by Cong. Brad Sherman. Asked about a recent EPA ruling that inhibited California from adopting more stringent rules, Sherman said that could all change if a Democrat won the White House. "Of course, we have no idea who SHE will be," Sherman said. The reporter missed it.

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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BHHS Boys', Girls' Basketball Teams Lose in Tournament Finals

Norman girls' soccer team routs Vistamar By Steven Herbert

Unforced turnovers proved to be Beverly High's undoing in a 56-44 loss to Palisades in the championship game of the San Fernando Valley Tournament Friday night at Alemany High School in Mission Hills. "We turned the ball over too many times, especially in the first half, therefore, we didn't have enough rhythm," Norman coach Luis Turcios said.

Despite the turnovers, Beverly Hills (6-3) trailed by just three at halftime, 28-25. The Normans tied the score twice early in the third quarter, 28-28 and 30-30. The Dolphins (12-1) then went on a 9-2 run, taking a 39-32 lead they would never relinquish.

After Bo Abrams ended that run with a basket for Beverly Hills, Palisades scored the final four points of the quarter and led 43-34 entering the fourth quarter.

Back-to-back baskets by Julian Wheeler and Sejin Park pulled the Normans within seven,

45-38, with six minutes, 20 seconds to play. However, Beverly Hills missed its next eight shots and two free throws and the Dolphins scored nine consecutive points and led by at least 12 for the rest of the game.

Wheeler led the Normans with 18 points, 15 after the first quarter. Romeo Miller and Tenzin Sopea each added seven, Justin Cooper and Jerome Johnson four each, and Abrams and Sejin Park two each. Wheeler made three 3-point shots, Miller two and Sopea one.

Both teams were playing their fifth game in five days in the tournament with Southern California's largest field, 32 teams.

In other tournament games:

Beverly Hills 62, Los Angeles Baptist 36

The Normans outscored the Knights, 16-4, in the first quarter, as Jordan Hughes scored five points and Wheeler four in a first-round game at Crespi High School in Encino Dec. 16.

Beverly Hills increased its lead to 35-13 at halftime by outscoring Los Angeles Baptist, 19-9, in the second quarter, with Miller scoring six points and Park and Wheeler five each and both making 3-point baskets.

Wheeler finished with 19 points, Miller 15, Hughes nine, Park five, Cooper four, Anthony Williams three on a fourth-quarter 3-point basket and Greg Townsend two.

Miller made two 3-point baskets and Hughes, Park, Wheeler and Williams one each.

Beverly Hills 71, Woodland Hills

El Camino Real 55

Wheeler scored 18 points and Cooper 11 in a championship bracket second-round game at Crespi High School Dec. 18.

The Normans led 21-17 at the end of the first quarter, 38-29 at halftime and 47-39 entering the fourth quarter.

Park added nine points, Johnson and Sopea eight each, Alex Rosario and Townsend five each, Hughes three and Abrams and Trevor Walters two each.

Park and Wheeler both made three 3-point baskets and Sopea two.

Beverly Hills 48, Venice 47

Wheeler scored seven of his 13 points in the fourth quarter, including the game-winning 3-point play with four seconds left, in a championship quarterfinal at Crespi High School Dec. 19.

Cooper and Townsend both scored six points in the third quarter as the Normans outscored the Gondoliers, 15-8, cutting a 30-20 halftime deficit to 38-35 entering the fourth quarter.

Beverly Hills outscored Venice, 13-9, in fourth quarter.

The Normans trailed 21-14 at the end of the first quarter.

Cooper and Townsend each added 10 points, Abrams, Sopea and Williams each added four points, Johnson two and Hughes one.

Beverly Hills 67, North Hills Monroe 55

Miller scored 18 points and Wheeler 15 in a championship semifinal at Alemany last Thursday. The Normans took a 32-25 halftime lead by outscoring the Vikings 22-13 in the second quarter, with Wheeler scoring eight points, including a three-point basket, and Miller seven.

Monroe outscored Beverly Hills, 15-14, in the third quarter, cutting the deficit to 46-40 entering the fourth quarter.

The Normans outscored the Vikings, 21-14, in the fourth quarter as Miller scored 11 points, making seven of nine free throws, and Wheeler

five, making five of seven free throws.

Cooper added eight, Sopea and Townsend six each, Johnson four, Hughes three on a first-quarter 3-point basket, Rosario three, and Park and Ashwin Thomas two each.

What's Next?

The Normans were scheduled to play Reseda Cleveland Wednesday in a Sea Hawk Beach Classic first-round game that began after the Beverly Hills Weekly's deadline.

If Beverly Hills won, it would play the Los Angeles Price-Los Angeles View Park winner today at 4 p.m. in a championship quarterfinal. A loss would relegate the Normans to a consolation quarterfinal against the Los Angeles Jordan-Playa Del Rey St. Bernard loser today at 1 p.m.

Beverly Hills will also play tournament games Friday and Saturday against opponents to be determined.

The tournament is played at Redondo Union High.

Girls' Basketball

University High School Tournament

Culver City 48, Beverly Hills 40

The Normans were unable to overcome a 26-11 halftime deficit in Saturday's championship game, despite three players scoring in double figures.

Freshman forward Morgan Mason had 13 points and 12 rebounds, Sophie Payson 12 points, including three 3-point baskets, while senior guard Taylor Craig had 10 points for Beverly Hills (11-3).

The Normans were outscored, 8-2, in the first quarter and 18-9 in the second. Beverly Hills outscored Culver City, 16-9, in the third quarter, cutting the deficit to 35-27. Both teams scored 13 points in the fourth quarter.

Chelsea Austin and Jie Ren each scored two points and Javonna Young one for the Normans.

The loss was Beverly Hills' second of the season in a tournament final against an Ocean League opponent. The Normans lost to Inglewood, 53-45, in the final of the Inglewood City of Champions third annual Holiday Tipoff Classic, Dec. 1.

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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2007-YEAR IN REVIEW

The Weekly looks back at some of the year's most headline making stories



Council candidates spring toward finish line Campaign officials hope issues, not multilingual ballot or rumors, will define the election Issue 386, February 22

With City Council campaigns underway, candidates and their campaign teams hit the streets and staffed the phones with absentee voters in mind.

A total of 1,797 ballots were requested this year, in addition to the 2,899 ballots that were sent out to permanent absentee voters. With 129 ballots being returned each day on average, the projected number of absentee votes this year is on par with recent elections.

The widening of Santa Monica Boulevard was one of a few hot button issues that other campaigns, especially those of the two incumbent candidates, say have been misrepresented. Mayor Steve Webb, ran for a second term, sending out a pre-recorded “robo-call” to thousands of residents, urging them to call him back and talk about issues such as Santa Monica Boulevard.

The Beverly Hills North Homeowners' Association, which endorsed Nancy Krasne and Soleimani, has repeatedly attacked Webb and Jimmy Delshad, calling their approval of the MOU with the MTA the “misbegotten efforts of the incumbents” in an ad that appeared in the Weekly.

The new multilingual universal ballot, which drew over 300 complaints to the City Clerk's

Office was another unexpected – and perhaps widely misunderstood – election agitation.

It is uncertain how the Farsi ballot, or any other recent controversies, affected the election outcome.

Update: The final 2007 City Council election results had Nancy Krasne garnering 2710 votes, followed by Jimmy Delshad with 2579, and Steve Webb with 2408. Maggie Soleimani received 2299, Shahram Melamed, 1266 and Lizza Morales received 347 votes.



Beverly High to eliminate all pre algebra courses

But some fear low performing students could be left behind

Issue 398, May 17

Beverly Hills Unified approved a reconfiguration of math courses at the middle and high school levels that eliminated any math courses below the algebra level at Beverly High.

The reconfiguration began during the 2007-2008 school year and is, in part, a response to the district's API scores. Current API calculations assign a minimum 200 point score to students who do not complete the state standard course at

the appropriate grade level. If a student has not completed Algebra 1 by grade 9, the 200 point score is assigned, which lowers scores for the entire district.

Beverly High offered three classes below the algebra level: Math A, Math Workshop, and Algebra A. The BHUSD proposed eliminated those courses altogether.

er.

In order to cope with the higher level math courses at the high school level, the middle schools will be forced to restructure their pre algebra courses. Beginning Algebra will become Algebra A and students who pass the class will then spend their ninth grade year in Algebra B, putting them at the college preparatory level once they arrive at the high school.

The district anticipates that there will be two reasons for students to struggle with the increased math requirement. They will either not grasp the math conceptually or they will struggle to complete the homework requirements and lack in classroom participation. For those students, Assistant Superintendent Ilene Straus believes that different math interventions for each different type of child will solve the problem.

Update: Graduating seniors must complete three years of math in order to be eligible to graduate. The new graduation math requirement did not affect students enrolled prior to the 2007-2008 school year. The incoming freshman class of 2011 and future classes will be subject to the new math initiative.



William Morris to move uptown

George Comfort & Sons proposes new headquarters for the William Morris Agency on North Beverly

Issue 407, July 19

When the William Morris Agency decided to look for a new building location to accommodate their growing staff and needs, building owner George Comfort & Sons offered the agency a 210,000 square foot building on 231-265 North Beverly Drive, next to the Bank of America.

“William Morris very much wants to stay in Beverly Hills,” said Mark Egerman, former Beverly Hills Mayor and the attorney representing

the building owner George Comfort & Sons.

Efforts to retain William Morris in Beverly Hills heightened as the city began to lose several entertainment companies.

“One of the primary reasons William Morris and other talent agencies are important to Beverly Hills is that they are a cornerstone in the city's economic sustainability,” said Mayor Jimmy Delshad.

The application for the project was filed by George Comfort & Sons last April. The

Beverly Drive building's owners retained Gensler Architects, a firm based out of Santa Monica to design the building to the specification of the William Morris Agency, said

Egerman.

The proposed new headquarters of the William Morris Agency, if approved, would have to implement a new overlay zone that would apply new development standards for the site.

Update: On Tuesday, December 18 the Beverly Hills City Council approved two ordinances allowing the William Morris project to continue. The first ordinance granted William Morris the entertainment office planned development overlay zone (E-O-PD) and passed with 4-1 vote, with Councilmember Nancy Krasne voting against. The second ordinance was approved (3-2), with Krasne and Vice Mayor Barry Brucker voting against the development agreement that allows for the construction of William Morris with commercial and retail space.

cover cont. on page 10

**Board of education race begins
Millan unexpectedly withdraws from race**
Issue 411, August 16

The Beverly Hills Board of Education race took a slight turn when Board of Education President John Millan withdrew for re-election on Friday, August 10.

“It was a very difficult decision because I think I have accomplished a lot in the four years and I think there is always more to do,” said Millan.

With new opportunities and existing responsibilities, Millan felt it was best to withdraw from the race.

“I’ve got my regular full time job with some additional responsibilities, I’m on the Board of Education and I’m also the President of the Board of Education at this time. The presidency has a lot more responsibilities and duties than even I expected. So there is a lot happening right now,” said Millan.

The final candidates hoping for one of the three seats open on the Board were incumbents Myra Lurie, running for a second term and Alissa Roston, running for a third term with challengers, talent agent/manager Steven Fenton and political science professor Brian Goldberg.

Update: The Los Angeles County Registrar/County Clerk released a final vote count on Wednesday, November 21 for the Board of Education election that took place Tuesday, November 6. Challenger Steven Fenton garnered 2,718 votes, incumbent Myra Lurie 1,947, challenger Brian Goldberg 1,815 and incumbent Alissa Roston 1,795.

The installation of the new Board of Education took place on Tuesday, December 11.



Smoke Out
Outdoor smoking ban leads to mixed emotions by local restaurants
Issue 418, October 4

The City of Beverly Hills passed a smoking ordinance that went into effect on Monday, October 1 prohibiting smoking in outdoor dining areas.

According to city officials the goal of the ordinance is to create a healthier atmosphere by helping to prevent the hazards of second-hand smoke.

“What this ordinance shows is that Beverly Hills is a self conscious city. It puts health reasons above everything else,” said Beverly Hills Mayor Jimmy Delshad.



The ordinance will have a three month evaluation period. The City will analyze sales tax data during the months of October, November and December. The data will be presented at a public meeting no later than May 31, 2008. At this point the City Council will decide if the ordinance should be repealed or remain in effect.

According to Beverly Hills Chamber of Commerce Dan Walsh exactly how the ordinance will affect businesses is unclear.

“We don’t know yet. But we did reach out to other cities that have the smoking ordinance in place. We heard [from these cities that they] have not experienced an adverse impact with their restaurant community,” said Walsh.

Although there were mixed reviews on the ordinance, the City obtained the support of the Beverly Hills Chamber of Commerce.

Any person violating the ordinance will be fined \$100 for the first violation, \$200 for a second violation within one year, and \$500 for each additional violation within a year. All businesses affected by the ordinance are required to post “no smoking” signs.

Update: In January the Chamber along with the City will begin analyzing sales tax data for the months of October, November and December. The analysis will be presented to the City Council no later than May 31, 2008.

Ethics ordinance to be revisited by City Council
“Revolving door” provisions could be extended to 30 months
Issue 419, October 11



An ethics ordinance that was originally brought up to establish restrictions on activities by former City Officials, elected officials and planning commissioners was brought to question at a formal City Council meeting on Tuesday, October 10. The Council discussed and voted on proposed amendments to the ordinance.

According to a staff report, the ordinance established a post-employment or “revolving door” restriction, which would limit a former public official or employee on what they can do after leaving the City’s service.

Currently the ordinance prohibits former public officials and employees for a period of one year after leaving office from representing any person, for compensation, in any formal or informal appearance before the city. The prohibition is two years for city employees that exercise discretionary decision-making authority.

The rationale is that many development projects come before the Council and Planning Commission.

Councilmember Linda Briskman believes in a tough ethics ordinance, but disagrees with Brucker’s recommendation of a 30 month prohibition.

“I think 30 months is probably too much. If they want to go to two years that makes more sense but as long as the Councilmembers that are running know the criteria and know what is expected of them, then I think it is fair,” said Briskman.

Brucker says he has the support of Mayor Jimmy Delshad, who is part of the Ad Hoc Committee, and Councilmember Nancy Krasne.

Update: The City Council unanimously voted on all amendments made to the ethics ordinance on Tuesday, October 17 during the Council’s formal meeting. Four amendments were made to the ordinance, one of which resulted in extending the “revolving door” provision to 30 months affecting future elected officials and planning commissioners.

“I am very pleased that we just passed the toughest and strongest ordinance in the state,” said Brucker. “I put up a big fight for the two-and-a-half years and in the long run that is what was most important.”

The amendment goes into effect immediately but will only affect new elected officials and planning commissioners, and officials running for re-elections who will hold office in 2009.

2-Hour free parking reinstated
Council reverses stand amidst resident complaints
Issue 424, November 15

After a year and a half of implementing one-hour free parking rates the Beverly Hills City Council, despite recommendations from the public works and finance staff not to modify the current one-hour free parking rate, voted unanimously in favor of reinstating 2-hour free parking.

Based on the Staff Report presented to the City Council during the 2003-2004 budget planning process, the City experienced a large loss in sales tax and transient occupancy tax revenues due to post September 11 economic conditions.



As a result, in order to balance the General Fund budget, the City Council transferred \$2 million of parking meter revenue out of the Parking Enterprise Fund and into the General Fund to avoid a budget deficit. The Council intended to replace the Parking Enterprise Fund revenue by eliminating free parking, but postponed the action due to business opposition.

Originally Beverly Hills Mayor Jimmy Delshad and Vice Mayor Barry Brucker supported reinstating 2-hour free parking for residents only, but along with Councilmember Linda Briskman, who opposed reinstating 2-hour free parking for everyone, swayed their vote after heavy community outcry, voting to reinstate 2-hour free parking for residents and visitors.

Delshad explained his decision to support 2-hour free parking for everyone.

“Of the one-and-a-half billion dollar sales that go on in the golden triangle, \$500 million come from residents, \$400 million from counties outside Beverly Hills, and about \$500 million come from outside California. That means residents contribute to a third of the business, but two-thirds are non-residents,” said Delshad.

The approved 2-hour free parking program will go into effect just in time for Thanksgiving and the Holiday season. The lots that will be affected are the 216 S. Beverly Dr., 345 N. Beverly Dr., 438 N. Beverly Dr., and 9510 Brighton Way retail parking lot structures.

Tuesday’s decision to return parking facilities to 2-hours free parking to all users will result in a \$1.7 million reduction in revenues, a deficit of \$2.7 million in the current fiscal year and a total deficit of \$19.6 million over the next five years.

Currently the city of Beverly Hills operates 15 municipal parking structures.

Update: Delshad has asked the Ad Hoc committee to reconvene and find solutions on how to generate revenues sources to offset the financial shortfall from reinstating 2-hour free parking and how to eliminate the misuse of the parking facilities.

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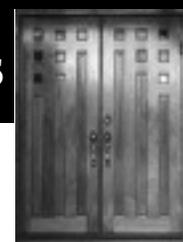
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FICTITIOUS BUSINESS NAME STATEMENT: 20072532964
The following person(s) is/are doing business as: ANAHIT HOME HEALTH CARE, 119 S. Everett St #5, Glendale, CA 91205. ANAHIT ARAMELIAN, 119 S. Everett St #5, Glendale, CA 91205. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 11/13/07. Signed: Anahit Aramekian. 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: 11/20/07. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state.

91206. 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: 12/04/07. Published: 12/13/07, 12/20/07, 12/27/07, 01/03/08 BHW-3109

FICTITIOUS BUSINESS NAME STATEMENT: 20072658787
The following person(s) is/are doing business as: GARAGE PIZZA, 4339 7 W. Sunset Blvd. Los Angeles, CA 90024. DIANA BADALIAN, 6409 Pioneer Dr., Glendale, CA 91203. The business is conducted by: AN INDIVIDUAL. DIANA BADALIAN, 6409 Pioneer Dr., Glendale, CA 91203. The business is conducted by: A LIMITED LIABILITY COMPANY. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Jason Baton, President, Batten Down LLC. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 12/04/07. NOTICE - This 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: 12/13/07, 12/20/07, 12/27/07, 01/03/08 BHW-3110

FICTITIOUS BUSINESS NAME STATEMENT: 20072694209
The following person(s) is/are doing business as: CLOTHING 4 LESS, 5211 E. Washington Blvd. #3, Commerca, CA 91604. DIANA BADALIAN, 6409 Pioneer Dr., Glendale, CA 91203. The business is conducted by: AN INDIVIDUAL. DIANA BADALIAN, 6409 Pioneer Dr., Glendale, CA 91203. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Diana Badalian. 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: 12/07/07. NOTICE - This 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: 12/13/07, 12/20/07, 12/27/07, 01/03/08 BHW-3111

FICTITIOUS BUSINESS NAME STATEMENT: 20072693935
The following person(s) is/are doing business as: AUTO PLUS REGISTRATION SERVICE, 14545 Friar St, Suite 206, Van Nuys, CA 91411. PERCHUI PAM TOKADJIAN, 14689 Northford St. #208, 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. Signed: Perchui Pam Tokadjian. 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: 12/07/07. NOTICE - This 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: 12/13/07, 12/20/07, 12/27/07, 01/03/08 BHW-3112

FICTITIOUS BUSINESS NAME STATEMENT: 20072694302
The following person(s) is/are doing business as: INVIVO NATURAL HEALTH; INVIVO HEALTH IMPROVEMENT CENTER; INVIVO DESIGNED CLINICAL NUTRITION, 2211 Corinth Ave, Suite 301, Los Angeles, CA 90064. MARK JAMES SACHSE, 4435 Canoga Ave., Woodland Hills, CA 91364. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Mark James Sachse. 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: 12/07/07. NOTICE - This 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: 12/13/07, 12/20/07, 12/27/07, 01/03/08 BHW-3113

FICTITIOUS BUSINESS NAME STATEMENT: 20072694393
The following person(s) is/are doing business as: SUPERSHIMUTTLE, 854 Ford St, Burbank, CA 91505. JUDITH E. RUDIN, 854 Ford St, Burbank, CA 91505. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 10/20/07. Signed: Judith E. Rudin. 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: 12/07/07. NOTICE - This 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: 12/13/07, 12/20/07, 12/27/07, 01/03/08 BHW-3114

FICTITIOUS BUSINESS NAME STATEMENT: 20072693726
The following person(s) is/are doing business as: ARTIN DESIGN, 1721 Heather Ridge Dr., Glendale, CA 91207. ARN SARGYAN, 1721 Heather Ridge Dr., 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 on: 10/30/04. Signed: Artn Sargyan. 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: 12/07/07. NOTICE - This 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: 12/13/07, 12/20/07, 12/27/07, 01/03/08 BHW-3115

FICTITIOUS BUSINESS NAME STATEMENT: 20072658428
The following person(s) is/are doing business as: MOM'S CREATORS; ELO'S CREATION, 18800 Stage St, Reseda, CA 91335. HAGOP ANTONIAN MIRZOVIAN, 18800 Stage St, Reseda, CA 91335. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Hagop Mirzovian. 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: 12/04/07. NOTICE - This 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: 12/13/07, 12/20/07, 12/27/07, 01/03/08 BHW-3116

FICTITIOUS BUSINESS NAME STATEMENT: 20072657009
The following person(s) is/are doing business as: ROSEMARY'S CLEANING, 13312 Louvre St, Pacoima, CA 91331. SOLEDAD CELESTE ARROYO, 13312 Louvre St, Pacoima, CA 91331. ANTHONY ROBERTO GUTIERREZ, 13312 Louvre St, Pacoima, CA 91331. The business is conducted by: CO-PARTNERS. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Anthony Gutierrez. 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: 12/04/07. NOTICE - This 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: 12/13/07, 12/20/07, 12/27/07, 01/03/08 BHW-3117

FICTITIOUS BUSINESS NAME STATEMENT: 20072658879
The following person(s) is/are doing business as: GRUPO MULTISER SUPPLY POODER DE TIERRA CALIENTE, 15445 Cobalt St, #87, Sylmar, CA 91342. HECTOR MONROE MARTINEZ GARAY, 15445 Cobalt St, #87, Sylmar, CA 91342. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Hector M. Martinez. 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: 12/04/07. NOTICE - This 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: 12/13/07, 12/20/07, 12/27/07, 01/03/08 BHW-3118

FICTITIOUS BUSINESS NAME STATEMENT: 20072670000
The following person(s) is/are doing business as: VOOM TRIP, 1218 South Boyle St, Los Angeles, CA 90017. KYUNG SUK KANG, 1257 Virginia Ave, Glendale, CA 91202. MATTHEW NASSER, 1257 Virginia Ave, Glendale, CA 91202. 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. Signed: Matthew S. Nasser. 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: 12/05/07. NOTICE - This 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: 12/13/07, 12/20/07, 12/27/07, 01/03/08 BHW-3119

FICTITIOUS BUSINESS NAME STATEMENT: 20072659620
The following person(s) is/are doing business as: ALLED CAPITAL GROUP OF COMPANIES, 11454 San Vicente Blvd, Los Angeles, CA 90049. ALLED USA CORP 11454 San Vicente Blvd, Los Angeles, CA 91601. The business is conducted by: A CORPORATION. The registrant commenced to transact business under the fictitious business name or names listed on: 4/10/07. Signed: Richard Zelle, President, Allied USA Corp. 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: 12/04/07. NOTICE - This 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: 12/13/07, 12/20/07, 12/27/07, 01/03/08 BHW-3120

FICTITIOUS BUSINESS NAME STATEMENT: 20072659621
The following person(s) is/are doing business as: ZAKAR ENTERPRISES; STRATEGIC CAPITAL PARTNERS, 5748 Troost Ave, North Hollywood, CA 91601. ARAM ZAKIAN, 5748 Troost Ave, North Hollywood, CA 91601. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 6/10/07. Signed: Aram Zakian. 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: 12/04/07. NOTICE - This 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: 12/13/07, 12/20/07, 12/27/07, 01/03/08 BHW-3121

FICTITIOUS BUSINESS NAME STATEMENT: 20072658462
The following person(s) is/are doing business as: MODERN BRIDE MEDIA; PRO PROJECTORS, 321 S. 0th St, Newburgh, NY 12551. FRANK GARBAN, 321 S. 0th St, Newburgh, NY 12551. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 12/4/07. Signed: Fred Garban. 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: 12/04/07. NOTICE - This 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: 12/13/07, 12/20/07, 12/27/07, 01/03/08 BHW-3122

FICTITIOUS BUSINESS NAME STATEMENT: 20072663377
The following person(s) is/are doing business as: MAXIMIZEMARKETING.COM, 150 S. Oleveaks Blvd, #9236, Chester St #216, Glendale, CA 91203. The business is conducted by: A GENERAL PARTNERSHIP. The registrant commenced to transact business under the fictitious business name or names listed on: 12/11/07. Signed: Armand Garbanyan. 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: 12/05/07. NOTICE - This 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: 12/13/07, 12/20/07, 12/27/07, 01/03/08 BHW-3123

FICTITIOUS BUSINESS NAME STATEMENT: 20072668779
The following person(s) is/are doing business as: AGUILAR LANDSCAPING & CONSTRUCTION; I & A NDO, C 830 W. Newburgh, NY 12551. AGUILAR LANDSCAPING AND CONSTRUCTION, 830 W. Newburgh, NY 12551. LAURENCE, CA 93534. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Miguel Martinez. 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: 12/06/07. NOTICE - This 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: 12/13/07, 12/20/07, 12/27/07, 01/03/08 BHW-3124

FICTITIOUS BUSINESS NAME STATEMENT: 20072682109
The following person(s) is/are doing business as: DOGGIE SPA THE SALON, 25269 The Old Rd, Unit F, North Hollywood, CA 91605. TARI S. SARGYAN, 25269 The Old Rd, Unit F, 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. Signed: Train Shahrudian. 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: 12/06/07. NOTICE - This 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: 12/13/07, 12/20/07, 12/27/07, 01/03/08 BHW-3125

FICTITIOUS BUSINESS NAME STATEMENT: 20072682019
The following person(s) is/are doing business as: WHENHEREHWHY, 1831 Beechtree Lane, Norridge, CA 91361. NANCY L. LARSEN, 1831 Beechtree Lane, Norridge, CA 91361. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Shayne Marine. 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: 12/06/07. NOTICE - This 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: 12/13/07, 12/20/07, 12/27/07, 01/03/08 BHW-3125

FICTITIOUS BUSINESS NAME STATEMENT: 20072682019
The following person(s) is/are doing business as: WHENHEREHWHY, 1831 Beechtree Lane, Norridge, CA 91361. NANCY L. LARSEN, 1831 Beechtree Lane, Norridge, CA 91361. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Shayne Marine. 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: 12/06/07. NOTICE - This 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: 12/13/07, 12/20/07, 12/27/07, 01/03/08 BHW-3125

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: 12/13/07, 12/20/07, 12/27/07, 01/03/08 BHW-3126

FICTITIOUS BUSINESS NAME STATEMENT: 20072647189
The following person(s) is/are doing business as: ASIAN SHADOW BOXES, 12950 Blairwood Dr, Studio City, CA 91604. RANDY L. FUHMAN, 12950 Blairwood Dr, 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. Signed: Randy L. Fuhman. 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: 12/03/07. NOTICE - This 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: 12/13/07, 12/20/07, 12/27/07, 01/03/08 BHW-3127

FICTITIOUS BUSINESS NAME STATEMENT: 20072645986
The following person(s) is/are doing business as: SHELPTLI PLUMBING SERVICE, 18048 Duncan St, Encino, CA 91316. SERGEY SHELPTLI, 18048 Duncan St, Encino, CA 91316. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Sergey Shlptli. 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: 12/03/07. NOTICE - This 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: 12/13/07, 12/20/07, 12/27/07, 01/03/08 BHW-3128

FICTITIOUS BUSINESS NAME STATEMENT: 20072681068
The following person(s) is/are doing business as: IT CHAIR, 1655 S. La Cienega Blvd, Los Angeles, CA 90020. ASHKAN SOBHE, 1655 S. La Cienega Blvd, Los Angeles, CA 90020. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Ashkan Sobhe. 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: 12/05/07. NOTICE - This 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: 12/13/07, 12/20/07, 12/27/07, 01/03/08 BHW-3129

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME: 20072671449
Original file #: 20070933913
The following person(s) has/have abandoned the use of the fictitious business name: UNITED RELOCATION, 12439 Magnolia Blvd, #134, North Hollywood, CA 91607. The fictitious business name referred to above was filed on: 4/18/07, 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: PARAMOUNT RELOCATION SERVICE, 12439 Magnolia Blvd, #134, North Hollywood, CA 91607. 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: 12/05/07. Published: 12/13/07, 12/20/07, 12/27/07, 01/03/08 BHW-3130

FICTITIOUS BUSINESS NAME STATEMENT: 20072671150
The following person(s) is/are doing business as: AMERICAN NATIONWIDE RELOCATION, 12439 Magnolia Blvd, #134, North Hollywood, CA 91607. PARAMOUNT RELOCATION SERVICE INC, 12439 Magnolia Blvd, #134, Valley Village, CA 91607. The business is conducted by: A CORPORATION. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Sap Tal, Owner, Paramount relocation Service Inc. 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: 12/05/07. NOTICE - This 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: 12/13/07, 12/20/07, 12/27/07, 01/03/08 BHW-3131

FICTITIOUS BUSINESS NAME STATEMENT: 20072681084
The following person(s) is/are doing business as: GARNI FAMILY RESTAURANT, 5237 W. Sunset Blvd, Los Angeles, CA 90027. ARSEN AVEDEVYAN, 720 N. Louise St, #107, Glendale, CA 91206. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Arsen Avedevyan. 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: 12/07/07. NOTICE - This 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: 12/13/07, 12/20/07, 12/27/07, 01/03/08 BHW-3132

FICTITIOUS BUSINESS NAME STATEMENT: 20072658680
The following person(s) is/are doing business as: F4 CAMES; F4 MUSIC; F84, 1211 Chandler Blvd, Suite 12A, North Hollywood, CA 91607. FLOOR 84 STUDIO, LLC, 12311 Chandler Blvd, Suite 12A, North Hollywood, CA 91607. The business is conducted by: A LIMITED LIABILITY COMPANY. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Jeffrey M. Hrdy, CEO, Floor 84 Studio, 12311 Chandler Blvd, Suite 12A, North Hollywood, CA 91607. 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: 12/06/07. NOTICE - This 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: 12/13/07, 12/20/07, 12/27/07, 01/03/08 BHW-3133

FICTITIOUS BUSINESS NAME STATEMENT: 20072657608
The following person(s) is/are doing business as: C & C BILLING SERVICES, 8220 Overmorrow Ave, #5, Canoga Park, CA 91304. MURRAY ZAMBRANO, 8220 Overmorrow Ave, #5, Canoga Park, CA 91304. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Muray Zambrano. 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: 12/04/07. NOTICE - This 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: 12/13/07, 12/20/07, 12/27/07, 01/03/08 BHW-3134

FICTITIOUS BUSINESS NAME STATEMENT: 20072681028
The following person(s) is/are doing business as: KOLOR KIDS, 6641 Murietta Ave, Van Nuys, CA 91405. ERIC DUDLEY, 6641 Murietta Ave, Van Nuys, CA 91405. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Eric D. Ushur. 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: 12/05/07. NOTICE - This 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: 12/13/07, 12/20/07, 12/27/07, 01/03/08 BHW-3135

FICTITIOUS BUSINESS NAME STATEMENT: 20072648843
The following person(s) is/are doing business as: IPODESERVATION.COM, 17216 Saitoy, #414, Van Nuys, CA 91406. TODD FRANK, 18345 Kirlidge, #2, Reseda, CA 91335. MARSHALL ZABLEN, 6265 Sepulveda, #B, Van Nuys, CA 91411. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Todd Frank, Marshall Zaben. 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: 12/03/07. NOTICE - This 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: 12/13/07, 12/20/07, 12/27/07, 01/03/08 BHW-3136

FICTITIOUS BUSINESS NAME STATEMENT: 20072648842
The following person(s) is/are doing business as: BY DESIGN LIMOUSINE SERVICE, 16704 Labrador St, North Hills, CA 91343. ROMAN GERGEL, 16704 Labrador St, North Hills, CA 91343. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Roman Gergel. 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: 12/03/07. NOTICE - This 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: 12/13/07, 12/20/07, 12/27/07, 01/03/08 BHW-3137

FICTITIOUS BUSINESS NAME STATEMENT: 20072665377
The following person(s) is/are doing business as: LEOS GLASS, 18738 Bryant St, #3, Northridge, CA 91324. JOSE LEONIDAS URIAS, 18430 Napa St, #B, Northridge, CA 91325. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 11/13/03. Signed: Jose L. Urias. 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: 12/07/07. NOTICE - This 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: 12/13/07, 12/20/07, 12/27/07, 01/03/08 BHW-3138

FICTITIOUS BUSINESS NAME STATEMENT: 20072645484
The following person(s) is/are doing business as: AHT-HERNANDEZ MAINTENANCE, 7429 Haskell Ave, Van Nuys, CA 91406. ADAN HERNANDEZ, 7429 Haskell Ave, Van Nuys, CA 91406. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 12/10/07. Signed: Adan Hernandez. 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: 12/30/07. NOTICE - This 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: 12/13/07, 12/20/07, 12/27/07, 01/03/08 BHW-3139

FICTITIOUS BUSINESS NAME STATEMENT: 20072680173
The following person(s) is/are doing business as: HONDA FOREIGN AUTO PARTS SALVAGE & CR SALES, 11975 Branford St, Sun Valley, CA 91352. HONDA FOREIGN, INC, 11975 Branford St, Sun Valley, CA 91352. The business is conducted by: A CORPORATION. The registrant commenced to transact business under the fictitious business name or names listed on: 11/30/03. Signed: Honza Foreign, Inc. 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: 12/06/07. NOTICE - This 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: 12/13/07, 12/20/07, 12/27/07, 01/03/08 BHW-3140

FICTITIOUS BUSINESS NAME STATEMENT: 20072680169
The following person(s) is/are doing business as: TONY'S AUTO ELECTRO, 18401 Vanowen St, Suite 2F, Reseda, CA 91335. ASHOT KIRAKOSYAN, 7300 Baird Ave, #20, Reseda, CA 91335. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Ashot Kirakosyan. 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: 12/07/07. NOTICE - This 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: 12/13/07, 12/20/07, 12/27/07, 01/03/08 BHW-3141

STATEMENT OF WITHDRAWAL FROM PARTNERSHIP OPERATING UNDER FICTITIOUS BUSINESS NAME: 20072642776
Original file #: 2007093391996
The following person(s) has/have withdrawn as a general partner(s) from the partnership operating under the fictitious business name of: AMJ ELECTRIC SERVICE, 87036 Sunland Blvd, Sun Valley, CA 91352. The fictitious business name statement for the partnership was filed on: 4/5/07, in the County of Los Angeles. The full name and residence of the person(s) withdrawing from the partnership: AMJ ELECTRIC SERVICE, 87036 Sunland Blvd, Sun Valley, CA 91352. 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: 12/30/07. Published: 12/13/07, 12/20/07, 12/27/07, 01/03/08 BHW-3142

NOTICE OF APPLICATION FOR CHANGE IN OWNERSHIP OF ALCOHOLIC BEVERAGE LICENSE:
1) Department of Alcoholic Beverage Control
1) Manchester Blvd. Sixth Floor PO Box 6500 Inglewood, CA 90306
310) 412-4311
2) Application for License Application for Change in Ownership of Alcoholic Beverage License
Date of Filing Application November 26, 2007
To Whom It May Concern:
The name(s) of the Applicant(s) is/are:
The following person(s) is/are:
The applicants listed above are applying to the Department of Alcoholic Beverage Control to sell alcoholic beverages at:
363-89 N BEDFORD DR
MOUNTAIN VIEW, CA 90215-6107
Type of License(s) applied for:
47- ON-SALE GENERAL EATING PLACE

FICTITIOUS BUSINESS NAME STATEMENT: 20072511721
The following person(s) is/are doing business as: E AND O RESEARCHING SERVICE, 10881 SAN MIGUEL AVE, LYNNWOOD, CA 90282. ELIAS CASTILLO, 10881 SAN MIGUEL AVE, LYNNWOOD, CA 90282. The business is conducted by: an Individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: ELIAS CASTILLO. 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: 11/8/2007. 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: 12/

#1238, LOS ANGELES, CA 90012. This Business is being conducted by a/an: INDIVIDUAL. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A. I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crime).

/s/ JENNY HUI KIM

This statement was filed with the County Clerk of LOS ANGELES County on 12/12/07 indicated by file stamp above.

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

LA136560 BEVERLY HILLS WEEKLY 12/20, 27, 2007, 1/3, 10, 2008

FILE NO. 20072718133

FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: SUSHI OZEKII, 5653 KANAN RD, AGOURA HILLS, CA 91301. The full name of registrant(s) is/are: HARU HARU SUSHI INC. 600 S. BEACH BLVD #6, ANAHEIM, CA 92804. This Business is being conducted by a/an: CORPORATION. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.

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

/s/ HARU HARU SUSHI INC BY: KELLY JOOMI YANG, CEO PRESIDENT

This statement was filed with the County Clerk of LOS ANGELES County on 12/11/07 indicated by file stamp above.

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

LA136519 BEVERLY HILLS WEEKLY 12/20, 27, 2007, 1/3, 10, 2008

FILE NO. 20072719348

FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: AMELIA'S CLUB, 403 N. AVALON BLVD, WILMINGTON, CA 90744. The full name of registrant(s) is/are: GLORIA IBARRA, 690 W. MAIN ST #B, TUSTIN, CA 92780. This Business is being conducted by a/an: INDIVIDUAL. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.

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

/s/ GLORIA IBARRA

This statement was filed with the County Clerk of LOS ANGELES County on 12/11/07 indicated by file stamp above.

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

LA136447 BEVERLY HILLS WEEKLY 12/20, 27, 2007, 1/3, 10, 2008

FILE NO. 20072719349

FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: ROLLING HILLS CLEANERS, 25920 ROLLING HILLS RD, TORRANCE, CA 90505. The full name of registrant(s) is/are: MUN S. KIM & HONG SOOK KIM, 928 GATUN ST, SAN PEDRO, CA 90731. This Business is being conducted by a/an: HUSBAN AND WIFE. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.

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

/s/ MUN S. KIM & HONG SOOK KIM

This statement was filed with the County Clerk of LOS ANGELES County on 12/11/07 indicated by file stamp above.

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

LA136494 BEVERLY HILLS WEEKLY 12/20, 27, 2007, 1/3, 10, 2008

FILE NO. 20072744163

FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: RED BUTTON, 928 S. WESTERN AVE #302, LOS ANGELES, CA 90006. The full name of registrant(s) is/are: NIKKI S. INN, 845 S. PLYMOUTH BLVD #P-H1, LOS ANGELES, CA 90005. This Business is being conducted by a/an: INDIVIDUAL. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.

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

/s/ NIKKI S. INN

This statement was filed with the County Clerk of LOS ANGELES County on 12/13/07 indicated by file stamp above.

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

LA136555 BEVERLY HILLS WEEKLY 12/20, 27, 2007, 1/3, 10, 2008

FILE NO. 20072681738

FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: BERKELEY DESINGS 13014 CERISE AVE, HAWTHORNE, CA 90250. The full name of registrant(s) is/are: ALLIANCE IMPORT & EXPORT LLC 3147 E. HOLLINGWORTH ST, W. COVINA, CA 91792. This Business is being conducted by a/an: LIMITED LIABILITY COMPANY. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.

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

/s/ ALLIANCE IMPORT & EXPORT LLC by: TISSAA. SAMARANAYAKA MANAGER

This statement was filed with the County Clerk of LOS ANGELES County on 12/06/07 indicated by file stamp above.

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

LA136334 BEVERLY HILLS WEEKLY 12/13,20,27,2007,1/3,2008

FILE NO. 20072681737

FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: MOCHA CITY 4221 WILSHIRE BLVD, STE #190, LOS ANGELES, CA 90010. The full name of registrant(s) is/are: JUNGME KWON AND RICHARD KWON 1002 S. BURNSIDE AVE, #201, LOS ANGELES, CA 90019. This Business is being conducted by a/an: HUSBAND AND WIFE. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.

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

/s/ JUNGME KWON, RICHARD KWON

This statement was filed with the County Clerk of LOS ANGELES County on 12/06/07 indicated by file stamp above.

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

LA136349 BEVERLY HILLS WEEKLY 12/13,20,27,2007,1/2,2008

FILE NO. 20072671045

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME

Fictitious Business Name(s): MEGA WRAPS 630 N. SEPULVEDA BLVD, EL SEGUNDO, CA 90245-3439

The fictitious business name referred to above was filed on JUNE 30, 2005 in the county of LOS ANGELES. Original file number, 05-1553102.

The full name of registrant: AMASENA INC, 2316 W. 185TH ST, TORRANCE, CA 90504

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/ AMASENA INC,

LA136309 BEVERLY HILLS WEEKLY 12/13,20,27,2007,1/3,2008

FILE NO. 20072616114

FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: PALM TREE FLOWER & GIFT 639 CHANNEL ST, #B, SAN PEDRO, CA 90731 . The full name of registrant(s) is/are: MI KYONG YOON 20530 ANZA AVE, #103, TORRANCE, CA 90503 . This Business is being conducted by a/an: INDIVIDUAL. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A .

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

/s/ MI KYONG YOON

This statement was filed with the County Clerk of LOS ANGELES County on 11/28/2007 indicated by file stamp above.

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

LA136057 BEVERLY HILLS WEEKLY 12/6,13,20,27, 2007

FILE NO. 20072600015

FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: WASHTIME COIN LAUNDRY 13854 CHASE ST, PANORAMA CITY, CA 91402. The full name of registrant(s) is/are: IRINA KAGAN 16849 CITRONIA ST, NORTHRIDGE, CA 91343. This Business is being conducted by a/an: INDIVIDUAL. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.

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

/s/ IRINA KAGAN

This statement was filed with the County Clerk of LOS ANGELES County on 11/26/2007 indicated by file stamp above.

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

LA135966 BEVERLY HILLS WEEKLY 12/6,13,20,27, 2007

FILE NO. 20072618706

FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: THE RUSTIC LITE 14019-23 S. HAWTHORNE BLVD, HAWTHORNE, CA 90250. The full name of registrant(s) is/are: SAMATHA MAK 524 RAYMOND AVE, SANTA MONICA, CA 90405. This Business is being conducted by a/an: INDIVIDUAL. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.

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

/s/ SAMATHA MAK

This statement was filed with the County Clerk of LOS ANGELES County on 11/28/2007 indicated by file stamp above.

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

LA136067 BEVERLY HILLS WEEKLY 12/6,13,20,27, 2007

NOTICE OF PETITION TO ADMINISTER ESTATE OF MIKHAIL BENDERSKY

Case No. BP107442

To all heirs, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate, or both, of MIKHAIL BENDERSKY

A PETITION FOR PROBATE has been filed by Susan Karrynyan in the Superior Court of California, County of LOS ANGE-

LES.

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

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 January 2, 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:

SILVA BEREJIAN ESQ

SBN 143706

KIRAKOSIAN & ASSOCIATES

108 N BRAND BLVD

STE 201

GLENDALE CA 91203-2679

Beverly Hills Weekly

CN786713 BENDERSKY Dec 13,20,27, 2007

NOTICE OF PETITION TO ADMINISTER ESTATE OF LAUREL CARSON

Case No. BP108011

To all heirs, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate, or both, of LAUREL CARSON

A PETITION FOR PROBATE has been filed by Wendy Carson Turk and Karen Carson in the Superior Court of California, County of LOS ANGELES.

THE PETITION FOR PROBATE requests that Wendy Carson Turk and Karen Carson 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 January 8, 2008 at 8:30 AM in Dept. No. 11 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:

ALLAN B CUTROW ESQ

SBN 50353

MITCHELL SILBERBERG & KNUPP

11377 W OLYMPIC BLVD

9TH FL

LOS ANGELES CA 90064

Beverly Hills Weekly

CN787952 CARSON Dec 13,20,27, 2007

Escrow No. 026175-AD

NOTICE TO CREDITORS OF BULK SALE

AND OF INTENTION TO TRANSFER

ALCOHOLIC BEVERAGE LICENSE

(Secs. 6101 et seq. and

B & P 24074 et seq.)

Notice is hereby given that a bulk sale of assets and a transfer of alcoholic beverage license is about to be made.

The names, Social Security or Federal Tax Numbers, and addresses of the Seller/Licensee are: FORTE, INC., a Nevada Corporation, 9595 Wilshire Blvd., #510, Beverly Hills, CA 90210, Tax ID #26-0407114.

The Business is known as: FORTE RISTORANTE

The names, Social Security or Federal Tax Numbers, and addresses of the Buyer/Transferee are: INTENSO, LLC, a California limited liability company, c/o GIULIO GALLO, 9601 Brighton Way, Beverly Hills, CA 90210, Tax ID #26-1468104

As listed by the Seller/Licensee, all other business names and addresses used by the Seller/Licensee within three years before the date such list was sent or delivered to the Buyer/Transferee are: None

The assets to be sold are described in general as: Restaurant and are located at: 362 North Camden Drive, Beverly Hills, CA 90211

The kind of license to be transferred is: Liquor License now issued for the premises located at: 362 North Camden Drive, Beverly Hills, CA 90211

The anticipated date of the sale/transfer is January 15, 2008 at the office of: NETTIE BECKER ESCROW, INC., 301 North Canon Drive, Beverly Hills, CA 90210.

The amount of the purchase price or consideration in connection with the transfer of the license and business, including the estimated inventory, is the sum of \$50,000.00 all cash

It has been agreed between the Seller/Licensee and the intended Buyer/Transferee, as required by Sec. 24073 of the Business and Professions Code, that the consideration for the 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: November 16, 2007
INTENSO, LLC, a California limited liability company, By: Giulio Gallo, Buyer/Transferee
FORTE, INC., a Nevada corporation, By:, Authorized Signer, Seller/Licensee

Beverly Hills Weekly
CN789486 26175-AD Dec 27, 2007

Project 08-12

**CITY OF BEVERLY HILLS
OFFICE OF PROJECT ADMINISTRATION
345 FOOTHILL ROAD
BEVERLY HILLS, CALIFORNIA 90210**

LEGAL NOTICE – PREQUALIFICATION STATEMENTS WANTED

CONSTRUCTION OF THE THIRD STREET PARKING STRUCTURE

The City of Beverly Hills ("City") hereby requests prequalification statements for the construction of the Third Street Parking Structure.

1. Notice Inviting Prequalification Statements

a.	Date of Request:	December 20, 2007
b.	Job Number:	08-12
c.	Prequalification Statement Deadline:	2:00 PM Tuesday, January 22, 2008
d.	Scope of the Work:	The work to be done shall consist of furnishing all the required labor, materials, equipment, parts, implements and supplies necessary for, or appurtenant to:

The construction of a free standing, sloping floor, long span, 500 vehicle, poured-in-place, post tensioned, concrete parking structure on a confined site located on Third Street west of Foothill Road in the City of Beverly Hills. The facility will have five levels above grade and two levels below grade.

e. Mandatory Prequalification of Bidders: All bidders on this project must be pre-qualified prior to submitting a bid on the project. It is mandatory that all Contractors who intend to submit a bid fully complete the pre-qualification questionnaire, provide all materials requested therein, and be approved by the City to be on the final qualified Bidders List. No bid will be accepted from a Contractor that has failed to comply with these requirements. If two or more business entities submit a bid as part of a Joint Venture, or expect to submit a bid as part of a Joint Venture, each entity within the Joint Venture must be separately qualified to bid. The City reserves the right to adjust, increase, limit, suspend or rescind the prequalification rating based on subsequently learned information. While it is the intent of the prequalification questionnaire and documents required therewith to assist the City in determining bidder responsibility prior to bid and to aid the City in selecting the lowest responsible bidder, neither the fact of prequalification, nor any prequalification rating, will preclude the City from a post-bid consideration and determination of whether a bidder has the quality, fitness, capacity and experience to satisfactorily perform the proposed work, and has demonstrated the requisite trustworthiness. The City may refuse to grant prequalification where the requested information and materials are not provided by the prequalification statement deadline or are not provided at all. There is no appeal from a refusal for an incomplete or late application, but re-application for a later project is permitted.

f. Obtaining Prequalification Documents: A copy of the mandatory Prequalification Package are available from Allen M. Rubenstein, Project Manager, (arubenstein@beverlyhills.org) 310-288-2808. The mailing address is 345 Foothill Road, Beverly Hills, CA 91604.

g. Prequalification Statement Deadline: 2:00 PM

Tuesday, January 22, 2008

h. Due Date and Location for Submittals: Complete Prequalification Statements will be received at all times during normal business hours prior to the Prequalification Statement Deadline at the Office of the City Clerk, 455 North Rexford Drive, Room 190, Beverly Hills, CA 90210. Prequalification Statements which arrive after the Prequalification Statement Deadline, including mailed prequalification statements delivered after the specified deadlines, will not be accepted, regardless of the time postmarked or otherwise indicated on the envelope.

Prospective Respondents are responsible for having prequalification statements deposited on time at the place specified and assume all risk of late delivery, including any delay in the mail or handling of the mail by the U.S. Postal Service or City employees. All prequalification statements must be in writing and must contain an original signature by an authorized officer of the firm. Electronic prequalification statements (i.e., telephonic, FAX, etc.) are NOT acceptable.

All prequalification statements shall clearly contain on the outside of the sealed envelope in which they are submitted: CONFIDENTIAL PREQUALIFICATION STATEMENT FOR THE CONSTRUCTION OF THE THIRD STREET PARKING STRUCTURE

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

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227-Construction
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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

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