

# Beverly Hills Weekly

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SERVING BEVERLY HILLS • BEVERLYWOOD • LOS ANGELES

Issue 423 • November 8 - November 14, 2007

## Chamber Discusses NYC Sales Mission

**In a Weekly exclusive, Chamber of Commerce CEO Dan Walsh discusses their recent trip**

**Weekly's endorsed candidate places first  
See Pg. 3**





# letters & email

## “Steven Fenton is the Man with a Plan” [Issue 422]

Since its inception I have been an avid reader and supporter of Beverly Hills Weekly and [Publisher] Josh Gross. The Weekly offers our community another voice and has steadily grown in both size and readership. I like the fact that the Weekly stirs the pot and ruffles feathers. Debate is wonderful and the Weekly over the years has brought many important issues to the forefront. However, as much a fan I am of the Weekly I must say that I am dismayed and disappointed at the Weekly’s one sided coverage and vitriolic opinions relating to the BHUSD Independent Study Program.

I cannot speak to the past and the Weekly’s reference to living rooms and out of district students, but must past mistakes, if they were made, continue to be dwelled upon? Let’s deal with the here and now. Did the Weekly get everything right from issue number 1 to issue number 422 or does the Weekly in fact from time to time have to print corrections? If

the Weekly is that perfect and no mistakes have been made over the years I salute them, if not then take a look in the mirror before you continue criticizing others without the facts to back them up. As to the Weekly’s complaint that students are taking all kinds of classes from one teacher, while that is true, not every ISP student takes all of his or her classes from Mr. Mandiola. Many students still take “regular” classes from the “qualified” teachers across the street at BHHS.

What I find most upsetting is that only one side, the critical side is represented. I have yet to see anything written that shows the benefits of this program. It is supported by many on the Board of Education and high school administrators, not to mention the parents of the children who are reaping the benefits of this quality program. Where are the interviews with these people? Is the Weekly and [BHEA President Chris] Bushee the only voices that should be heard? The answer to my own question is a resounding NO. The Weekly should show all sides of an issue and let the readers make up their own minds.

Calling for the dismissal of the director of this program is not only wrong but hurtful to Twila Cook who is a fine, hard-working and dedicated administrator and instructor who wears a variety of hats for our school district. I know from time to time Rudy Cole runs a “Local heroes” item in his column and I suggest that he take the time to examine Ms. Cook as a

candidate. She goes above and beyond the call of duty and puts in endless hours to make things better for those around her. Mr. Mandiola the instructor in the ISP is more than just a teacher for the students he works with. He is counselor, advisor, father confessor and role model. He, too, would be an ideal candidate for Mr. Cole’s column.

I appreciate tongue and cheek humor and I am a huge fan of sarcasm, but the Weekly singling out a student for taking a leadership class falls a bit flat. The students in the ISP have different needs and holes that must be filled in their schedules so that they get back on track to graduate. The simple fact that this is an Independent Study Program would allow for this student to take the Leadership class on his or her own and knowing Mr. Mandiola I am sure they are getting everything they need and more to become an outstanding leader. From what I understand of the Czech Republic, they would be lucky to have one of Mr. Mandiola’s disciples lead their ASB.

As a parent who monitors very closely my son’s involvement in this program, I can tell you that in my experience this program is not run in a lax or wide open fashion. On the contrary, every “I” is dotted and every “t” is crossed in making sure that the students adhere to all state education mandates. As to the aspersions cast by the Weekly in referencing Board Members or VIP’s children, I suggest he

*letters cont. on page 3*

## WHAT’S ON YOUR MIND?

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310.887.0789

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editor@bhweekly.com



# SNAPSHOT



CANDID CAMERA IS WATCHING SOUTH WILLAMAN DRIVE

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## Fenton wins big; Goldberg leading in Board of Education election

Close race defeats incumbent Alissa Roston by 13 votes

By Elisa Osegueda



Steven Fenton

After three months of debates, coffee chats, and walking precincts challenger Steven Fenton, incumbent Myra Lurie, and challenger Brian Goldberg won a seat on the Beverly Hills Board of Education.

The final ballot count as of Tuesday night placed Fenton in first place with 2,399 votes; Lurie second with 1,709 votes, and Goldberg third with 1,592 and Roston 1,579.

The first preliminary absentee ballot count was released

approximately at 8:15 p.m. Fenton led in first place with 1,407 votes, Lurie placed second with 992 votes, Goldberg in third with 947 votes, and Roston in last place with 933 votes.

Roston was informed of the preliminary results while being interviewed on an election program on KBEV Channel 6. After the interview, Roston declined to comment to the Weekly and did not return a phone call seeking comment on Wednesday morning.

First elected to the Board of Education in 1999, Roston was attempting to win a third term. Prior to running for the Board, Roston served as a Beverly Vista PTA president.

"It is still a tight race, we still have ballots that need to be counted and with only 13 votes separating me and Alissa, I am still holding my breath," said Goldberg on Wednesday.

Goldberg claims the election has taken him through a long journey.

"I teach political science, so I had an idea from the theory standpoint of the negative aspects of a campaign and the actual battle that I was going to have while challenging the status quo and the incumbents," said Goldberg. "It was certainly much more difficult than I thought it was going to be, but I have enjoyed the process."

Fenton said he continues to remain speechless, but hopes he can make the city proud.

"The plan now is to take a deep breath. The voter turnout did not surprise me. I thought it was going to be at about the level that it was," said Fenton. "I really felt my message was resonating. I listened to what the community had to say. This is a community based school district."

The election results are something Fenton hopes will inspire young BHUSD students.

"I hope that all the students at BHUSD saw what happened last night," said Fenton. "You can be a young person, you don't have to be married, and you don't have to have children in order to lead our school district. As long as you have the passion, commitment, love and the courage there is nothing that you can't accomplish."

In regards to the tight race between Roston and Goldberg, Fenton says both candidates worked hard.

"I know Alissa and Brian both worked hard and both wanted to serve the community," said Fenton. "Whether you agree or disagree on whether or not someone should run for a third term or not, one fact is undeniable, you must really love what you do if you want to do it for a third term. Everyone has a difference of opinion, but I know that Alissa Roston really loves serv-

ing on our school board. You can agree or disagree with her politics, philosophy on how run the school district, but one thing is certain, she loves the school district."

Fenton, whose father Frank serves on the Beverly Hills City Council, is not the first son or daughter to serve on the Board of Education with a parent on the Council.

Former City Councilmember Annabelle Heiferman (1982-1986) and her daughter former Board of Education member Dana Tomarken (1985-1993) served simultaneously on the Board and Council in late 1985/early 1986.

Lurie declined to comment on Wednesday.

On the KBEV election night broadcast, Lurie said she blamed the Weekly's coverage, in part, for spearheading a "negative" campaign against the incumbents.

According to the Los Angeles County Registrar-Recorder 3,325 ballots were cast out of approximately 21,000 registered voters, with approximately 2,199 cast by absentee. An undetermined number of late absentee ballots and provisional ballots remain to be counted, but are not expected to change the results.

An updated count will be released later in the week.

In a narrow election loss, an unsuccessful candidate can request a recount, however the candidate must pay for the recount costs unless the final results are reversed.

In 1993, Board of Education candidate Michael Karlin was declared the winner by one vote. Candidate Jo Ann Koplun requested a recount, and later won the seat by four votes.

The Board of Education installation of officers will take place in early December.

letters cont. from page 2

speak with those parents and the teachers and administrators who recommend these students for the program. Does the Weekly have any evidence of fraud or corruption? If so, let's shine a light on it. I know that "no strings" were pulled for my son's entry into the program and he has adhered to all rules and guidelines. So where is the fraud and corruption? I am sure they are just as shocked by his words as I am. Not to show my years, but to quote the late, great Clara Peller, "Where's the beef?"

I do realize that the Weekly made these statements in its editorial capacity, but if that is the case, then the Weekly shouldn't speak in the plural. The Weekly says it's a bad idea, a badly run program and "we say to the School Board quite simply" show us some leadership, shut it down. I humbly ask the Weekly who is the "we" you speak of? Who is the "us" the School Board needs to show? Is it just the Weekly and the other constant critic Mr. Bushee or does the Weekly represent a large body of citizens, administrators and parents who hold the same views? If so, please have them all stand up with the Weekly and be counted. Otherwise, please speak for yourself and in the interest of our community do your best to always show every side to the issue.

The Independent Study Program at

Beverly High is a good idea, a well run program and "I" say to the School Board continue showing your leadership: Keep this program going!

**Robbie Curtis**  
Beverly Hills High School Class of 1973  
Beverly Hills

*Publisher's note: Our concerns with the administration of the Independent Study program are well documented in issues #403 and #420.*

### Leaf Blowers

As a 35 year resident of our City, I have rarely complained. The following is a source of immense concern to me:

Light weigh, portable, high output, gasoline engines known commonly as leaf blowers, pollute the air with particulates, dust, dirt, Carbon Monoxide, Oxides of Sulfur and Carbon Dioxide. The magnitude is such, that many municipalities have, wisely, banned these devices. We see these small, gasoline engines, on the backs of the local, largely Hispanic, workers providing landscape services to the locals. One often sees the leaves, dust and dirt blown out into the streets and gutters (and the air we breathe), only to be blown back onto the sidewalks, by the passing automobiles.

The workers are, seemingly, oblivious to the pollutants they breathe.

My current dispute with our City Government lies in the refusal to enforce the ban on these devices. These engines are noisy, smelly, but most importantly, a source of air pollution. There is no reason that I can imagine, for their use. Worst of all, they have been declared illegal, but the workers, in their defense, have successfully, ignored the ban.

Perhaps some of your readers will notify our City Officials that it is time for Beverly Hills to be the leader, among Cities, to ban these devices. (I have had no such influence).

Cigarette smoking has been dealt a blow, with barely a whimper. These devices are much more polluting.

**Sanford Weinstein, MD**  
Beverly Hills

## MASS CPR Training

<b>Co-Sponsored by:</b>	Beverly Hills CPR and Beverly Hills Fire Department
<b>Date:</b>	Saturday, December 1, 2007
<b>Time:</b>	9:00 a.m. - 11:00 a.m.
<b>Place:</b>	Beverly Hills Fire Department, 445 N. Rexford Drive
<b>Curriculum:</b>	Family and Friends Anytime teaches non-certified strategies for use on Adults, Children, Infants
<b>Donation:</b>	\$25.00 per person - BRING A FAMILY MEMBER OR FRIEND FREE (MAXIMUM ONE ADDITIONAL PERSON - MINIMUM AGE FOR PARTICIPATION IS 15)
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<b>Participation is by Pre-Registration and Pre-Payment ONLY. NO WALK-INS.</b>	

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# briefs

## Writers Guild Strike Could Affect Beverly Hills

Monday marked the first day of strike for members of the Writers Guild of America (WGA). Television and motion picture screen writers hit the picket lines after negotiations over their renewal contract weren't amended.

Writers are mainly concerned with the royalty shares they receive from DVD and online revenues.

"The producers are making money on all kinds of alternate media outlets in which the writers don't share," said Loma Vista resident Rhea Kohan.

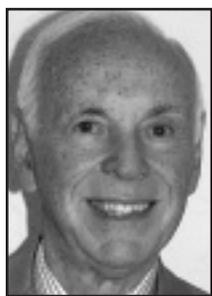
Kohan is married to comedy writer and composer Buzz Kohan, winner of 13 Emmy Awards. Her son David co-created the Emmy-winning "Will & Grace" and daughter, Jenji, also an Emmy Award winner and creator of the comedy TV-series "Weeds". David and Jenji are both Beverly High graduates.

In a statement released by the Board of Directors of the WGA on Friday the decision for the strike was made after three months of negotiations between the WGA and the Alliance of Motion Picture and Television Producers (AMPTP). WGA received no response from the AMPTP on issues regarding the internet re-use, original writing for new media, DVDs, and jurisdiction.

"Many of the writers work sporadically and depend upon the Guild to enforce the rules so they get paid properly," said Kohan. "Unfortunately it is a labor move, writers aren't really labor but there seems to be a labor mentality that hangs over the Guild rather than a management mentality. Mediation is the only thing left, it is going to cause everyone money and nobody likes the idea of the strike."

The last WGA strike was in 1988 and lasted approximately 22 weeks.

AMPTP could not be reached for comment.



## Former Beverly Hills Mayor Joseph Tilem to Receive Community Leadership Award

The Exceptional Children's Foundation will celebrate its 61st Anniversary Gala on Sunday, November 18 at the Hyatt Regency

Century Plaza and will honor former Beverly Hills Mayor Joseph Tilem with a Community Leadership Award for his many years of board leadership at ECF and significant contributions to the Beverly Hills community. Tilem's late brother, Allen Tilem, was an artist with a developmental disability who was a longtime participant in ECF's Art Center program.

The funds raised from the gala will help support services for 2,300 children and adults with disabilities throughout Los Angeles County.

For more information call (310) 659-5517.

## Beverly High Performing Arts Department to Present "Inherit the Wind"

"Inherit the Wind" by Jerome Laurence is this year's featured Fall play at Beverly High. The play showcases the debate over teaching evolution in the schools, science vs. religion, and the role that government and community have to play in the educational system.

The play is directed by Herb Hall. "Inherit the Wind" runs November 14 -17 at 7:00 p.m. in the Salter Family Theatre at Beverly High. Tickets are \$12 for adults and \$8 for students. For more information call (310) 551-5100 ext. 8459.

## Greystone Showcase Features Top Interior Designers

This year's Garden and Design Showcase at Greystone Mansion highlights the design talents of leading interior designers in



Southern California. Personalities from The Style Network and designers from the America Society of Interior Designers (ASID), including Beverly Hills resident Marilyn Weiss, have transformed rooms throughout the 38,000 square-foot mansion.

Weiss, who is chair of the City's Design Review Commission redesigning the breakfast room using Tiffany and Co. place settings. ASID Chair Suzanne Furst transformed the library with 1920s decor. Style Network's interior design expert and "Dress My Nest" host, Thom Filicia, themed the living room with movie and television décor. In total, five rooms at Greystone were decorated by Style Network designers and 17 rooms were transformed by ASID designers.

The 2007 Showcase is the sixth annual Beverly Hills Garden and Design Showcase

The Showcase ends Sunday, November 11, 2007, from 10 a.m. to 3 p.m. The Festival Weekend is Nov. 3-4; from 10 a.m. to 4 p.m. Tickets are \$30 for adults; \$12 for youth (6-17 years of age); and under 6 are free. For more information, call (310) 550-4753 or visit [www.beverlyhillsgardenshowcase.org](http://www.beverlyhillsgardenshowcase.org).



## Beverly Hills Conference & Visitors Bureau Executive Director Kathryn Smits Appointed to WACVB Board of Directors

The Beverly Hills Conference & Visitors Bureau (BHCVB) Executive Director Kathryn Smits was appointed to a one-year term on the Board of Directors for the Western Association of Convention and Visitors Bureau (WACVB).

## How Much Do Seniors Get from Their Reverse Mortgage?

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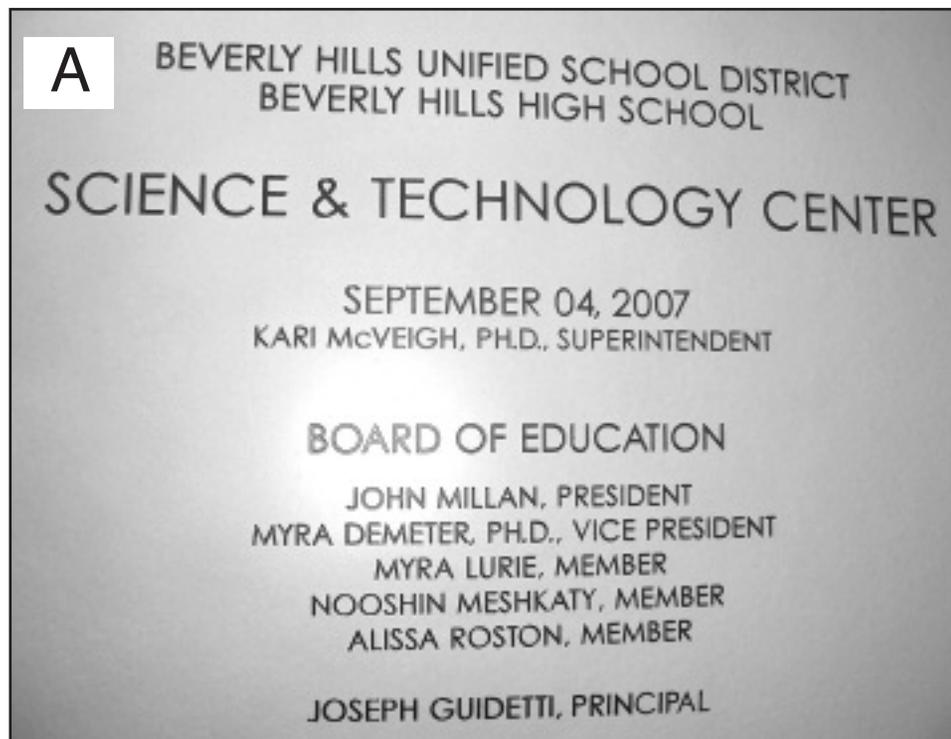
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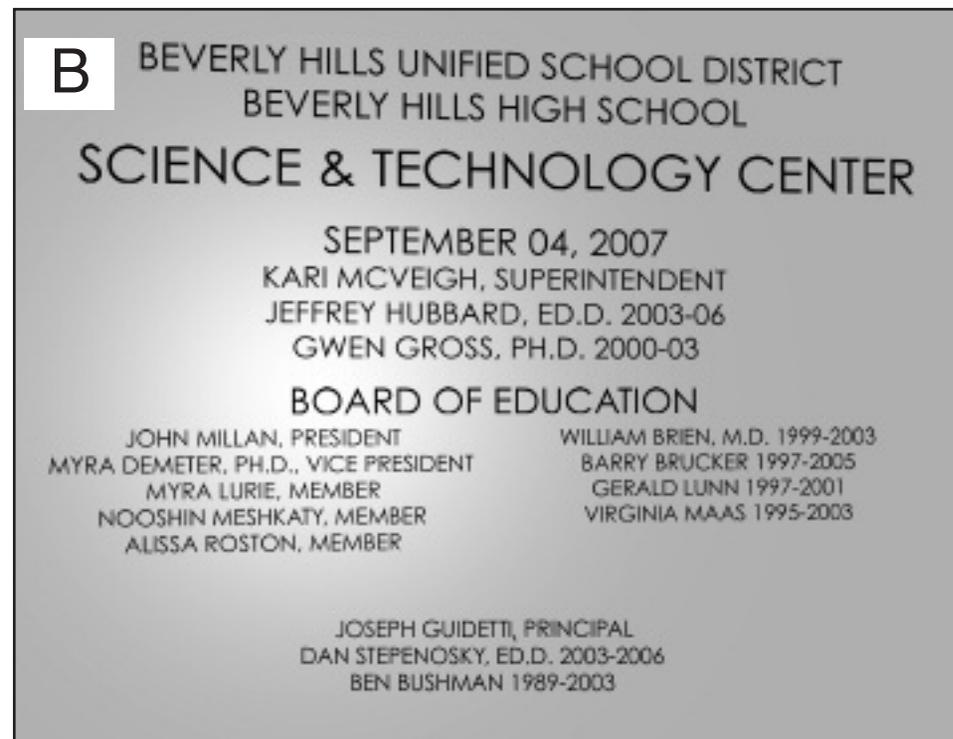
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# editorial

## Which Plaque Better Reflects Our Community?



*The Board's plaque: hogs all the credit*



*Weekly's plaque: includes everyone*

With Tuesday's election results in, we're looking forward to seeing a Board of Education that's more inclusive of differing opinions in our community.

We were glad to hear from Board of Education President John Millan that the misleading Science & Technology Center plaque we discussed in last week's issue has been reordered.

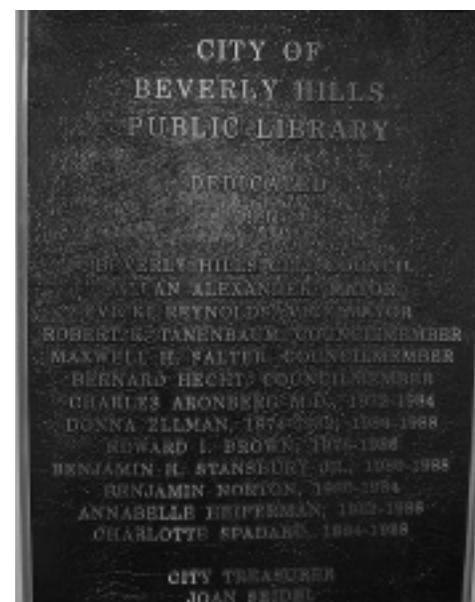
But what still bothers us is that this Board insists on hogging all the credit for this project, overlooking the other board members and administrators who have as much or more to do with the success of the STC as does this incumbent Board.

So we ask you, our readers: which plaque do you prefer?

This Board's version of the STC plaque (Option "A," left), which hogs all the credit and misrepresents the truth, or the Weekly's version of the plaque, (Option "B," center), which includes all the Board members and administrators?

For the record, the Civic Center plaque outside the Beverly Hills public library (right) acknowledges ALL the Councilmembers who worked on the project, not just the Council at the time it was completed in 1990.

Which version do you think the Board should use? Send us an e-mail at [editor@bhweekly.com](mailto:editor@bhweekly.com)



*Civic Center Plaque: includes everyone*

*briefs cont. from page 4*

Smits oversees promotions for the City of Beverly Hills in destination marketing and management, research, business development, visitor services and strategic partnerships. She also serves as the Conference & Visitors Bureau's official spokesperson and tourism representative.

The WACVB aims to promote and expand the influence of the convention and visitor industry through education. The WACVB is a regional professional association serving more than 140 member bureaus in the Western United States and the Western provinces of Canada.

### The Maple Counseling Center offers Crisis Counseling for Fire Victims

In response to the tragedy and devastation caused by the wild fires in Southern California, The Maple Counseling Center is offering two free crisis counseling sessions,

individual or group, to anyone who was affected by the fires.

For more information contact Harold Young, LCSW, Clinical Director, at (310) 271-9999 x218. TMCC is located at 9107 Wilshire Blvd., Lower Level, Beverly Hills, CA 90210.



### Beverly Hills City Manager Wood Earns Award

Beverly Hills City Manager Rod Wood was honored as a first generation Legacy Leader by the International City/County Management Association (ICMA), one of the organization's highest honors. Wood was one of only 14 city managers worldwide and four statewide selected to be a Legacy

Leader. Wood was recently honored at ICMA's 2007 national conference for his 35 years of exemplary service in city management, innovative contributions to public service and mentoring of emerging city leaders.

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

For September, sale prices for single-family residences in the 90210 zip code increased by 21.2 percent for the 12 homes sold in the area. The average median in the 90210 zip code of a single-decreased family residence is \$2.690 million. In the 90211 area, prices for single-family homes increased 26.9 percent for the one home 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 three homes sold, there was no available data regarding percentage increase. The average price of a home in the 90212 area is \$2.1 million

Condominium prices in the 90210 area decreased by 12.4 percent for the two condominiums sold. The average price of a condominium in the area is \$1.070 million. In the 90211 zip code no data was available regarding condominium price increase and the average price of a condominium. The average price of a condominium in the 90212 zip code is \$899,000.

In Los Angeles County as a whole, the median price for a single family was \$565,000. The sale price of condos increased by 4.2 percent, with the median condo price in L.A. County at \$425,000.

# from the hills of beverly



## Election Shockers

But few bother to vote

By Rudy Cole

In Beverly Hills politics, conventional wisdom isn't. Take this school board election, please.

First, why am I even writing about this? Apparently fewer than 3,500 out of a possible 21,000 registered voters even bothered to cast a ballot. If this was television, the ratings would cancel the column.

However, there are some trends in our elections that are very interesting, if only to my fellow political junkies: School board and city council incumbents are not faring very well. Even being mayor when seeking a second term can be harmful to your political health.

In recent elections, three mayors lost elections as did five school board members. At the same time, new challengers ran ahead of winning incumbents. In the last council election, Nancy Krasne came in first, ahead of incumbent Jimmy Delshad. Side note: Of these two, who ran

the most vigorous campaign? Delshad.

In our school board elections, there were some reversals of trends. As one example: Incumbents almost always do better in the absentees, and their votes decline in the walk in votes. Myra Lurie ran better in walk ins than absentees. Mayor MeraLee Goldman led in the absentees, but lost in the polling place votes in her council campaign.

Also, the percentage of votes cast by mail now equals and often surpasses polling place votes, as it did Tuesday. Newspapers may have to make their endorsement earlier if they hope to impact results, as they do.

So, how to explain Tuesday's vote? First, the campaign changed totally when incumbent John Millan decided not to seek a second term. Steven Fenton, who led the field comfortably, would have been running against three incumbents, not two.

Fenton, with his high name recognition and intense effort would probably have won in any case, but the dynamics would have been different.

Of the remaining two incumbents, Myra Lurie and Alissa Roston, it was Roston who most observers thought would have the least problems. Lurie was a far more visible symbol of the board and its policies and Roston, as one observer, noted would "come in under the radar," meaning not be a target of the anti-board forces, including the teacher's union. Didn't happen.

Back to Fenton. Although he seemed assured of a victory once there was an "open" seat, he waged a campaign that left absolutely nothing to chance.

No candidate walked as many of the streets of the city, he had the most forceful issues and numbers of mailers, the largest list of endorsers of any candidate for many years and the strong support of both community newspapers. It didn't hurt that his mother Judie has a long history of community involvement and his father Frank has won elections and been on the ballot in past races for school board, treasurer and city council.

If there was backlash against a dynasty, it didn't show in this election.

However, this is the first time in our his-

tory that one family will have members on both the council and the school board.

Clearly, the Fenton campaign helped Brian Goldberg. Fenton faulted the board on the out of district permit issue and changes in school administrators, and Goldberg echoed those issues in his campaign. The same factors led to the election of Gerald Lunn Jr. who won after Barry Brucker took on the incumbents in his race for school board in 1997.

I assume you first read the election results in the Weekly (see page 3), but as of this writing the final results are still in doubt, depending largely on the uncounted or challenged ballots. But if Goldberg does edge Roston it will be, not only because he seemed to have similar approaches to school issues as Fenton, but the 2006 "firing" of Beverly Vista principal Irene Stern and the support and efforts of the teacher's union. The BHEA backed both Fenton and Goldberg and, for the first time in years, supported their endorsees with their resources, including a telephone and door to door effort.

On our election night program Tuesday, Goldberg challenged me on some questions I raised on his resume claims. Actually, I only reported what was being said - that his claims of being a professor were not factual. He brought proof of his title and suggested I pursue the truth. In the last days of the election a private mailer and a letter to the editor raised the resume claim and other matters. Whether or not he wins, the issue is now not relevant. What is more important is that

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Goldberg finds the way to pursue his concerns with a board with whom he disagreed so strongly. The reality is that he will need three votes to implement his promises and that will require working with a continuing majority that has the same position on issues as the board member he may have defeated.

As for Lurie, her passion on issues and her willingness to be out front on her views on education needs, could have made her the primary target on permit and administrative policies, but she won well ahead of Goldberg, the board critic, and Roston, her fellow incumbent. Interestingly, Lurie cut across many community alliances with strong support from Sue and Vice Mayor Barry Brucker, former Mayor **Max** and **Janet Salter** and even former Mayor and council critic **Robert K. Tanenbaum**. (Salter and Tanenbaum on the same side!) Lurie also was supported by all of her colleagues on the board and they still have a three vote majority

A promising note was the attitude of union president **Chris Bushee**, not often known for temporizing his opinions. Bushee said, on our KBEV election show, that now was the time to put the election behind us and to heal the differences in the education community. He could have gloated about the union's success, but instead offered to work in a spirit of cooperation. Bushee admitted that the union concerns were not the traditional ones of wages and benefits, but "cooperative approaches and respect."

About newspaper support, there were

some interesting contradictions. The Courier and the Weekly both supported only Fenton. They both had the option of supporting three of four candidates, but didn't. The Courier supported Fenton, but has been critical of the union, while the Weekly has been very pro-union.

What was most distressing was the lack of votes by parents in the district, the most important stake holders next to the kids. Although not taking positions on candidates, the PTAs need to focus on voter registration and a get out the vote drive. It is critical that parents, who are so involved, also make their voices heard in much larger numbers on board elections.

As I said, it may not be over. Fenton and Lurie won, but the uncounted or challenged votes could still change the results for Roston and Goldberg.

Whatever happens, Roston has served with distinction and merits our gratitude for the time and energy she has given to our district. We could not learn how many ballots remain – if only 50 or 60, the result is not likely to change, but if that number is closer to 100 it could be very close and even lead to a recount. First returns from one board election in 1993 was at first a one vote margin

Clearly, the new board, even with only one new member, will not be as cohesive as this board. However, while differences are not in themselves bad, this community did not take kindly to boards that allowed personal differences to impact sound decision making. The chances of ever passing another, and much needed, school bond

election, depends on staying focused on the needs of the kids and not private ambitions,

Supt. **Kari McVeigh**, also a guest on our show, remained, as she should, aloof of the politics of the district. As we said before, she could well prove to be the best superintendent we ever had.

\*\*\*

You may have missed one side bar of the news report of a possible change from Wilshire to Santa Monica as the route for the proposed "subway to the sea" but Mayor Jimmy Delshad's quick opposition should be much appreciated by our community. A subway on Santa Monica would be even more horrendous than one on Wilshire and would negatively impact one of the most pristine residential areas in the world, and our historic churches and park. Thanks Jimmy.

Speaking of councilmembers, they are by choice fair game, but do deserve respect. The attack on Councilmember **Linda Briskman** for her possible interest in a professional relationship after leaving government service by another local newspaper was too far off the mark and not justified.

\*\*\*\*

Even the loss of power – a-nearly city-wide phenomena, could not dim the pleasure felt by those attending the annual police officer's association Black and White ball Monday night.. Hitlon Hotel's

alternative power system kept the event from going to black, but the lights came back to full use within an hour, with no interruption of the great program.

Chief **David Snowden** also enlivened the evening by injecting **Zsa Zsa Gabor's** name into the award ceremony. It was Officer **Paul Kramer** who arrested the Gabor in that now famous confrontation and it was Kramer who received the **Clinton H. Anderson** award for outstanding community service.

Although everything Kramer did on the day he busted Gabor was by the book and fully justified – she struck him and he booked her, the resulting publicity was unfair and hurtful.

LOCAL HERO: Kramer, not only for taking the Snowden ribbing in good stride, but for representing what is best about our cops: Working the streets to make us a safer and well protected city, and doing so with total professionalism. Congratulations to FTA for a best ever event and to Judie for resisting the temptation and never mentioning, even once, that her son was up for election the very next day.

*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 Football Team Edges Morningside

Normans to face Culver City Friday with league championship, playoff berth on line.

By Steven Herbert

For the second time in three games, stopping a late two-point conversion attempt enabled the Beverly High football team to be victorious.

Norman linebackers Nathan Forrest, Sae Bin Park and David Saedi tackled Inglewood Morningside running back Brian Nam for no gain on a two-point conversion try with one minute, 50 seconds to play in Beverly Hills' 28-27 victory in an Ocean League game Friday night at Coleman Field.

The Normans (4-4-1, 3-1 in league play) took a 28-21 lead earlier in the fourth quarter on Ramon Judkins' eight-yard run. The Monarchs (4-5, 1-3) cut the deficit to one on Gabriel Umoh's one-yard touchdown run.

Beverly Hills needed to come from behind three times to preserve its chances of a league championship or a Southern Section playoff berth.

Nam opened the scoring with a 21-yard first-quarter run. Sophomore Kenny Bassett tied the score for the Normans with a 24-yard touchdown run. Morningside regained the lead later in the quarter on Umoh's 36-yard touchdown run.

The Normans re-tied the score on Judkins' five-yard second-quarter touchdown run. The Monarchs responded with a 37-yard touchdown pass from Travis Harvey to Mario Miller and led 21-14 at halftime of their homecoming game.

Beverly Hills quarterback Dex Lucci ran two yards for the third quarter's only touchdown, tying the score, 21-21.

"We had to really pull it together at half-time to play a strong second half," Norman coach Carter Paysinger said. "In the second half, we made the plays we needed to make."

Judkins tackled Santa Monica quarterback Ryan Katz a half-yard short of the goal line on a two-point conversion attempt with 14 seconds to play in the Normans' 28-26 victory in an Ocean League game at Nickoll Field Oct. 19.

### What's Next?

In one of their highest stakes games in many seasons, the Normans are scheduled to conclude regular-season play Friday by playing host to Culver City (9-0, 4-0) in an Ocean League game at Nickoll Field beginning at 7 p.m.

A victory would give the Normans the league championship. However, a loss by four or more points and victories by Inglewood over Morningside and Santa Monica over winless Hawthorne would keep the Normans from the Southern Section

playoffs. Their 3-2 record in league play would drop them into a three-way tie for second and they would lose both tiebreakers. Under league rules, if no team in a three-team tie for second place has swept the other teams, the next tiebreaker is the result of the game against the league champion. Santa Monica's three-point loss gives it the advantage in that category.

Inglewood would then take the tiebreaker for third place and the league's final playoff berth on the basis of its 25-7 victory over Beverly Hills Oct. 26.

Culver City was ranked first in the Southern Section Western Division poll released Monday, the only Ocean League team in the Top 10.

The Normans and Centaurs played to a 56-56 tie last season, the highest-scoring tie in California 11-man high school football history, according to Cal-Hi Sports, which publishes the state record book.

The 56 points were the most Beverly Hills allowed since Paysinger became its coach in 1990.

The Normans are winless in their last four games against Culver City, including a 13-13 tie in 2006. Beverly Hills had defeated the Centaurs seven consecutive times from 1995 to 2001.

### Girls' Tennis

#### Beverly Hills 17, Culver City 1

Megan Margolin won all three of her singles sets 6-0 in an Ocean League match Oct. 29 at Culver City.

Twins Akasia J-Riggins-Sunia J-Riggins teamed to win all three of their doubles sets for Beverly Hills (16-3, 8-0).

Zarina Pisnoy was a 6-0 winner in her only singles set. Her replacement, Hillary Monroy, won her sets 6-1, 6-0.

Brittney Morgan won her lone singles set 6-1. Her replacement, Shelby Bernstein, won her sets 7-5, 6-3.

Amanda Ellis and Beri Myers, playing No. 1 doubles for the Normans, won their only set 6-1. Their replacements, Kelly Brien and Daisy Delmar won their sets, 7-6 (3), 6-0.

Beverly Hills' No. 3 doubles team of Julie Housman and Molly Werner won two of its three sets.

### Ocean League Finals

Marie Zalameda defeated Pisnoy, her Beverly High teammate, 6-2, 6-4, in the singles final Oct. 31 at Beverly Hills. By reaching the final, both players qualified for the Southern Section Individual Tournament.

### What's Next?

The Normans are scheduled to play host to Arroyo Grande, the second-place team in the PAC 7 League, in a Southern Section Division II first-round playoff match today beginning at 2 p.m. If they win, they would play a second-round match Saturday, most likely against Pacific League champion Crescenta Valley.

The quarterfinals are scheduled for Tuesday.

Beverly Hills was ranked second behind Valley Village Campbell Hall in the final Division II poll released Sunday.

### Boys' Water Polo

#### Beverly Hills 17, Torrance 4

Mikey Lee scored five goals and Daniel Ilinsky four for the Normans in an Ocean League game Oct. 29 at the Swim-Gym.

The Normans allowed the game's first goal, then scored the next eight, leading 5-1 at the end of the first quarter and 11-2 at half-time. Beverly Hills scored both third-quarter goals, increasing its lead to 13-2 entering the fourth quarter.

Micah Smith scored three goals, Benji Koltai and Kevin Mead two each and Jonathan Pony one for the Normans.

Beverly Hills goaltender Alex Rosenthal made six saves.

#### Beverly Hills 14, Culver City 5

Smith scored five goals and Lee four in an Ocean League game Oct. 31 at the Culver City Municipal Plunge.

Beverly Hills scored the first five goals, leading 4-0 at the end of the first quarter, 7-2 at halftime and 13-4 entering the fourth quarter.

Christian Apt, Ilinsky, Koltai, Mead and Pony each scored once.

Rosenthal made 11 saves as the Normans concluded league play 10-0.

#### Beverly Hills 17, Anaheim Western 8

Lee scored four of his nine goals in the opening 5:59 and added three more in the fourth quarter of a nonleague game last Thursday at the Swim-Gym.

The Normans led 5-3 at the end of the first quarter, 10-4 at halftime and 12-7 entering the fourth quarter.

Rosenthal made eight saves.

Koltai scored three goals, Pony two and Ilinsky, Mead and Smith one each.

### What's Next?

A 15-6 victory over Downey Tuesday advanced the Normans into a second-round Division VI playoff game today at Crescenta Valley at 3:15 p.m. The quarterfinals will be held Saturday and the semifinals Wednesday.

Beverly Hills was ranked third in the final Division VI poll released Sunday.

### Girls' Volleyball

#### Beverly Hills def. Hawthorne, 25-20, 25-14, 25-19

Brianna Smith had six kills, Tamara Skootsky and Nicole Winegred five each, while Alexis Goswitz and Rebecca Rosen each had 14 digs for the Normans (9-8, 5-1) in an Ocean League match at the Swim-Gym Oct. 18.

#### Santa Monica def. Beverly Hills, 25-11, 25-13, 25-16

Rosen had 14 digs and Goswitz 13 in an Ocean League match Oct. 23 at Santa Monica the Normans "were not very successful," coach Marla Weiss said.

"Santa Monica played an extremely strong match," Weiss said. "They lived up to their No. 5 ranking (in Division III-AA). We simply got beat and outplayed."

#### Beverly Hills def. Inglewood, 25-20, 25-14, 25-19

Rosen had seven service aces, while Netta Rotstein, Mallory Smith and Winegred each had five kills in an Ocean League match Oct. 25 at Inglewood for the Normans (10-9, 6-2).

### What's Next?

A 25-17, 16-25, 25-17, 19-25, 16-14 victory over Santa Maria St. Joseph Tuesday at the Swim-Gym advanced the Normans into a second-round Division III-AA playoff match against top-seeded Westlake Village Oaks Christian today at 7 p.m. at a site to be determined by coin flip. The quarterfinals will be held Saturday and the semifinals Tuesday.

### Boys' Cross Country

#### Mt. SAC Invitational

Senior Ashwin Thomas was the first Beverly Hills finisher in its heat, finishing 31st Oct. 20, completing the three-mile Blue Course in 17:23.

The Normans were eighth in the 20-team field with 198 points, 14 behind seventh-place Anaheim Katella. Torrance won with 75.

### Girls' Cross Country

#### Mt. SAC Invitational

Sophomore Raquel Hefflin was the first Beverly Hills finisher in its heat, finishing 52nd Oct. 20, completing the three-mile Red Course in 21:17.

The Normans were 13th in the 16-team field with 341 points, 31 behind 12th-place Grossmont. Manhattan Beach Mira Costa won with 47.

### What's Next?

Both the Norman boys' and girls' teams have qualified for the Southern Section Division II prelims Saturday at Mt. San Antonio College. The girls' team is scheduled to race at 10:59 a.m., while the boys' team will run at 11:15 a.m.

### Girls' Golf

#### Southern Section Southern Divisional Tournament

Clair Choo shot a team-low nine-over-par 81 for the Normans Oct. 29 at the Butterfield Stage Course of the El Prado Golf Courses in Chino.

The Normans were 19th in the 22-team field with an 109-over-par 469. The top four teams advanced to the Southern Section Final.

*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.*

# people & pictures



## Beverly Hills High School Class of 1957 Reunion October 27 – Fairmont Miramar Hotel Santa Monica



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*Maria Reed and Steve Reed*



*Ted Klein, Donna Mills, Dick Mills, Jim Blair, and Susan Blair*



*Cliff Einstein, Mandy Einstein, Dr. Douglas Oswell, and Nicole Oswell*



*Suzi Greenberg, Michael Greenberg, former Beverly Hills Mayor Ed Brown, and Linda Brown '59*



*Howard Weinberg, Sandy Fenmore, and Donald Fenmore*



*Marling Bale Mast, Jim Samuels, Audrey Bishop Meltzer, Mort Gantman, and Ila Grobe Silverman*



*Rick Kessler, David Epstein, Mile Harper, Rick Barrett, Art Kraus, and Karl Sussman*



*Mike Erman, Jill Braverman Erman, Jules Merers, and Carole Groman Meyers*



*Ken Bishop, Dale Nissenson, Michael Nissenson, and Cori Lowe*



*Front row: Linda Brown '59, Roberta Lederman, Back row: Beverly Cantello, Bonnie Brown, and Toni Reinis*

# coverstory

## CHAMBER DISCUSSES NYC SALES MISSION

In a Weekly exclusive, Chamber of Commerce CEO Dan Walsh discusses their recent trip

By Elisa Osegueda

**Q: When did the New York sales mission start?**

A: The start of it was 1989. It was Conference and Visitors Bureau only program, and it stayed that way for a couple of years, with the City beginning its participation in the late 1990s. In more recent times beginning in 2002 the City grew further involved and that grew to now involving the Mayor program.

**Q: What did the mission focus on this year?**

A: A great focus was placed on economic development aspects, which

was really the outreach to current businesses in Beverly Hills whose headquarters were in New York and of course prospecting for new businesses that we would like to attract to Beverly Hills.

We also focused on retention of the retailers, those who are already in Beverly Hills. Saying “thank you,” and making sure we are working to fulfill their best needs.

**Q: How has the program improved from previous years?**

A: This past year we expanded the program even further with city-to-city outreach. This included a meeting with Beverly Hills

Mayor Jimmy Delshad and [New York City Mayor Michael]

Bloomberg and some discussion in city government. In that regards the program has expanded in our time and with time it gets more ambitious.

**Q: Why does the mission target New York City?**

A: The “why” we go to New York is very straightforward. New York is many respects is critical to the Beverly Hills economy. New York is the media capital of the world and we are a destination for travelers worldwide and we need to be in the news as it relates to destination marketing news based on the hotel service and luxury offerings we have. Most of the lifestyle magazines are in New York so need to be in that space, specially because we need their coverage so we go to them. Second, New York is the number one marketing for visitors.

We are very mindful of how competitive the Westside is whether that is hospitality, restaurants, and luxury spas. [New York] is also the headquarters for many important brands in the U.S and there is no better way to reach them and say thank you for being here then to meet with them in their own turf face to face.

**Q: Which CEO and Business Leaders did you meet with?**

A: We met with the CEO of Barney’s Howard Socol, Chairman David Yurman and CEO Manuel Perrin, among others. We have a great outreach and it is because of the amount of time we have spent prospecting and creating good relationships over the years.

**Q: How did the Chamber of Commerce and City Council differentiate in the roles representatives took while in New York?**

A: We tried to emphasize similarities rather than differences. The mere fact that this city, Chamber and Conference Visiting Bureau are all here together to outreach to retail community, government, travel trade or media, the fact that we are all together puts a strong message that businesses are being successful in our own city. Clearly there are differences. The city emphasizes their vision for evolving the city and improving

Beverly Hills. The Chamber emphasizes its advocacy role of fostering a business environment that is healthy and invites success. I think the bottom line is that there are many more similarities in our messaging, which puts businesses quite at ease.

**Q: What made this trip different from others?**

A: We added the outreach to the Mayor of New York and that was very different. It was the first time anything like this had ever happened. There was tremendous interaction, in the sense that the two Mayors discussed problems, matters, issues and opportunities that are common to both cities. In many cases, the issues facing New York are similar to those of Beverly Hills.

Every year we adjust the program so it’s a little bit different. We don’t want our audience to feel that we are on autopilot but that we construct a very thoughtful program.

This year we featured three new topics. The first is a bio-behavior study we just completed, which says Beverly Hills is strong and resilient and has a very powerful appeal to buyers. The second was an online destination marketing tool that we are about to announce. It will allow visitor to come the Conference and Visitor Bureau website and take a tour of Beverly Hills and come inside of stores. The third, dealt with the branding collaboration of the City and Chamber on the shield to make it more contemporary. So that was the content of the three day presentation I gave to CEO, COO and Presidents.

**Q: Was the trip a success in your eyes?**

A: Clearly it was. I am told almost every that this is a very special outreach by CEO’s. The CEO’s enjoy the meetings and they like to give us information that makes us do our job better. Information ranges from what other communities are doing to ideas of how to improve our operating environment, so we are very mindful of the competition out there.



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FICTITIOUS BUSINESS NAME STATEMENT: 2007231770  
The following person(s) is/are doing business as: MARIAN TOOLS, 7510 Sunset Blvd, Ste. 519, Los Angeles, CA 90048, GABRIEL HALIMI, 1801  
Olympus Dr., Los Angeles, CA 90028. 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: Gabriel Halimi. 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: 10/10/07. NOTICE - This fictitious name statement expires  
five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date.  
The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under  
federal, state, or common law (see Section 14411, et seq., B&P Code) Published: 10/18/07, 10/25/07, 11/01/07, 11/08/07 BHW-2736

FICTITIOUS BUSINESS NAME STATEMENT: 2007230696  
The following person(s) is/are doing business as: BASIC SERVICE, 6740 Yolanda Ave, Reseda, CA 91333, STANLEY LEVIN, 6740 Yolanda Ave,  
Reseda, CA 91333. 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: Stanley Levin. 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: 10/10/07. NOTICE - This fictitious name statement expires five years from the  
date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this  
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FICTITIOUS BUSINESS NAME STATEMENT: 2007231705  
The following person(s) is/are doing business as: DANCY'S LEGAL DOCUMENT & PARALEGAL SERVICES, 20015 Lassen St, Chatsworth, CA  
91311, DARYL ADB, 4824 Balboa Blvd, #435, Encino, CA 91436. 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: Daryl Adb. 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: 10/10/07. NOTICE - This  
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11/08/07 BHW-2737

FICTITIOUS BUSINESS NAME STATEMENT: 2007231704  
The following person(s) is/are doing business as: SERRANO SLEEP TESTING CENTER, 5349 Santa Monica Blvd, Los Angeles, CA 90029,  
DANIEL K. DEA, 5349 Santa Monica Blvd, Los Angeles, CA 90029. 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: Daniel K. Dea. 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: 10/10/07. NOTICE - This  
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11/08/07 BHW-2738

FICTITIOUS BUSINESS NAME STATEMENT: 2007230633  
The following person(s) is/are doing business as: SABUN-GNA THAI GRILL, 14435 Ventura Blvd, Sherman Oaks, CA 91423, SAOWANEE  
KRAITHONG, 5929 Sepulveda Blvd, Mission Hills, CA 91345. 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: Saowanee Kraithong. 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: 10/10/07. NOTICE - This  
fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement  
must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation  
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11/08/07 BHW-2739

FICTITIOUS BUSINESS NAME STATEMENT: 2007230633  
The following person(s) is/are doing business as: VALUING BLUEPRINT GRAPHICS, 631 W. Broadway, Glendale, CA 91204, LOU PENA, 631 W.  
Broadway, Glendale, CA 91204. The business is conducted by: AN INDIVIDUAL. 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: 10/10/07. NOTICE - This fictitious name statement expires  
five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date.  
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FICTITIOUS BUSINESS NAME STATEMENT: 2007230668  
The following person(s) is/are doing business as: PRUDENT HEALTHCARE STAFFING SERVICES; PRUDENT HEALTHCARE GIVER SVS, 333  
The following person(s) is/are doing business as: MARISCOS EL REY DELMAR, 18330 Sherman Way Blvd, Reseda, CA 91333, CELITTO CORP,  
1540 Vose St, Van Nuys, CA 91405. 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: Manuel Vazquez, President, Celitto 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: 10/10/07. NOTICE - This fic-

FICTITIOUS BUSINESS NAME STATEMENT: 2007230623  
The following person(s) is/are doing business as: JEWELRY CONNECTIONS, 6908 Van Nuys Blvd, Ste. #2, Panorama City, HECTOR R. SAN-  
TOS, 2739 Rose Ln, Apt. #202, Canyon County, CA 91381. The business is conducted by: AN INDIVIDUAL. The registrant(s) declared that all information  
in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 10/10/07. NOTICE - This  
fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement  
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11/08/07 BHW-2745

FICTITIOUS BUSINESS NAME STATEMENT: 2007230632  
Original file: 06-1343011  
The following person(s) has/ have abandoned the use of the fictitious business name: SABUN-GNA THAI GRILL, 14435 Ventura Blvd, Sherman  
Oaks, CA 91423. The fictitious business name referred to above was filed on: 06/19/06, in the County of Los Angeles. The business was con-  
ducted by: A GENERAL PARTNERSHIP. The full name and residence of the registrant(s) abandoning the name: STEPH STAPORNOLZ, 14435  
Ventura Blvd, Sherman Oaks, CA 91423, KARNANA PERLEGRIN, 14435 Ventura Blvd, Sherman Oaks, CA 91423. 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: 10/10/07. Published:  
10/18/07, 10/25/07, 11/01/07, 11/08/07 BHW- 2746

FICTITIOUS BUSINESS NAME STATEMENT: 2007230676  
Original file: 2007-004428  
The following person(s) has/ have abandoned the use of the fictitious business name: MARISCOS EL REY DELMAR, 18330 Sherman Way Blvd  
Reseda, CA 91333. The fictitious business name referred to above was filed on: 01/01/07, in the County of Los Angeles. The business was con-  
ducted by: AN INDIVIDUAL. The full name and residence of the registrant(s) abandoning the name: MANUEL VAZQUEZ, 15140 Vose St, Van  
Nuys, CA 91405. 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: 10/10/07. Published: 10/18/07, 10/25/07, 11/01/07, 11/08/07 BHW- 2747

FICTITIOUS BUSINESS NAME STATEMENT: 2007231772  
The following person(s) is/are doing business as: LAUNCHPAD LEARNING, 2500 Santa Monica Blvd, Ste 100, Santa Monica, CA 90404,  
HAYLUN & WAH, INC, 2500 Santa Monica Blvd, Ste 100, Santa Monica, CA 90404, K&M CENTER, INC, 1454 Cloverfield, Ste 201, Santa  
Monica, CA 90404. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious busi-  
ness name or names listed here in. Signed: Matthew Haylin, president, Haylin & Hahn, 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: 10/10/07. NOTICE - This fictitious name  
statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed  
prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the  
rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code) Published: 10/18/07, 10/25/07, 11/01/07, 11/08/07 BHW-  
2748

FICTITIOUS BUSINESS NAME STATEMENT: 2007230665  
The following person(s) is/are doing business as: ONE SOURCE REAL ESTATE, ONE SOURCE REAL ESTATE AND PROPERTY MANAGE-  
MENT, ONE SOURCE INTERIORS, ONE SOURCE PROPERTY MANAGEMENT, 4335 Van Nuys Blvd, #208, Sherman Oaks, CA 91403. 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: Simon Asaf, President,  
Priority Property Management, 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: 08/20/07. NOTICE - This fictitious name statement expires five years from the date it was filed on, in  
the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not  
of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see  
Section 14411, et seq., B&P Code) Published: 10/18/07, 10/25/07, 11/01/07, 11/08/07 BHW-2749

FICTITIOUS BUSINESS NAME STATEMENT: 2007239804  
The following person(s) is/are doing business as: AND G GROUP, 1620 N. San Fernando Blvd #13, Burbank, CA 91504, HASMIK  
GHUKASYAN, 1620 N. San Fernando Blvd #13, Burbank, CA 91504. 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: Hasmik Ghukasyan. The registrant(s) declared







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At age 70½, people who have IRAs, Pensions and 401k plans are required to take minimum annual distributions that are subject to ordinary income tax. If you don't spend or give that money away, it could be subject to estate taxes as well. After income and estate taxes, those in the highest brackets could be leaving their families less than 1/3 of what they anticipated.

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If you have a large amount of money in your IRA, you can gift your annual distribution to your family, using that money to buy a life insurance policy that would create tax-free money for your heirs. In many cases, using the money to buy life insurance could give your heirs more than they would receive after-tax, by continuing to accumulate the funds in their retirement plans.

Assuming that your retirement plan earns a return of 5% annually, you could withdraw that amount without diminishing the principal. One client with a \$1 million IRA used his annual distribution to buy \$3 million of life insurance to benefit his family. If he doesn't spend the principal, his plan is to leave the balance of his IRA to his own charitable foundation.

Under current law, without life insurance, his \$1 million IRA would have to grow to more than \$10 million, so that after income and estate taxes, his family could get the same \$3 million that life insurance would pay tax-free. What's more, he can now leave more money to charity than he ever expected to.

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