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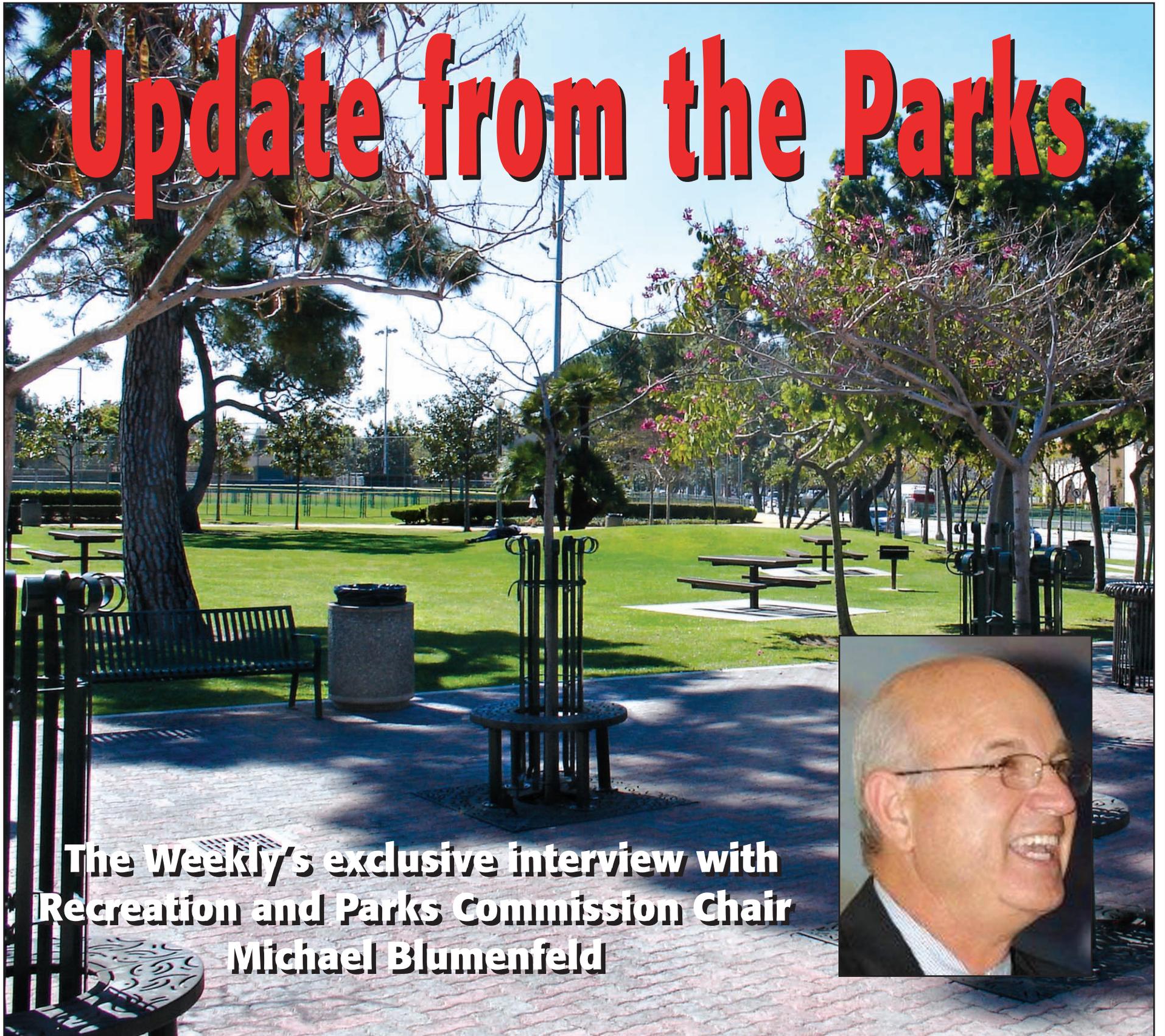
Beverly Hills Weekly

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Issue 438 • February 21 - February 27, 2008

Update from the Parks



The Weekly's exclusive interview with
**Recreation and Parks Commission Chair
Michael Blumenfeld**



cover story • page 10



letters & email

"Adding It Up" [Issue 434]

While I agree that our school district, like all school districts, has problems that need to be addressed, it is important to look at all relevant data before diagnosing the nature of the problems. I applaud Mr. Spitz for taking the time to look at data in such detail but would suggest that he and others are not looking at all the potentially relevant data.

One of the problems with using CST data (a key factor in calculating the Academic Performance Index) is that students are given no reason to care about their CST results. It is a high-stakes test for the school and a zero-stakes test for the students. As a result, many students under-perform, and the resulting data is therefore not a true measure of what students can accomplish. Nor is the distortion necessarily uniform across districts. In some schools students seem more willing to perform their best for altruistic motives like helping their school. Perhaps school spirit is a more important factor in test results than has been recognized.

In any case, inspired by Mr. Spitz, I

examined SAT results to see what our students could do on a test about which they actually cared. The table below shows 2005-2006 data for SAT score, per pupil expenditures, and average class size among districts with under 20,000 total enrollment:

Palo Alto	1873	\$12,178	24.6
San Marino	1824	\$7,581	25.6
Piedmont City	1801	\$9,715	24.5
La Cañada	1783	\$7,540	30.5
Beverly Hills	1775	\$9,139	26.5
Palos Verdes	1759	\$7,086	27.2

Arcadia	1737	\$6,604	28.6
Manhattan Beach	1720	\$7,883	27.1
South Pasadena	1719	\$6,956	29.6
Las Virgenes	1698	\$7,246	26.6

The picture looks a little different, doesn't it? Out of 266 districts with enrollment under 20,000, Beverly came in fifth in SAT scores (about the 97th percentile), ahead of five of the schools on Mr. Spitz's list. Of the four schools ahead of us, leaving the obvious demographic differences aside, two of the four schools outspend us, and three of the four actually have smaller class sizes (a more accurate indicator

WHAT'S ON YOUR MIND?

You can write us at:
140 South Beverly Drive #201
Beverly Hills, CA 90212

You can fax us at:
310.887.0789

email us at:
editor@bhweekly.com



SNAPSHOT



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ANOTHER VERMEER
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BY BRUCE J. ROBINSON
DIRECTOR: ALEX CRAIG MANN
MON-SAT 8 PM; SAT&SUN 2 PM • THRU MARCH 9

CALL FOR SCHEDULE AND RESERVATIONS

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Theatre 40



SECRET ADMIRERS CHARLEVILLE BLVD

Horace Mann middle school students made valentines after school as part of a community service program on Feb. 12. The valentines were given to the Salvation Army Transitional Center and to Meals on Wheels. Approximately 60 students gave their time to show their creativity and help others enjoy Valentine's Day.

Pictured above (L to R) are Chanan Batra, Sharon Attia and Jeremy Corren. Bottom row (L to R) are Ashley Geilim and Sarah Patterson.

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than pupil-teacher ratio). All of the schools from Mr. Spitz' list that scored below us have larger class sizes and less money to spend. Money is certainly not the only factor in educational success, but it is hard to deny that it has an impact.

By the way, one of the reasons our class size numbers are lower than some is that our district has continued to support class size reduction programs for ninth- and 10th-grade English; this support helps to explain the anomaly Mr. Spitz points out with regard to English performance being better than that in some other subjects. Demographically, we do have higher levels of non-native speakers of English than some of the schools with which we are compared, but class-size reduction helps address that challenge. We also have higher levels of students receiving free and reduced-price lunches than some of the schools. In comparing schools, it is important to compare apples with apples. Too often in education we compare apples with oranges.

I agree with Mr. Spitz completely that having high academic standards and challenging students to meet them is a key element in academic success, but I am not sure that that is really the area in which the school district is not performing well. The teachers with whom I am acquainted are pushing their students to meet high standards. More detailed study is called for.

Bill Hiatt
Beverly High English teacher

Steve Spitz responds:

I salute English teacher Bill Hiatt for joining the conversation about the quality

of our schools and for backing up his assertions with hard evidence. Unfortunately, Mr. Hiatt has chosen to compare districts with an extremely misleading indicator: the SAT. Let me explain.

The SAT may be a fine indicator of individual initiative and achievement. However, it's a lousy indicator of group achievement. Mr. Hiatt says the SAT is a better yardstick than statewide achievement tests because students care so much more about the SAT. That's true, but it's actually a powerful reason not to compare districts using SAT scores. Lots of students from well-off districts like Beverly Hills attend SAT prep courses. Kaplan, Sylvan, Ivy West, Princeton Review and Compass, are some of the big names in the biz. I myself have tutored the SAT for many years. With a bit of fire in the belly, most students can boost their scores significantly by memorizing vocabulary words, reviewing key concepts and learning certain test-taking skills. Students in poorer districts tend not to avail themselves of these services nearly as much for obvious reasons. So it's not surprising that Beverly kids do better on the SAT than they do on statewide achievement tests

Unlike the SAT, standardized achievement tests provide a level playing field for district comparisons precisely because students don't have a personal stake in them. No one preps for the CST or the CAT. Mr. Hiatt speculates that other districts outperform Beverly Hills on these tests because their students have more school spirit. It's far more likely that other

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NOTICE OF COMMITTEE VACANCIES

CITY CLERK (310) 285-2400
BYRON POPE, CMC FAX: (310) 385-0862a
455 N. Rexford Drive
Beverly Hills, CA 90210-4817

NOTICE OF COMMITTEE VACANCIES: GROUNDWATER MANAGEMENT PLAN TECHNICAL COMMITTEE

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

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

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

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

BYRON POPE, CMC
City Clerk



NOTICE OF HEARING

MEETING DATE: Wednesday, February 27, 2008

LOCATION: City Council Chambers
Beverly Hills City Hall
455 North Rexford Drive
Beverly Hills, California

TIME: 6:30 p.m. to 8:30 p.m.

PROJECT: Beverly Hills General Plan Update

The City of Beverly Hills is preparing an Environmental Impact Report (EIR) for the update of the City's General Plan. The public is invited to attend a preliminary scoping meeting on February 27, 2008 from 6:30pm to 8:30pm to comment on environmental issues which should be addressed.

Project Location: The General Plan applies citywide. The City of Beverly Hills is located approximately ten miles west of downtown Los Angeles and six miles east of the Pacific Ocean, at the southern foothills of the Santa Monica Mountains.

Purpose of the Scoping Meeting: The purpose of the meeting is to present the plan in a public setting and provide an opportunity for a full airing of the environmental issues that are important to the community. The meeting will include a presentation of the proposal and a description of the basic elements to be analyzed. Following the presentation, interested agencies, organizations, and members of the public will be encouraged to identify and discuss environmental issues which should be included in the EIR. Oral and written comments made during the scoping meeting will provide an inventory of potential environmental impacts to be addressed by the EIR, such as noise, traffic, parking, air quality, and land use.

Project Description: The General Plan Update provides comprehensive land use, housing, circulation and infrastructure, public service, resource conservation, and public safety policies for the entire city and is intended to be a comprehensive update from the City's current General Plan. The current General Plan for the City of Beverly Hills contains nine elements which were adopted in the late 1970s. Since adoption, there have been periodic amendments to the Land Use and Housing Elements of the plan, but the General Plan itself has not been comprehensively updated until now. The updated General Plan will provide guidance for new development in the City until the year 2030.

Key objectives of the General Plan Update process include:

- Responding to the City's current planning context and its vision for the future;
- Linking land use, transportation, and infrastructure, and ensuring that General Plan policies are mutually supportive, internally consistent, and in accordance with State law; and
- Preserving the City's residential neighborhoods;
- Ensuring land uses that would maintain the City's fiscal health.

The updated Plan will be subject to review and approval by the Planning Commission and the City Council. It is expected that this formal review will begin during May 2008.

Environmental Impact Report: In order for the City to consider the update to the General Plan, the proposed changes must be reviewed for potential environmental impacts. With the exception of agricultural and mineral resources, the EIR will address all of the environmental issue areas contained in the State Guidelines implementing the California Environmental Quality Act (CEQA), including:

- Aesthetics and Visual Resources
- Biological Resources
- Air Quality
- Cultural and Historic Resources
- Geology and Soils
- Hazards and Hazardous Materials
- Hydrology and Water Quality
- Land Use and Planning
- Noise
- Population and Housing
- Public Services
- Recreation
- Transportation/Traffic
- Utilities and Service Systems

Public Involvement: The City invites all interested members of the public to attend the public scoping meeting. The City also invites written comments on issues related to potential environmental impacts. Written comments should be addressed to Peter Noonan, AICP and mailed to:

City of Beverly Hills
Planning Division
General Plan Update
455 North Rexford Drive, Beverly Hills, California 90210

Email will also be accepted and should be sent to: pnoonan@beverlyhills.org.

To ensure that the Environmental Impact Report addresses any specific concerns that the public may have, comments should be submitted as early as possible, and no later than March 17, 2008, which is 31 days from the date of this notice.

After the Draft Environmental Impact Report has been completed, a public notice will announce its availability and the Planning Commission will commence the public hearing process on the EIR and the Draft General Plan. The reports and studies prepared for the General Plan Update are available on the City of Beverly Hills website at www.beverlyhills.org and are available for public review in the City's Planning Division Office at 9357 West Third Street, Beverly Hills, CA 90210. Copies of the checklist of initial environmental issues (initial study) to be addressed by the EIR are also available in the Planning Division Office. If there are any questions regarding this notice, please contact Peter Noonan at (310)285-1127.

PETER NOONAN, AICP
Associate Planner

letters cont. from page 3

districts outperform Beverly Hills because their academic programs are superior.

Another bias built into the SAT is the fact that not all students take it, and those who do are self-selected. In 2005-06, the year of Mr. Hiatt's data, two-thirds of Beverly High seniors took the SAT. The other one-third did not. Obviously, those who didn't take the SAT didn't contribute to the aggregate score. I'd bet that if they had taken the test, they would have lowered the district's standing.

In other districts, different proportions of students take the SAT. In San Marino and La Cañada, nearly all students take the SAT. In LA Unified, less than 50 percent take it. Imagine a district in which only a few elite students took the SAT, versus another in which nearly all took the test. Would that make for a fair comparison? Of course not. But that's what hap-

pens.

The company that administers the SAT, the College Board, warns against doing what Mr. Hiatt did: using aggregate SAT scores for inter-district comparisons. Their publication, "Guidelines on the Uses of College Board Test Scores and Related Data," cautions that ranking states, districts, schools and other institutions, by aggregate AP or SAT scores should be avoided.

The College Board website further advises, "Useful comparisons of students' performance are possible only if all students take the same test." That's exactly why the statisticians at the Department of Education use state achievement tests, not the SAT, to compile the Academic Performance Index (API).

Beverly seniors who have worked hard and earned high scores on the SAT deserve congratulations. Dedicated teach-

ers like Mr. Hiatt who set high standards and motivate students to meet them, deserve respect. But if we want to truly gauge the effectiveness of our educational programs, we must look at all students and judge them based on what they learn in school, not what they learn in after-school test-prep classes.

Steve Spitz
Beverly Hills

I appreciated reading everyone's opinions in [issue 437] of the Weekly. As a parent of a 12th grader and a first grader in the Beverly Hills public school system, I want our schools to be the best possible. But to point fingers at one group or another just won't be productive. This is a community issue that should involve parents, students, permit families, teachers, administrators, the school board and the broader community. Let's all work together on

this!

Patti Louie
Beverly Hills

Each week I read the letters that are written and printed in our local papers about the state of our school district. I am continually shocked and dismayed at the negativity that permeates these pages.

I have been involved with the Horace Mann PTA for five years and I have been president for the last two. I have sat in countless meetings regarding all different issues both on a district level and on a site-specific level. For sure, our school district is not perfect. Personally, I can't compare BHUSD to other districts, to private schools or even what our own district was like "back in the day," because I have no first-hand knowledge about any of that.

All I know is that my child has had incredible teachers, has learned an amaz-



NOTICE OF PUBLIC HEARING

NOTICE OF PUBLIC HEARING

DATE: February 28, 2008

TIME: 7:30 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, February 28, 2008, will hold a public hearing beginning at 7:30 pm, or as soon thereafter as the matter may be heard, to consider:

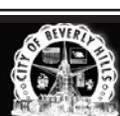
Requests for approval of a Development Plan Review Permit, a Tentative Tract Map, an R-4 Permit and a Density Bonus Permit for a 30-unit condominium development, four stories and 45 feet in height, with a subterranean parking garage totaling 90 parking spaces for a property located at **309-325 South Elm Drive**. The proposed project includes 3 units for lower income households (10% of total units) therefore the project is eligible for a 20% density bonus subject to Planning Commission approval of a Density Bonus Permit. Additionally, pursuant to the Density Bonus Permit, the applicant is requesting the Planning Commission approve a construction incentive to allow the structure to exceed the 33 foot height limit of the Zoning Code and 40 foot height limit of the General Plan for a partial fourth story. The applicant is also requesting that the Planning Commission waive the Zoning Code requirement for minimum dwelling unit size for the three proposed affordable housing units.

This project has been assessed in accordance with the authority and criteria contained in the California Environmental Quality Act (CEQA), the State CEQA Guidelines, and the environmental regulations of the City, and no significant environmental impacts are anticipated; therefore, a Negative Declaration has been prepared. On November 7, 2007 the City circulated the Notice of Intent to Adopt the Negative Declaration. Comments on the proposed Negative Declaration may be submitted in writing to the Planning Division and written or oral comments will be accepted at the Planning Commission meeting at the date and time noted above.

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 Division at 310.285.1129. Copies of the applications, plans, Negative Declaration, and all documents referenced in the Negative Declaration are on file in the Planning Division, and can be reviewed by any interested person at 9357 West Third Street, Beverly Hills, CA. 90210.

Dated: February 13, 2008
Masa Alkire, AICP
Associate Planner



NOTICE OF INTENT

CITY CLERK
BYRON POPE, CMC
455 N. Rexford Drive
Beverly Hills, CA 90210-4817

(310) 285-2400
FAX: (310) 385-0862a

NOTICE OF INTENT TO ADOPT A MITIGATED NEGATIVE DECLARATION AND PUBLIC MEETING

The City Council of Beverly Hills, at its regular meeting to be held on **Tuesday, March 4, 2008, at 7:00 p.m.**, in the Council Chambers of the City Hall, 455 N. Rexford Drive, Beverly Hills, CA 90210; will hold a public meeting to consider:

A RESOLUTION OF THE COUNCIL OF THE CITY OF BEVERLY HILLS APPROVING A MUNICIPAL PROJECT THAT WOULD PROVIDE FOR THE IMMEDIATE AND FUTURE OFFICE SPACE NEEDS OF THE CITY WITHIN THE PUBLIC WORKS CAMPUS AREA LOCATED AT **331 FOOTHILL ROAD**; AND ADOPTING A MITIGATED NEGATIVE DECLARATION, AND ADOPTING A MITIGATION AND MONITORING PROGRAM.

This project has been assessed in accordance with the authority and criteria contained in the California Environmental Quality Act (CEQA), the State CEQA Guidelines, and the environmental regulations of the City, and, although the project could have a significant effect on the environment, there will not be a significant in this case because revisions in the project have been made, therefore, a Mitigated Negative Declaration has been prepared.

Any interested person may attend the meeting and be heard or present written comments to the Commission. Comments on the proposed Mitigated Negative Declaration may be submitted in writing to the Planning Department within the 20 day review period from February 12 to March 3, 2008 and written or oral comments will be accepted at the City Council meeting at the date and time noted above.

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

All interested persons are invited to attend and speak on this matter. Written comments may also be submitted and should be addressed to the City Council, c/o City Clerk, 455 N. Rexford Drive, Beverly Hills, CA 90210 and should be received prior to the public meeting.

If you challenge the Council's action in court, you may be limited to raising only those issues you or someone else raised at the meeting before the City Council or in written correspondence delivered to the City, either at or prior to the meeting.

If there are any questions regarding this notice, please contact the Planning Department at 310.285.1123. Copies of the proposed mitigated negative declaration and other relevant documents are on file in the Planning Department, and can be reviewed by any interested person at 455 North Rexford Drive, Room G-40, Beverly Hills, CA 90210.

BYRON POPE, CMC
City Clerk

ing amount of information in her six years at Horace Mann and is as happy as can be. Many of our schools are California Distinguished Schools or Blue Ribbon Schools. That doesn't happen by accident.

I would like to ask those who write such negative letters, When was the last time you have actively been involved with our schools, other than writing letters? So much of what is written is misinformation and hearsay. Readers of those letters then discuss it and pass it on to others as truth.

No one is perfect and there is much work to be done. But I can tell you that those leading our district both on a staff and board level are dedicated and educated people only looking out for the best interest of our children. I urge the letter writers: instead of taking the easy way out and writing letters to the paper, get to know the people trying to make a difference and understand what the real issues are. Then volunteer at any of our schools to help the PTAs raise funds so that we can address some of our issues.

Amy Phillips
Los Angeles

I have noticed a significant degree of hand-wringing lately as concerned residents express shock and dismay at Beverly High's lack of recognition as one of this nation's top high schools. What happened to our "lighthouse" high school? There are serious problems in the Beverly Hills Unified School District these days, but based upon what I have

learned, our absence from both the Newsweek and the U.S. News best schools surveys should not make the list of top 20 concerns.

In December, while doing some research on Advanced Placement courses, I came across the Washington-Lee High School (Arlington, Va.) website. The school proudly announced that the July 2007 Newsweek survey of our nation's top 1,300 public high schools had ranked Washington-Lee at 31st in the nation. Even more impressively, the school had moved up from its 51st-place ranking in 2006. I personally was impressed enough to find out what made Washington-Lee so successful and how the school earned its rankings.

Arlington, Va., has a K-12 enrollment of over 17,500 students, making it more than three times larger than Beverly Hills USD. There are three high schools, but I looked only at Washington-Lee HS, with an enrollment of 1,544 in 2007 (compared to Beverly's 2,424). Here's what I found about the 31st-best (according to Newsweek) high school in the U.S.A.

In 2007, 449 Washington-Lee students took 660 AP exams, an average of 1.47 tests per student. In 2007, 518 Beverly students took 1,083 AP exams, an average of 2.1 tests per student. Washington-Lee had a higher percentage of total students taking the test, so score one point for them.

Washington-Lee students earned scores of 3 or higher (3 being the lowest success-

ful grade) on 302 of the 660 exams for a 'passing' rate of 45.7 percent. Beverly students earned scores of 3 or higher on 953 of the 1,083 exams for a 'passing rate' of 88 percent – almost double that of Washington-Lee. Score a point for Beverly.

Let's briefly look at the AP Scholar Awards for the two schools. Total AP Scholar Awards for Wash-Lee was 52. Total AP Scholar Awards for Beverly was 237. Here's the specific breakdown of these numbers. Awards are listed from lowest award to highest award.

	AP Scholars	AP Scholars with Honors	AP Scholars with Distinction	National Scholars
Wash-Lee	35	11	7	0
Beverly	76	45	101	15

How does Newsweek explain these numbers? Perhaps the author of the survey believes that in American education success no longer actually matters, just the effort should count. Four more points for Beverly High.

Perhaps Washington-Lee did better on its SAT scores? The new SAT I Reasoning Test has exams in

	Reading	Writing	Math
Wash-Lee	548	537	548
Beverly	570	582	594

The scores above reflect seniors who took the SAT I exam and at both schools 72 percent of seniors were tested. Beverly

students on average scored 113 points higher than did Wash-Lee students. So, Beverly residents, be careful what you ask for because I don't believe any of you want to trade our results for those of the 31st-best school in America! Game, set, match, Beverly!

I have some additional interesting information. Arlington, Va., is an upper-middle class community with household income over \$100,000. Wash-Lee is a majority white school with a significant Hispanic and black student population. The average teacher's salary is \$69,000 – about what it is at Beverly. The maximum teacher salary is \$96,000, while at Beverly it is just over \$80,000. The number of students per class at Wash-Lee is 15.3, while at Beverly it is over 19. Beverly Hills spends about \$9,200 per student; Arlington spends \$17,958 per student.

The maximum health insurance benefit for a Beverly teacher is \$6,000; for a Wash-Lee teacher it is \$11,547. Wash-Lee teachers also get a paid life insurance policy and a better retirement program. Washington-Lee high school has also recently been rebuilt, and I doubt it cost as much or took as long as our efforts here in Beverly Hills. Perhaps the Newsweek survey was not about student performance after all.

If you are interested in visiting the website of this nation's 31st best school, go to washlee.arlington.k12.va.us.

Stewart Horowitz
Beverly High Social Studies teacher

briefs

Bushee to speak up for teachers and students regarding impending budget cuts



Massive cuts in the education budget proposed by Governor Arnold Schwarzenegger to cover the state's \$14.5 billion deficit, have created stressful times for teachers and Board of Education members alike. Though the proposed \$2.6 million in cuts won't be finalized until summer, Board members must make most decisions regarding personnel by March 15. To that end, an open study session was held Feb. 20 to discuss the matter, and the official vote will take place Feb. 28.

Reductions have been proposed in many areas, which include supplies, travel, conferences and catering, in addition to personnel, Board of Education President Myra Demeter said. However, she continued, "student achievement is the focus of the Board, and we will do everything we can to continue to support that goal."

BHEA President Chris Bushee seems to accept the necessity of the cuts and admits that the Board will try to make voluntary as many changes as possible, by means of encouraging early retirement and transfers between program areas. For those changes that remain, he

is dedicated to ensuring equity throughout the budget.

"If we believe that certain areas that are proposed for cuts are unfair, we will speak up about it, and we will let our district know why we believe that certain proposed cuts should not be made. We're going to stick up for students, and we're going to make sure our voice is heard in that process," Bushee said.

Citing an analysis by the California Teachers Association, Bushee said if the governor's cuts are paid for entirely by laying off teachers, as many as 100,000 teachers could be laid off statewide.

BHEF announces Apple Award honorees



The Beverly Hills Education Foundation will introduce its Apple Award-winning teachers and District employees at the Board of Education meeting Feb. 26. The awards will be given out at the BHEF Apple Ball at the Beverly Hilton Hotel on May 29.

The second annual Bosse Spirit of Philanthropy Award, named this year for last year's recipients Lili and Jon Bosse, will be given to Judie and Hon. Frank Fenton for their dedication to the community and schools.

This year's Apple Award winners, as select-

ed by the principals at each school and by Superintendent Kari McVeigh at the District are Rich Waters at El Rodeo, Shelly Lucky at Beverly Vista, Caitlin Carter at Horace Mann, Mike Lambert at Hawthorne, Corinne Carlson and Sarah Utley at Beverly High, and Alex Cherniss and Pam Kraushaar at the District.

Say Shalom to Beverly Hills' new sister city



Pictured above are Delshad (left) and Herzliya Mayor Yael German.

Herzliya, Israel, has been named the new sister city to Beverly Hills. After Mayor Jimmy Delshad's recent trip to Israel in January, the Beverly Hills city council voted to bestow the honor on Herzliya due to its high concentration of technology companies, educational facilities and safety, among other reasons.

"It's been one of my long-term plans to create sister cities ... [so] Beverly Hills can help them, mostly on mostly on cultural issues and being able to support each other and to learn from them and also teach them something."

Benefits of creating sister cities include being able to travel more freely from one city to another, thus promoting student exchanges, international business and general tourism.

Delshad is further planning the creation of a nonprofit organization called Sister City Organization to maintain the benefits all sisterhoods beyond his council term.

Though Delshad was born in Iran, his family moved to Israel when he was 16 years old and placed him in a kibbutz – an arm of the country's former communal family system. After high school, Delshad moved to the United States, which, on looking back at his life and accomplishments, he calls "the land of opportunity," where "everything is possible."

Retiring commissioners honored at City Council meeting



Retiring Human Relations Commissioners Paul Krentzman (second from left) and Faye Miller (far right) were recently recognized at a City Council meeting for their exemplary service on the Commission over the past seven years. During their terms, both Krentzman and Miller served a one year term as Chair of the Commission. Also pictured are Councilmember Nancy Krasne (far left) and Mayor Jimmy Delshad, (third from the left).

briefs cont. on page 7

from the hills of beverly



People In The News

And some of our biggest blunders

By Rudy Cole

Class Act: City hall sources have confirmed that Mayor **Jimmy Delshad** offered to pass the mayor's gavel to Councilmember **Frank Fenton** for the last six weeks of his (Delshad's) term, but Fenton declined.

Because Fenton is unlikely to seek a second term, he will leave the council without ever having served as mayor. The office of mayor is rotated annually among councilmembers based on seniority or highest vote in last election. **Barry Brucker** ran slightly ahead of Fenton in 2005 and will be inducted as mayor next month. However, Fenton will be chosen as vice mayor.

Delshad's proposal would have allowed Fenton to have the title of "former mayor" when leaving the council.

Fenton's decision not to seek another council term is understandable. He has given a good part of his adult life to public service, as member and President of the Board of Education, member and chair of

the city's Recreation and Parks Commission and the elected City Treasurer.

Although he has told friends he was "very touched" by Delshad's surprise offer, he felt it would not be fair to Delshad. Brucker and Fenton have worked well together and during Brucker's term, Fenton is expected to play a major role in consensus building.

When contacted by this column, newly elected school board member Steven Fenton, Frank's son, called Delshad's offer "one of the nicest things anyone has ever done for my dad. My family was blown away by the gesture."

New hand on the planning throttle: Beverly Hills has a new City Planner, **Jonathan Lait**, who came to Beverly Hills last month after similar service in Manhattan Beach and Santa Monica.

City Manager **Rod Wood** has promoted City Planner **Vincent P. Bertoni** to the recently created job of Director of Community Development.

Bertoni now heads both planning and building and safety. Both agencies are now combined under one department head.

Lait is a member of the American Institute of Certified Planners as is Bertoni. Lait will act as advisor and provide support to three city commissions: Planning, Architectural Review and Design Review, under Bertoni's leadership.

Early reports from commissioners have been very positive. Lait has been called bright, innovative and a good team player. Lait comes to planning as the city completes the process of adopting a new general plan and considers a very large number of them highly contentious.

Speaking of bright and innovative, it's good to have the legendary **Michael Jackson** back on the talk radio circuit, his latest show being aired on KGIL from 9 a.m. to 11 a.m. Jackson has been called "the thinking person's **Rush Limbaugh**" but that assumes the Great Pontificator actually has the talent to think, or am I showing my own predilections?

Hillary Clinton may well have to depend on the vote in my hometown of Fostoria, Ohio (population, 13,000) to see if her campaign has any hope of surviving the **Barack Obama** oratorical massacre. The last time I counted, all the city's Democrats could fit comfortably in the Black Cat's lounge. People used to whisper when one walked down the street. That wasn't always true - once Fostoria had a Democratic daily newspaper along with a Republican daily. Imagine, two daily newspapers when today many American cities are lucky to have one!

When I grew up, I was supposed to become one of the paper's sports editors, but since that hasn't happened yet, I'll

have to stay here.

Interesting debate on the right of the so-called super delegates to vote for the candidate of their choice without regard to how the contenders fared in their state's Democratic primaries or caucuses.

I understand Obama and his supporters' concerns, but the party rules were not just suddenly sprung on unsuspecting candidates, they were in place before the candidates even announced. Now, to change the process would not be fair to the delegates or the party.

Most delegates from most states were not "elected" but appointed by the successful presidential candidates and ran as a slate committed to their candidate. Most of the "super" delegates were more democratically chosen, either by holding public office or winning election to some office in the party.

These delegates also have a right to speak for their party, and the presidential candidates made no prior objections to their voting rights.

What should really give pause to the Republicans is that despite the widely divergent views of their sundry candidates in the primaries, the Democratic primary votes far exceeded that of the Republicans in almost every state.

This and past city councils and school boards have achieved many outstanding successes, but there have also been some monumental blunders.

Consider some of these:
Removing a public auditorium and cafeteria from plans for the new civic center without significant cost reductions: Revising the plans ate up most of the savings and left the city without an employee dining area and a municipal auditorium.

The Public Works Building in the "industrial area." Too large, too much money on decorative exterior and interior art, far too much corridor instead of working area spaces and overly elaborate and expensive offices and conference rooms. Compare this facility to the meager space allotted Recreation and Parks at city hall.

Not finding a suitable site for a major food market such as Gelson's.

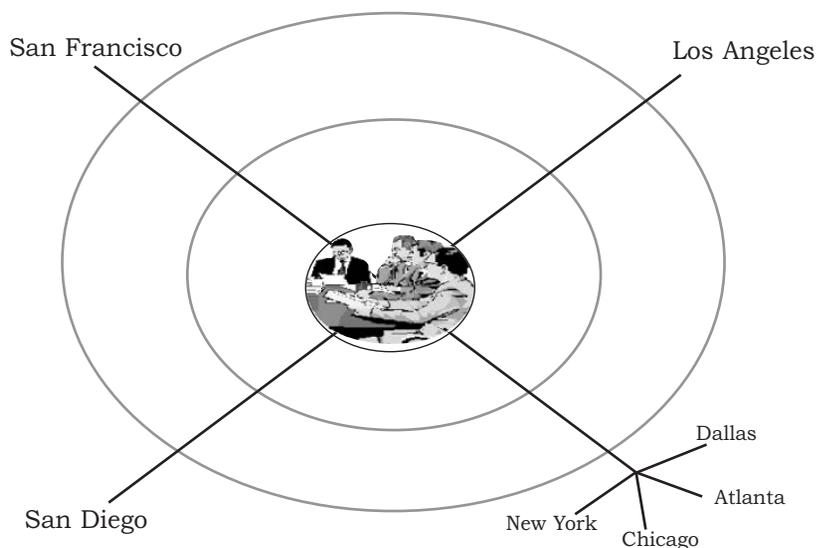
Not sticking to the retail-only concept for the "D" Lot and instead renting the

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city-owned facility for a language school, among other non-retail tenants.

Not having a first-run, first-rate movie theatre complex. At one time, **Norman Lear** explored the D Lot as a possible venue. An overly ambitious theatre plan was nixed for the property that will become the Montage Beverly Hills. (The D Lot is on Beverly and Canon Drives near Little Santa Monica.)

Opposing a Beverly Hills Freeway, back in the 1950s, south of Pico, just outside our borders. The business interests of the time objected because it would make access to downtown and Santa Monica stores too easy!

Winner of blunder of the decade has to be the failure to provide any parking at the new high school Science and Technology Building. Granted, this edifice is marvelous, the facility contains state of the art technology and was built within budget, and on time. However, previous school boards, a community bond construction committee and school administrators totally failed to assure there was sufficient bond money to supply subterranean parking that would have eased the parking demand at the high school.

In desperation, the city is considering a plan for student parking permits near Roxbury Park, which means crossing busy Olympic to arrive at the school. Not a great option for what should have been considered.

Too bad the schools didn't turn for advice to **Max Salter**, one of our great former mayors, who had proposed a new mid-

dle school and who made Two Rodeo agree to two-hour free as a condition of construction.

School parking has become a real crisis and needs some creative solutions, including the possibility of a developer (Sun Cal?) funded parking structure.

Final word on schools: The idea of annexing West Hollywood to our school district – the community has only about 700 school-age children, is dead on arrival. There is no support for the plan – promulgated two years ago by a West Hollywood councilmember – from any board member. What the schools will consider is an aggressive marketing plan to bring back students in many of the religious and private schools, possibly reducing the need for out of district permits.

Note to letter writers: One correspondent, not pleased with my support of the current board and school administration, said it was "opinion." Yes, this is an opinion column – not gospel – and imperfect, at best. If my words can stimulate honest, objective debate, this effort is worthwhile. Keep those letters coming, but be gentle. My cats read all of them and they scratch.

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

briefs cont. from page 5

BHHS Third in County Academic Decathlon

Beverly High finished third in the Los Angeles County Academic Decathlon, behind Mark Keppel High School and Duarte.

"Coming in third in L.A. County is quite good, but we had hoped to go to the state competition," coach Stewart Horowitz said.

Fifty-seven teams competed in the county decathlon, which concluded Feb. 2 at USC.

Academic decathlons consist of quizzes in economics, language and literature, mathematics, music and social science; speeches, interviews (prepared and impromptu), an essay and the Super Quiz. This year's topic was the Civil War.

January 2008 condominium prices soar in 90210

For January 2008, sale prices for single-family residences in the 90210 zip code increased by 2.2 percent for the 13 homes sold in the area. The average median in the 90210 zip code of a single-family residence is \$2.6 million. In the 90211 area, sale prices for a single-family home decreased by 2.5 percent and the average median is \$1.2 million. Sale prices for a single-family home in the 90212 are increased by 32.3 percent for the three homes sold. The average price of a single family home in the 90212 zip code is \$3.08 million according to a report released by (Data Quick Real Estate News <http://www.dqnews.com>).

Condominium prices in the 90210 area increased by 239.1 percent for the two condominiums sold. The average price of a condo-

minium in the area is \$2 million. In the 90212 zip code there was a increase of 85.3 percent for the one condominium sold and the average price for a condominium is \$1.2 million. The average price of a condominium in the 90211 zip code is \$935,000, having decreased by 23.2 percent.

In Los Angeles County as a whole, the median price for a single family home was \$475,000, the sale price of condos decreased by 12.8 percent, with the median condo price in Los Angeles County at \$399,000.



Field donate \$10 million to alma matter

Beverly Hills resident Lawrence Field, along with his wife Eris, has donated \$10 million to Baruch College in New York City, from which he graduated in 1952. The

gift, which will be administered through the Baruch College Fund, will support academic programs in entrepreneurship as well as the community outreach and research activities of the Field Center for Entrepreneurship.

A native of the Bronx, Field is the founder and principal of NSB Associates, a Beverly Hills real estate investment and development. Field will be honored with the College's Distinguished Alumnus Award at the 19th Annual Bernard Baruch Dinner on April 30. Architect and longtime-friend Frank Gehry will present the award.

Field's prior contributions to Baruch have added up to an additional \$15 million.

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sports & scores



BHHS Girls' Basketball Team Wins First Playoff Games Since 1978

Norman boys' soccer team wins first-round game.

By Steven Herbert

After not winning a Southern Section girls' basketball playoff game since 1978, Beverly High won its second in three days Saturday night, defeating host Fillmore, 66-61, in a Division II-AA first-round game.

Beverly Hills (19-9) led for most of the game, but trailed 59-56 when Jazzmin Galvez made two free throws for the Flashes (19-8) with 3:31 left.

Taylor Craig began a 9-0 run for the Normans with a basket 22 seconds later and Sophie Payson's 3-point basket with 2:10 left put Beverly Hills ahead 61-59. Freshman forward Morgan Mason ended the run with back-to-back baskets, as the Normans led 65-59 with 49 seconds to play.

"I'm very impressed with our girls and how they kept playing with this hostile crowd," Beverly Hills coach John Braddell said. "We just gutted it out. They were playing on us and we got the ball to Morgan as

much as possible and Sophie hit some big shots.

"Taylor really led us with great leadership getting the ball to the ball we needed to it the second half."

Craig had seven assists and Jie Ren five.

The score was tied, 45-45, entering the fourth quarter. Aimee Orozco's basket 49 seconds into the quarter gave Fillmore its first lead since the first quarter. The lead was short lived as Craig made a 3-point basket 21 seconds later, giving the Normans a 48-47 lead.

Fillmore leads of 54-52 and 59-56 were sandwiched around a 54-54 tie before Beverly Hills began its decisive run.

Mason finished with 26 points and Payson 18, on six 3-point baskets.

Beverly Hills closed the first half by outscoring the Flashes, 8-3, and led 31-28 at halftime. Payson began a 10-2 run with a 3-

point basket and Mason scored the next seven points as the Normans took a 41-32 lead with 4:33 left in the third quarter.

Fillmore responded by scoring nine unanswered points, tying the score, 41-41, with 1:57 left in the quarter. Junior forward Kyla Hernandez began the run with a 3-point basket and a two-point basket and junior guard Rebecca Herrera ended it with back-to-back baskets.

Payson made three 3-point baskets during a 13-0 first quarter run that put the Normans ahead 17-8. The Flashes scored the final six points of the quarter and trailed 17-14 at the end of the quarter.

Craig and Javonna Young each scored eight points for Beverly Hills, while Chelsea Austin had four points, eight rebounds and six blocked shots and Didi Younesi two points.

Herrera scored 19 and Hernandez added 16, 14 in the second half.

Braddell said it felt "fantastic" for the team to advance past the first round for the first time since 1978.

"I'm so happy for the girls," Braddell said. "They've worked so hard. It's so nice to see that they're getting some success from all the hard work."

Braddell said the key to his team's hard work "is that we worked very hard in the off-season."

"The girls work well together," Braddell said. "We're a very close team. The girls have really stepped up in the playoffs. We've really played a level higher than when the season ended. Our schedule, playing in the Ocean League, which was so very tough, has really prepared us for playoff basketball."

Beverly Hills 68, Claremont 56

Beverly High won its Southern Section girls' basketball playoff game since 1978, defeating the Wolfpack in a Division II-AA wild card round game at the Swim-Gym last Thursday as Mason scored 27 points and Payson 17, including four 3-point baskets.

The Normans led 46-42 entering the fourth quarter and outscored Claremont, 22-14, in the fourth quarter, as Mason scored 11 points, including making all five of her free throws.

Beverly Hills trailed 12-11 at the end of the first quarter, but outscored the Wolfpack, 15-11, in the second quarter, for a 26-23 halftime lead.

The Normans outscored Claremont, 20-

19, in the third quarter, as Payson made three 3-point baskets and Mason scored seven points.

Austin had eight points and 10 rebounds, Craig six points and 11 assists, Young six points and 10 rebounds and Ren and Younesi two points each for Beverly Hills. The Normans were "ecstatic" over the victory, Braddell said.

"It's very hard to win in the playoffs to begin with, but to fight all that history and to break that down takes a monumental effort and a whole team effort," Braddell said.

Braddell said his he did not emphasize the team's past playoff futility to his players.

"We talked about it last year and they knew it and we knew we were up against it," Braddell said.

Braddell credited the victory to the defense played against Wolfpack forwards Brandi Brown and Amber Williams, who Braddell described as "tremendous players."

"Our game plan was to take those two out as much as we could out of the game and make sure we rebounded, because they do a great job of getting second and [third chances]," Braddell said.

Culver City 40, Beverly Hills 39

The Normans missed their first 17 shots, the mounted a comeback that fell one point short in an Ocean League game Feb. 7 at Culver City, the final regular season game for both teams.

Mason's 3-point play with nine seconds left cut the deficit to one. Culver City missed two free throws, but got the offensive rebound and ran out the clock.

Beverly Hills (4-6 in league play) surrendered 13 consecutive points and trailed 13-4 midway through the second quarter. Payson's 3-point basket and Younesi's basket were the only shots the Normans made in the first half, when they were outscored 19-11.

Beverly Hills was outscored, 12-11, in the third quarter, with Payson making two 3-point baskets, and trailed 30-22 entering the fourth quarter.

Mason scored eight of her 15 points in the fourth quarter, while Payson made her fourth 3-point basket, as the Normans outscored the Centaurs, 17-9.

"Offensively, we were terrible," Braddell said. "I thought we played well defensively. The hurt us a bit on the offensive glass."

Culver City (21-5, 7-3) had 11 offensive rebounds in the first half.

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Payson scored 13 points, Young had three points and 12 rebounds, Craig and Younesi three points each and Ren two.

The loss was Beverly Hills' third in three games this season to the Centaurs, ranked 11th in the final Division II-AA poll. The Normans were ranked 15th.

What's Next?

The Normans were scheduled to play host to second-seeded Huntington Beach Edison second-round game Wednesday night at the Swim-Gym that began after the Beverly Hills Weekly's deadline. If Beverly Hills won, it would play the Norco-Hacienda Heights Wilson winner in a quarterfinal Saturday. If ninth-seeded Norco wins, the game would be at the Swim-Gym because of the Southern Section rule giving the team with the fewer playoff games the next playoff game. The site of a Wilson-Beverly Hills game would be determined by a coin toss. The semifinals are scheduled for Tuesday.

Boys' Soccer

Beverly Hills 2, Oxnard 0

Jake Weissberg headed in a throw-in from Erik Munzer in the 15th minute and Stefan Lupul scored off a pass from Diego Guardia in the 55th minute on a scoring sequence that began with a corner kick by Monty Zimmerman in a Division IV first-round game Friday at Nickoll Field.

Norman goalkeeper Nathan Forrest made eight saves for his sixth shutout of the season.

"The whole defense had a fantastic game," Beverly Hills coach Steve

Rappaport said. "We just never really gave them a good look at the goal other than one shot early in the game that Nate Forrest made a great save on."

Both teams took eight shots. The Normans led in corner kicks, 6-2.

"We controlled the flow of the play really well," Rappaport said. "We didn't get off maybe as many shots as we would have liked, but in a playoff game, a 2-nil victory is a nice victory."

Weissberg "was probably the star of the game," while Munzer "had a tremendous game" and defenders Alex Lichtenberg and Romeo Patroni "were fantastic," Rappaport said.

Thermal Coachella Valley 3, Beverly Hills 1

Zimmerman scored off Jonathan Elbaz's assist and Forrest made seven saves in a second-round game at Nickoll Field Tuesday.

More details on this game will be in next week's Beverly Hills Weekly.

Girls' Soccer

Costa Mesa Estancia 1, Beverly Hills 0

Less than three minutes after coach Ryan Franks had to carry Tanya Djafar, who he described as Normans' best defender, off the field because of what was later determined to be a cramp, the Eagles scored the lone goal in a Southern Section Division III playoff game Saturday at Nickoll Field.

The scoring sequence began with a corner kick by Nushin Tasbihchi. An attempted clearance by a Beverly Hills defender sent the ball to Abby Scheafer, who headed the

ball to Taylor Carpenter whose goal in the 63rd minute was her second of the season and first since December.

Djafar's absence "probably had something to do with" the goal, Franks said.

"We couldn't afford for her to come out of the game," Franks said.

The Normans (15-10-2) had three credible chances to tie the score in the final two minutes, but Allyson Wallace made saves on 25- and 35-yard free kicks by senior midfielder Jocelyn Karlan sandwiched around a header by junior defender Emily Litvak.

"They were just a little better than us," Franks said. "One-nothing pretty much reflects how the game went. There's nothing for our team to be ashamed about."

Beverly Hills was out-shot, 9-6.

"Our Achilles' heel this season was our inability to beat a defender in the last third," Franks said. "In the second half we were able to create good build up, moving the ball well on the sides. However, once we got it up, we had nobody that could take a player on and finish."

Norman goalkeeper Rebecca Gold made eight saves.

"We had a lot of opportunities early on that we should have finished off and she did a great job of stopping some of them," Estancia coach Steve Crenshaw said after its first Southern Section playoff victory since 1993 improved its record to 13-8-3. "I don't know how she saved some of the balls she did."

Litvak "was solid at sweeper for us," Karlan "had a very good game in the mid-field," and Gold "was outstanding in keep-

ing us in the game," Franks said.

Boys' Golf

Beverly High is scheduled to open its season Monday by competing in the Chaffey Tournament at Empire Lakes Golf Course in Rancho Cucamonga. The Normans are scheduled to play host to Palos Verdes Chadwick Tuesday in a nonleague match at Rancho Park Golf Course beginning at 2:18 p.m.

Girls' Water Polo

Beverly Hills 12, Montebello Schurr 5

The Normans broke a 4-4 tie by scoring eight unanswered goals in a nonleague game Jan. 18 at East Los Angeles College.

Alli Friedman began the run by scoring three seconds before halftime. Mallory Smith and Michelle Margolin followed with goals in the third quarter. Margolin scored three more times in the fourth quarter, while Smith and Kira Xie scored once.

Beverly Hills allowed the game's first two goals, but ended the first quarter in a 2-2 tie as Daryan Namba scored twice.

Smith scored two of her four goals in the second quarter.

Norman goaltender Nicole Pinhas made two saves.

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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coverstory

UPDATE FROM THE PARKS

The Weekly's exclusive interview with Recreation and Parks Commission Chair Michael Blumenfeld



What's going on with the Recreation and Parks Commission right now?

As I'm sure you're aware, we cover many many different facets of the city. In our department, we're specifically responsible for all the trees in the city, including the park and on the parkways, so we're constantly looking to make sure that our neighbors are happy with the trees. And we deal with issues such as trees dying of disease, and trying to figure out along with our citizens, how to best combat that problem. We've discovered some streets with actually poisonous plants, so we want to remove those, also in a timely fashion. We look at those situations throughout the city, and we try to come to a resolution on how best to approach it, always keeping in mind budgetary restraints and the timing of things. So that's just one facet, and I love that area.

Number two, we're also in charge of or responsible for responding to issues that concern programming in the city, such as everything from your sporting teams, such as AYSO, Little League, and any new sports that come on board – recently we authorized a wrestling club at the high school, that uses the high school but in the community. We have new sports such as lacrosse for both boys and girls.

Flipping to the opposite end, we also make sure that our senior adult clubs are using the facility and to make sure that that's going well, and that we're addressing their needs. We all do get older, and at some point we might all want to use that facility or be able to participate in programs that are really suited for the more

senior actives.

Up at Coldwater Canyon Park, they're building a new reservoir and the game plan calls for once that is completed, to put a passive park on top of it. It won't be for sports or anything, but it'll be a nice area to walk around, and beautiful landscaping, and passive so you can sit.

And finally, along the parkway on Santa Monica, you'll see beautiful pieces of art – those are joint efforts with the fine arts commission. The Fine Arts commission works really hard to find pieces that will stimulate and evoke some emotions and from artists that are renowned. People are reading about this all around the world. We try to accommodate the fine arts department, and they've come up with some nice pieces, interesting pieces.

The renovation of Roxbury Park has been a controversial issue lately. What are the latest developments with that?

This all came about a couple years back when we were looking at building a community center in the industrial area. We started looking at building the new community center, and had some pushback from the community that said why are we

spending this money? We have parks, why aren't we just fixing up the parks we have?

So we started out on this venture called "Master Planning." The definition of master planning is Wish List, because in it you put in all the things you could do if money were not an issue. Then you start getting a reality check and you start looking at what is it we can afford what is it that really fits in there on a physical place? It's nice to have eight tennis courts, but if the area will only allow for two, then that's what you do. We start inviting groups that will be impacted by this, such as local residents, but also the sporting groups, the adult groups, the sen-

ior adult groups, and people that actually use the park. So we try to get the best feedback we can. But still, things that people want addressed, we try to accommodate, and we try to listen to everybody, because after all, we're just citizens, volunteer citizens, we're not elected and we're not paid.

We are hoping that at our next meeting, we'll be able to give a preliminary result of that parking analysis. Our next meeting, open to the public, will be Feb. 26 at 2 p.m. Our goal is to have a Master Plan to present to City Council in May, that they can look at, make some decisions on what pieces of it make sense, which ones fall to the side, and try to come up with a little bit of a budget that will help take us to the next step, which is to come up with some schematic drawings.

What happens during the opening night ceremonies for little league?

Saturday night the Little League has an Opening Day Ceremony. It'll include, food, games, silent auction, music, on-field ceremonies, and of course the Parade of Champions, in which all of the kids participating in the league get to

up to the mountains, and they get to play in snow. For a lot of these kids it's the first time they've ever seen snow.

In the last Board of Education race, the subject of a BHUSD-run pre-school was discussed. Since the city now runs the pre-school, what is your commission doing to meet with BHUSD officials about this?

We oversee the nursery schools that are offered in Beverly Hills, whether they're held at the parks or at some of the elementary schools. So we kind of oversee and make sure all that is running smoothly.

I think at staff level they've had some meetings, I wasn't invited or at that meeting, so I'm not sure what the outcome was. I think BHUSD is looking at that as a possible source to create some cash flow. They're looking at what's currently going on and coming up with some analyses of the current situation to see if there is in fact room for improvement and room to make some money from it. I'm not sure if it's gotten farther than that. I know that we have meetings that we discuss how the nursery schools are doing, but I'm not privy to more than that at this point.

What do you like best about working in the Recreation and Parks Commission?

We're blessed with an unbelievable staff, great people to work with, very knowledgeable, people who really have an incentive to make the citizens happy, to give them a wide array of options of activities for the young and the old and the middle.

Why did you choose the Recreation and Parks Commission?

I've got two boys who have gone to school in the school district and so I've always been close to the parks, having coached and refereed in a number of sports, and always hanging around in the parks. I think it just seems to be the area I'm most closely identified with and tied to, and that's what drew me to it. But Rec and Parks has been one of the great commissions to sit on, and I'm just honored to have had the time to be there.

--Lauren Gabbaian

“Rec and Parks has been one of the great commissions to sit on, and I'm just honored to have had the time to be there.”

- Michael Blumenfeld

march out onto the field in full uniform.

Can you tell me about Saturday's Winter Wonderland program and how it came about?

A number of years ago, the thought was there were a number of kids, probably a lot of people, who have never seen snow. Looking at some of the various activities that a community can do for its residents, this was one that came up and has been extremely successful. They bring in snowpack and they create these little toboggan runs and they bring in a company that actually runs it for the city, brings in the snow, brings in the equipment. The kids come in dressed as if they were going

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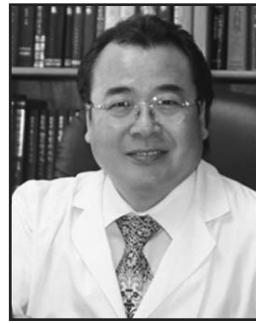
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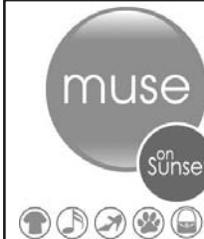
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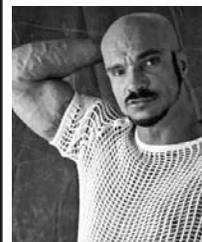
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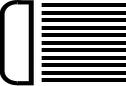
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The following person(s) is/are doing business as: SIGN, 4414 Burns Ave. Los Angeles, CA 90029. EMMANUEL SEVILLA, 4414 Burns Ave. #204, Los Angeles, CA 90029. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Registrant has not yet commenced business. Signed: Emmanuel Sevilla, Sole Proprietor. 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: 1/22/08. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 1/31/08, 2/7/08, 2/14/07, 2/21/08 BHW-169

FICTITIOUS BUSINESS NAME STATEMENT: 20080116775
The following person(s) is/are doing business as: GREEN CROWN, 1838 Tyler Dr. Monterey Park, CA 91755. DIAMOND CUT MODEL, 10993 Bluffside Dr. #2402, Studio City, CA 91604. JERIMIAH A. SOLORIO; MARK GLIGER JR., 10993 Bluffside 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. Registrant has not yet commenced business. Signed: Jeremiah A. Solorio, CEO. 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: 1/22/08. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 1/31/08, 2/7/08, 2/14/07, 2/21/08 BHW-170

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME: 20080116805
Original file # 06-1642860
The following person(s) has/have abandoned the use of the fictitious business name: PONY ELECTRIC, 8932 Woodside Ave. Arleta, CA 91331. The fictitious business name referred to above was filed on: 7/25/06, in the County of Los Angeles. The business was conducted by: AN INDIVIDUAL. The full name and residence of the registrant(s) abandoning the name: ALFONSO TORRES, 8932Woodside Ave. Arleta, CA 91331. 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: 1/22/08. Published: 1/31/08, 2/7/08, 2/14/07, 2/21/08 BHW-171

FICTITIOUS BUSINESS NAME STATEMENT: 20080108810
The following person(s) is/are doing business as: ELPRIMO OUTLET, 8610 Van Nuys Blvd. #92, Panorama City, CA 91402. ABBAS KHANFER, 4250 Walnut St. #C, Bell, CA 90210. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Registrant has not yet commenced business. Signed: Abbas Khanfer. 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: 1/18/08. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 1/31/08, 2/7/08, 2/14/07, 2/21/08 BHW-172

FICTITIOUS BUSINESS NAME STATEMENT: 20080015379
The following person(s) is/are doing business as: G & THE LOUIS CARREON GARAGE, KLOZHORSE, 8560 Sunset Blvd, Suite 100A, West Hollywood, CA 90069. RISE HOLDINGS, LLC, 8535 Sunset Blvd, #304, West

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Hollywood, CA 90069. The business is conducted by: A CORPORATION. The registrant has not yet commenced to transact business under the fictitious business name. Signed: Chris Nunes, Managing Member. 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: 01/24/08. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 1/31/08, 2/7/08, 2/14/07, 2/21/08 BHW-172

FICTITIOUS BUSINESS NAME STATEMENT: 20080006052
The following person(s) is/are doing business as: DISCOUNT TIRE CENTER, 18295 Soledad Canyon Road, Canyon Country, CA 91387. AMS TIRES, INC, 18295 Soledad Canyon Road, Canyon Country, CA 91387. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Registrant has not yet commenced business. Signed: Amis Tires, 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: 1/20/08. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 1/31/08, 2/7/08, 2/14/07, 2/21/08 BHW-173

FICTITIOUS BUSINESS NAME STATEMENT: 20080126270
The following person(s) is/are doing business as: SKYVIEW IMAGE, 2804 W. El Segundo Blvd #17, Gardena, CA 90249. NAVONNE WADE, 2804 W. El Segundo Blvd #17, Gardena, CA 90249. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Registrant has not yet commenced business. Signed: Navonne Wade, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 1/23/08. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 1/31/08, 2/7/08, 2/14/07, 2/21/08 BHW-174

FICTITIOUS BUSINESS NAME STATEMENT: 20080124068
The following person(s) is/are doing business as: ARCANGEL, 13690 Westward Drive, Fontana, CA 92337. SANJE CORPORATION, 13690 Westward Drive, Fontana, CA 92337. The business is conducted by: A CORPORATION. The registrant has not yet commenced to transact business under the fictitious business name. Signed: Sanje Corporation. 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: 01/23/08. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 1/31/08, 2/7/08, 2/14/07, 2/21/08 BHW-175

FICTITIOUS BUSINESS NAME STATEMENT: 20080152573
The following person(s) is/are doing business as: VIRTUOSO PHOTOGRAPHY, 1727 N. Vermont Ave #101, Los Angeles, CA 90027. ARMAN HAKOBYAN, 1160 Ruberta Ave #204, Glendale, CA 91201. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Registrant has not yet commenced business. Signed: Arman Hakobyan. 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: 1/24/08. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 1/31/08, 2/7/08, 2/14/07, 2/21/08 BHW-176

FICTITIOUS BUSINESS NAME STATEMENT: 20080152440
The following person(s) is/are doing business as: B & EXOTIC AUTO IMPORT INC, 18546 Sherman Way # 109, Reseda, CA 91335. BEN JAHANBANI, 5909 Lockhurst Dr. Woodland Hills, CA 91367. ARVID DAVARPARAH, 30337 Polson Lane, Castaic, CA 91384. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Registrant has not yet commenced business. Signed: Ben Jahanbani, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 1/24/08. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 1/31/08, 2/7/08, 2/14/07, 2/21/08 BHW-177

FICTITIOUS BUSINESS NAME STATEMENT: 20080152504
The following person(s) is/are doing business as: FOREVERGREEN STAR, 5102 N. Burton Ave, San Gabriel, CA 91776. FOREVERGREEN STAR, 5102 N. Burton Ave, San Gabriel, CA 91776. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Registrant has not yet commenced business. Signed: Linda Manzano. 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: 1/24/08. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 1/31/08, 2/7/08, 2/14/07, 2/21/08 BHW-178

FICTITIOUS BUSINESS NAME STATEMENT: 20080159575
The following person(s) is/are doing business as: TATUM MANAGEMENT, 4858 Del Marano, Woodland Hills, CA 91356. GREG TATUM, 4858 Del Marano, Woodland Hills, CA 91356. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Registrant has not yet commenced business. Signed: Greg Tatum. 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: 1/22/08. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 1/31/08, 2/7/08, 2/14/07, 2/21/08 BHW-179

FICTITIOUS BUSINESS NAME STATEMENT: 20080152281
The following person(s) is/are doing business as: MOCHAALAWA BAKERY, 530 S. Grand Ave. Los Angeles, CA 91006. GENNODY BELOKOPYTOV, 11146 Deby St North Hollywood, CA 91606. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Registrant has not yet commenced business. Signed: Gennoady Belokopytov. 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: 1/24/08. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 1/31/08, 2/7/08, 2/14/07, 2/21/08 BHW-180

FICTITIOUS BUSINESS NAME STATEMENT: 20080151160
The following person(s) is/are doing business as: A & O 3 DAY FLOORING & KITCHENS, 11141 Woodley Ave. Granada Hills, CA 91326. A & O SERVICES, 11960 Rinaldi St #456, Northridge, CA 91326. SARA NIZAMI, 20705 Mopena Way, Northridge, CA 91326. FAROOQ AKHTAR, 20705 Mopena Way, Northridge, CA 91326. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Registrant has not yet commenced business. Signed: Farooq Akhtar, Sara Nizami, Owners. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 1/24/08. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 1/31/08, 2/7/08, 2/14/07, 2/21/08 BHW-181

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME: 20080129497
Original file # 20071738497
The following person(s) has/have abandoned the use of the fictitious business name: 4 BROTHERS RENTING SERVICES, 8244 Cuyoburn Ave. Sun Valley, CA 91352. The fictitious business name referred to above was filed on: 1/17/08, in the County of Los Angeles. The business was conducted by: AN INDIVIDUAL. The full name and residence of the registrant(s) abandoning the name: JOSEFINA BELTRAN MONTES, 8244 Cuyoburn Ave. Sun Valley, CA 91352. 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: 1/16/08. Published: 1/17/08, 1/24/08, 1/31/08 BHW-182

FICTITIOUS BUSINESS NAME STATEMENT: 20080158150
The following person(s) is/are doing business as: ON-TIME EXPRESS, 7525 Saint Clair Ave, North Hollywood, CA 91605. ARTUR DASHBASHYAN, 7525 Saint Clair Ave, North Hollywood, CA 91605. The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here in. Signed: Artur Dashbashyan, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 1/25/08. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 1/24/08, 1/31/08, 2/7/08, 2/14/07, 2/21/08 BHW-183

FICTITIOUS BUSINESS NAME STATEMENT: 20080102339
The following person(s) is/are doing business as: YOUR PROJECT SOUTHERN CALIFORNIA, 7924 Woodman Ave. #68, Panorama City, CA 91402. GEGHAM JOE KALBUKIAN, 7924 Woodman Ave. #68, Panorama City, CA 91402. The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here in. Signed: Gegham Joe Kalbukian, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 1/17/08. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 1/24/08, 1/31/08, 2/7/08, 2/14/07, 2/21/08 BHW-184

FICTITIOUS BUSINESS NAME STATEMENT: 20080126218
The following person(s) is/are doing business as: MY DREAM BOARD SHOP, 254 W. Linden Ave. Burbank, CA 91502. THELMA N. McDONALD, 254 W. Linden Ave. Burbank, CA 91502. LELAND J. LEBARON, 254 W. Linden Ave. Burbank, CA 91502. The business is conducted by: A GENERAL PARTNERSHIP. Registrant has begun to transact business under the fictitious business name or names listed here in. Signed: Thelma N. McDonald, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 1/23/08. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 1/24/08, 1/31/08, 2/7/08, 2/14/07, 2/21/08 BHW-185

FICTITIOUS BUSINESS NAME STATEMENT: 20080126948
The following person(s) is/are doing business as: FOUR BROTHERS BOUNCE, 8244 Cuyoburn Ave. Sun Valley, CA 91352. JOSEFINA BELTRAN MONTES, 8244 Cuyoburn Ave. Sun Valley, CA 91352. The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here in. Signed: Josefin Beltran Montes. 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: 1/23/08. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code). Published: 1/24/08, 1/31/08, 2/7/08, 2/14/07, 2/21/08 BHW-186

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME: 20080151165
Original file # 20072338462
The following person(s) has/have abandoned the use of the fictitious business name: ARTHURS FLOORING, ARTHURS FLOORING & KITCHENS, 19390 Rinaldi St. #456, Northridge, CA 91326. The fictitious business name referred to above was filed on: 10/16/07, in the County of Los Angeles. The business was conducted by: AN INDIVIDUAL. The full name and residence of the registrant(s) abandoning the name: FAROOQ AKHTAR, 20705 Mopena Way, Northridge, CA 91326. 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: 1/24/08. Published: 1/17/08, 1/24/08, 1/31/08 BHW-187

FICTITIOUS BUSINESS NAME STATEMENT: 20080192292

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