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Issue 439 • February 28 - March 5, 2008

3-2 Board split aired at recent meetings

New Board of Education members disagree with incumbents over funding and priorities

cover story • page 9



letters & email

“Adding It Up” [Issue 434]

At the risk of being accused of being a “space hog” in this newspaper, I do feel the need to respond to Mr. Spitz’ response to my letter in [issue 438].

I agree with Mr. Spitz up to a point in his observation about SAT scores: there are reliability issues because not everyone takes the SAT. However, I wasn’t advocating ranking schools exclusively using SAT data, or for that matter ranking schools at all, merely pointing out that we need to look beyond any one measure in considering the quality of our program. It might be possible to compensate for variations in participation rates, as Dataquest does with AP scores, by using a formula that takes into consideration both scores and participation rates. As far as students taking outside preparation courses, yes, of course they do—as I am sure they do at the other schools on the list, most of whom are also in reasonably affluent communities. However, attributing a student’s entire SAT test performance to such courses considerably overstates the case. Without the under-

lying skills, memorizing vocabulary and learning strategies can only help so much. Besides, the same strategies that students use to succeed on the SAT could in most cases be applied to the CST. Yet some students who have performed well on the SAT have not performed well on the CST. If student motivation were not a factor, and if test performance is as largely influenced by outside prep courses as Mr. Spitz seems to think, such discrepancies should not exist.

Why do students take SAT prep courses? Because they actually care about the SAT, and we are back to my original point: what sense does it make to measure students in a situation in which the students do not care about their results? Any teacher will tell

you that student performance on graded activities (in other words, activities on which they have a stake in the outcome) is a far more reliable indicator of the best performance of which a student is capable than ungraded activities are. Let California do what some other states do, and require CST results to be posted to student transcripts, rather than forbidding the posting of scores, as current law does, and then the CST would suddenly become a much more reliable measure, at least for the subjects tested. (And I would predict very large score increases in our district!) Until then, looking exclusively at CST data is not a very accurate way to measure school performance.

WHAT’S ON YOUR MIND?

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SNAPSHOT



“COUNTING” ON A WIN REDONDO BEACH

A team of four students from Beverly Vista took fifth place at this weekend’s MATHCOUNTS Competition in Redondo Beach, thus advancing them to the state competition on March 15. The competition was attended by 32 schools in the Southland, including Beverly Vista and Hawthorne. Beverly Vista sent eight total students to the event, of which four competed as a team and four as individuals. This is the first year since 1994 that the school has advanced to the state level in the team competition.

The qualifying team, pictured above (L-R), is comprised of Advisor Mark Frenn, Jason Lee, Victoria Chen, Andrew Schwab and Jake Freud. Not pictured are Donya Enayati, George Qiao, Hyuk Yu and Aaron Zakhov.

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Beverly Hills Weekly

Issue 439 • February 28 - March 5, 2008
Beverly Hills Weekly Inc.

Founded: October 7, 1999
Published Thursdays

Delivered in Beverly Hills, Beverlywood, Los Angeles

ISSN#1528-851X

www.bhweekly.com

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Sent via US Mail
\$75 payable in
advance

Adjudicated as a
newspaper of general
circulation for the County
of Los Angeles. Case #
BS065841 of the Los
Angeles Superior Court,
on November 30, 2000.



When STAR testing first began, there was a one year overlap during which we administered the reading comprehension portion of the ITBS test to juniors who had also taken STAR testing. Considering that the Stanford 9 and the ITBS are both nationally normed tests, the results were shockingly different. Student average national ranking was at the 61st percentile (in other words, better than 61% of the students tested) on SAT-9. It was at the 81st percentile on ITBS—a whopping 20 point difference! 60% of students scored at post-high school levels on SAT-9, while 69% scored the same way on ITBS—a smaller difference, but still statistically significant. An alarming 35% scored below grade level on SAT-9, while only 11% did on ITBS. Individual student scores showed equally alarming discrepancies. For example, one student had a grade level score of 7.9 on SAT-9, but 13.2 on ITBS—more than three grade levels below grade level, or two grade levels above! Quite a range!

What caused the difference? At that point students knew the ITBS scores would affect their class placement for the following year. In other words, they cared about the test. That is the only significant difference I have been able to find. (And no, we couldn't

readily switch to the SAT-9 for placement because its results diverged so widely from other indicators of student performance.) I believe the CST to be a better test than SAT-9 or ITBS for our purposes in that it is geared to the specific state standards we use, and consequently we have used CST data for some placement purposes, but because we also use several other measures, motivational issues still remain. For instance, I have noticed a number of students over the years who have actually passed the AP Language and Comp exam but scored basic on the CST. Similarly, I have encountered a fair number of students who didn't qualify for AP or honors placement in part because of very low CST scores. Their invariable response when discussing the issue with me: "Oh, I didn't take that seriously." For some, this might be a hollow excuse, but most proved their point by scoring advanced the following year. No doubt CST scores are accurate for the majority of students, but inaccurate for a statistically significant minority, certainly a large enough group to change our overall picture.

The one time in his last letter that Mr. Spitz doesn't offer hard data is his most important point, the assertion that students

in other schools perform better on the CST because their academic programs are superior. No one would deny that the schools in question are outstanding institutions, but our exchanges in consortium meetings do not suggest that their programs and ours are markedly different. Each school—Beverly included—has some unique features the others look at to see if any or all of them should be adopted more widely, but nothing is these information exchanges so far suggests that Beverly is behind the others in terms of curriculum and expectations. Similarly, when we sent a team to San Marino to study their program, the team could find no significant differences between their program and ours that could account for the CST score difference between our two institutions. Surely if there were the kind of vast gulf Mr. Spitz seems to think there is, one would expect to find much more noticeable differences.

Yes, we have some issues that need to be addressed. But addressing them properly requires a full consideration of all evidence, not the inherently limiting focus on one data source that is demonstrably not completely accurate.

Bill Hiatt
Beverly High English teacher

"Delshad Questioned"

Beverly Hills residents have the absolute right to know if Mayor Jimmy Delshad has received any benefits from the Hilton Hotel

that would create a conflict of interest that would cause him to be recused from voting on the Beverly Hills Hilton Hotel expansion. Residents have attended five council meetings demanding that the Mayor answer questions that deserve a yes or no answer:

1. Has the mayor or members of his family ever flown on a private airplane owned or operated by the Beverly Hills Hilton Hotel, the Hilton Corp. or by Beny Alagem or Mr. Alagem's companies?

2. Has the Mayor or any member of his family received discounts, free services or other favored treatment from the Beverly Hills Hilton or its owners?

At the City Council meeting on Feb. 19, the Mayor again refused to answer these simple questions and instead said that he had a "right of privacy." However, there is no right of privacy on public matters of public concern. When Councilmember Krasne also asked the Mayor to answer the questions, the Mayor again raised his "right of privacy" defense.

Because the mayor has stonewalled when asked about very serious allegations that he has a personal conflict of interest about a project which threatens our city with gridlock, Mayor Delshad must be recused from voting on the Hilton Hotel expansion.

Larry Larson
Beverly Hills



NOTICE OF PUBLIC HEARING

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

NOTICE OF PUBLIC HEARING

REGARDING FINANCING FOR THE CONSTRUCTION AND EQUIPPING OF CERTAIN PUBLIC CAPITAL IMPROVEMENTS

The City Council of Beverly Hills, at its adjourned regular meeting to be held on **Tuesday, March 4, 2008, at or after 7:00 p.m.**, in the Council Chambers of City Hall, 455 North Rexford Drive, Beverly Hills, CA 90210, will hold a public hearing at which it will hear and consider information concerning the approval by the City of:

- (i) a lease financing by the City and the City of Beverly Hills Public Financing Authority (the "Authority") for certain public capital improvements to be used by the City, and the significant public benefit of such financing by the Authority in accordance with the criteria specified in Section 6586 of the California Government Code; and
- (ii) the adoption of a resolution by the City Council of the City approving the execution and delivery of two leases to be entered into with the Authority in connection with such lease financing.

The proposed lease financing will provide funds for the construction and equipping of an office building to be located at 331 Foothill Road, Beverly Hills, California, California 90210. In connection with the lease financing, the City will lease certain real property to the Authority, and the Authority will lease such property back to the City.

Those wishing to comment on the proposed lease financing may either appear in person at the public hearing or submit written comments which must be received by the City Council prior to the public hearing. Written comments should be sent to the City Clerk, City of Beverly Hills, 455 North Rexford Drive, Room 190, Beverly Hills, CA 90210.

BYRON POPE, CMC
City Clerk

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briefs



Venerable Beverly security guard to retire

You could say Beverly High Chief of Security Diane Velasquez spent her life chasing animals around the school, but really that was only one day.

After almost thirty years of breaking up fights and chasing students down the alley at Beverly High, Velasquez is

calling it quits.

She remembers her years at Beverly fondly, treasuring the wonderful relationships she maintained not only with other security staff – though she considers fellow guard of 25 years Daz Chandler her best friend – but also with both students and staff.

“Working at Beverly is like working with a close family,” Velasquez said. “Forming relationships with the students, that’s very memorable, and the counselors and all the assistant principals have just been wonderful to work with.”

Counselors returned the sentiment.

“We don’t want her to go!” counselor Leanne Domnitz cried while hugging Velasquez.

Velasquez’ most fond memories, she said, were created when former students came back to visit, often having changed significantly since high school – some even sending their own children to Beverly. However, she still laughs hysterically when thinking about 2005’s senior prank, for which students released dozens of farm animals onto school property.

“When all the pigs and the goats came on campus for the senior prank – It was funny as hell,” she said.

Velasquez started at Beverly High in 1978 working part-time in the cafeteria and moved to security when a position was available. Over the years she rose through the ranks, ultimately taking charge of the department.

“I took the job because I like working with young people, and it kind of fit all these years,” she said.

Now Velasquez is looking forward to spending time with family, getting back to old hobbies and travelling around the country and beyond.

“I might be retiring from here, but not from life,” she said.

Beverly Hills man charged with attempted murder

Beverly Hills resident Adel Hakim, 47, was charged with attempted murder for allegedly shooting his brother Alfred, 49.

The shooting was reported at about 9 p.m. on Feb. 20 on the 400 block of North Palm Drive near Alden Drive, according to Assistant Police Chief Robert Curtis.

“We checked the area for a possible suspect. No one was found at the time,” Curtis said. “However, the detectives and the officers who were there conducted their investigation and were able to identify the suspect and get a vehicle description.”

Within a couple of hours, California Highway Patrol detained Adel following a minor traffic accident on the 5 freeway, Curtis said.

The suspect was treated for multiple gunshot wounds to the head at the scene, then transported to Cedars Sinai Medical Center, where he underwent surgery and remains in critical condition at press time.

Though the motive is still under investigation, Curtis believes it has to do with a family dispute.

Violent crime in Beverly Hills is very rare.

“We are very fortunate. We generally on average over the years have had one to two murders a year. We have not had

any now for awhile,” Curtis said.

JV cheerleaders take first in regional competition



In spite of a the hospitalization of a teammate which led to a routine put together only two days before the competition, Beverly High’s junior varsity cheerleaders took first place in their division at the Sharp International Showcase of Champions at Sea World on Saturday. The Varsity team also performed well, taking third place in their division, improving over their sixth place win last year.

“I was extremely impressed with the dedication and focus from the JV team,” Coach Heather Humphrey said.

The Beverly Hills Recreation and Parks Tigers and the Westside Bruins also competed. The Tigers were named Overall Master Champions and the Pee Wee Cubs (kindergarten through second grade), JV (third to fifth grade), and Varsity (sixth to eighth grade) teams placed first in their divisions. The Bruins also won first place in their division.

Cheerleading try-outs for grades 8 to 11 are being held March 12 at Beverly.

The Beverly High JV squad, as pictured above, is comprised of (back row, L-R) Intylyana Miller, Kaylan Bryant, Natalie Dominguez, Romana Janoskova, Cassandra Shaw, (middle row, L-R) Lindsey George-Reyes, Michelle Cho, Breanna Bonner, Kelly Chang, Patricja Siatkowska, (front row, L-R) Amanda Alvarez, Co-Captain Cecilia Oh, Co-Captain Julia Gabbayan, Co-Captain Lauren Kim, Ashley

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COMMUNITY ASSISTANCE GRANT FUNDING APPLICATIONS

Due March 31, 2008

The City of Beverly Hills will be accepting applications for Community Assistance Grant Funding March 1 through 31, 2008 for FY 2008/9. Providers of services that are vital to the health and welfare of the local and regional community are invited to apply.

Requirements for consideration include:

- ❖ The applicant must provide a service that meets a community need including social services, community health, education and cultural activities.
- ❖ The applicant must be, or partner with, a 501c.3 organization.
- ❖ The applicant must return a fully completed application not later than March 31, 2008 at 5:00 pm.

To obtain an application, please contact Human Services at 310-285-1006.

Madison, Christina Collins, Mayra Valerio. (Not pictured: Denna Ginsburg)

Athletic Alumni Association hosts State Superintendent



The Beverly Hills Athletic Alumni Association made a presentation to neighboring school districts about raising money to support athletics at the Hillcrest Country Club. Pictured above (L-R) are Board of Education member Steven Fenton '88, music executive David Benveniste '87, State Superintendent Jack O'Connell and Beverly High Athletic Director Carter Paysinger '74.

Horace Mann nominated for State Distinguished School Award



After an application and review process that began in the fall, Horace Mann has been nominated for the State Distinguished School Award. Out of 1,500 eligible schools in California, only 327 schools were selected as nominees and all received a rubric score of 7.7 and above on a scale of 1 to 8 – Horace Mann received a 7.9.

"I think it's a reflection of the hard work of our staff on behalf of our students and the great community involvement at our school," Principal Dawnalyn Murakawa-Leopard said.

The school will next have to face a visitation team in early March, which will spend a day on campus talking to students, teachers and others, to verify the information on the application. The governor will then review this information and announce the Distinguished Schools in mid-April.

The Big Event Lifetime Achievement Award Dinner



More than 800 attended this year's Lifetime Achievement Award "Big Event" Dinner at the Regent Beverly Wilshire, benefitting Jewish Big Brothers Big Sisters of Los Angeles. The evening honored Lee & Gail Silver with the Sydney J. Rosenberg Lifetime Achievement Award and Sig Diamond as Big Brother of the Year. More than \$700,000 was raised at The Big Event, including a big surprise. Marcy Schulman, winner of the opportunity drawing for a Mercedes-Benz Smart ForTwo Passion car, donated the car back to the organization for an impromptu raffle that within moments raised \$18,000.

Pictured above are (L-R) Sig & Doritt Diamond, Gail & Lee Silver, Irene & David Smith (event chairs), and Margy Feldman, President and CEO of Jewish Big Brothers Big Sisters of Los Angeles.



Resident makes photos fun and profitable

She may have been dragged into her first class kicking and screaming, but now Chase Rosenfield wants to make scrapbooking her life. The elementary school teacher and Beverly High graduate took up the hobby about nine years ago as a creative

outlet for herself and soon realized her friends were interested in getting the same treatment for their memories.

Rosenfield's dining room has now become a full-time office where she custom-makes memory books not only for friends, but for friends-of-friends, boutiques and charity and school events.

"It makes me feel good to feel like I'm doing something nice for other people," she said.

Though she is planning on turning her one-time hobby and passion into a full-time business, ideally in the entertainment industry, she wants to continue working with young children – teaching scrapbooking as an after-school class or even at birthday parties.

For more information, visit Rosenfield's Web site: www.picturethisforeverscrapbooks.com.

Walk to School Wednesday



Third Grade Teacher Jean Nelson (top row) at El Rodeo School encourages participation in Walk to School Wednesdays in part by connecting it to the curriculum. Homework assignments like taking scientific observations have become directly related with the program in that they are to be completed over the course of the morning's walk. The District began to encourage this program last fall based on the international campaign called Walk to School. The students pictured are (L-R) Mika Liu, Jackie Hauser and Rubini Korasidis.

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from the hills of beverly



Near Riot At BH Amnesty Meet

Board member Spago comment upsets council

By Rudy Cole

It could have been ugly, this confrontation between participants in an Amnesty International public meeting on Iranian human rights, and a protest group who very vocally objected to a speaker at the Amnesty gathering.

Amnesty had rented a room at the city library last Friday and had invited a well known author and lecturer, **Trita Parsi** to speak. However, Parsi is perceived as too friendly to the present Iranian regime by some in the Persian community.

The city also rented another meeting room to MEHR (Mission for Establishment of Human Rights) who had organized a protest against Amnesty and Parsi.

Police officials were on hand to keep a semblance of order, but when the protest group piled into the next door Amnesty meeting, the cat calls and shouting forced

Amnesty to end their event. In fact, Amnesty was not even able to move beyond the introductory remarks.

One side bar to the story: Amnesty, noted for fighting for human rights, may need some counseling on press freedom. They "informed" the city that they were videotaping the event, but would not permit anyone else to do any recordings. City officials explained to Amnesty that they could not and would not stop anyone from recording a public meeting. Despite this, Amnesty announced at the beginning of the meeting that they and they alone would do recordings. The protest group also strongly, and vocally, objected.

Many local Iranians supported the protest against Parsi whose books include a highly controversial work on relations between the United States, Iran and Israel called "Tracherous Alliance – the Secret

Dealings of the United States, Iran and Israel.

Parsi was born in Iran but raised in Sweden.

There were no arrests or injuries, just some bruised feelings and egos. The permit for Amnesty was pulled by a representative from Chicago.

Speaking of our library, it has a new and very sharp bright City Librarian, **Nancy Hunt-Coffey**, who will lead some major renovations and improvements, bringing our library into modern times. More on this later.

Probably very unintentionally, but School Board President **Myra Demeter** managed to anger at least one member of our city council last week with a somewhat gratuitous bite of the hand that feeds the schools.

What upset the councilmember was a throw away line Demeter used while the board was chopping away at the annual budget. Because of expected heavy cuts in funding from the state, the board is facing drastic reductions in school spending.

Everything from teaching French at the elementary schools to the board's own allocation for meetings and operations will be chopped. But while the board was

doing a line by line look at where reductions could be made, the subject of food for board members and administrators during lengthy "study" sessions was examined.

Most of the board expenses relate to membership in official organizations, but the board also is provided with modest refreshments when the meetings run late and there is no time for a break between afternoon "study" sessions and formal evening meetings.

When this came up during the budget talks and while explaining the reasons, Demeter decided to compare their expenses with that of the council.

"We are not like the city council which goes to Spago" during breaks in their Tuesday sessions, Demeter exclaimed when board members **Steven Fenton** and **Brian Goldberg** tried to end the entire board operating costs.

This slap at the council is what upset the councilmember. The council had not weighed in on the board's deliberations, had not asked that any item be included or reduced, including funding of programs that also serve non-school activities, so the comment about where the council dines or how much it costs surprised the council.

For many years, it has been the prerogative of the mayor to choose where the council has dinner. The council and city manager and, sometimes, other staff join the council at what are working dinners between afternoon and evening meetings. When the afternoon sessions run late,

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food is delivered to an adjoining council chamber meeting room, but when there is time, they do eat out.

Certainly, Spago is on the list of eateries, as are many others. The council has visited new arrivals, old favorites such as The Grill and "comfortable" fast food diners. The rules are simple: the restaurant has to be inside the city of Beverly Hills. For years, the council has been Spartan like in costs: No wine or alcoholic beverages are included, as one example of not running up the tab.

What was probably not the best act of timing for the Demeter comment was the reality that very soon the city council will vote on the annual Joint Powers Agreement, which is the vehicle the city uses to provide school funding through use of school services and facilities. This annual support has risen from the modest roughly one million dollars when then-Mayor **Dr. Charles Aronberg** and school board president **Vicki Reynolds** first conceived of the plan to ten million and rising.

The Courier also inadvertently entered the debate on school spending. In a generally good report on city financing, the Courier wrote they could find no other city that had a similar money for schools program such as the JPA. Actually, dozens of our state school districts "receive" money from city governments. The Courier needed to look no further than Santa Monica for one example.

(One other Courier comparison also rankled some police officials last week.

Citing as an example of expenditures, the Courier compared Beverly Hills with West Covina, which has almost three times our population and yet has 13 fewer "sworn" officers. The article implied that the needs of the city were also very much the same because "West Covina also has a major regional shopping mall and many automobile dealerships" to support their economy. First, we don't have a major shopping mall, but we do have Rodeo Drive, far, far more expensive homes than West Covina and we are in the middle of the Los Angeles Westside, a target of the bad people. The comparisons simply don't work.)

How about other benefits for city councilmembers compared to their colleagues on the school board? Being a councilmember does have better perks. Although not reaching Wall Street levels of remuneration, the council does receive about \$1,000 per month for services and some fringe benefits.

Unlike their elected cousins, they also have parking passes that allow them to use spaces without feeding meters anywhere in the city, (a plus for City Commissioners too), they receive and usually use invitations to the Academy and Golden Globe Awards and they are invited to the opening of every window. Not school board members.

Interestingly, because we have a city manager form of government and are a general law city, there are some responsibilities school board members have that outweigh council duties. As an example,

the city council only hires and fires the city clerk and the city manager. They select and approve the contract for our city attorney. But they can not dismiss, employ or even discipline any other staff member – all being under the city manager's umbrella.

The school board, governed by state law, the education code, can hire and fire many employees and can and does hear appeals from the decisions of the administration on dismissals. The board also considers many student discipline matters, including expulsions. More administrative responsibilities, but less food.

In our history, many board members have gone from the board to the council. **Vicki Reynolds, Charlotte Spadaro, Frank Fenton, Mark Egerman, Robert Dulin** and **Barry Brucker**, to mention a few. Only one councilmember has made the reverse journey: One time mayor **Richard Stone**, long after leaving office, made a successful run for Board.

Of the present Board, **Steven Fenton, Myra Lurie** – the only attorney now serving on either the school board or the city council – and **Brian Goldberg** have all expressed some interest in seeking a seat on the council.

On the feeding of the hungry elected types, two students, hearing of the problem, arrived at the last board meeting with Turkey sandwiches as offerings to the board.

If and when the board does go to the council to seek Joint Powers Agreement funding, now more critical than ever with

the state likely to cut money for education, maybe not mentioning Spago would be a good plan.

It's hard enough having the last name of Cole if you are a city official and are not even related to this columnist, but when your cleaner gives your husband's shirts to the columnist, maybe one of us should change our names. Sorry, Planning Commissioner Nan. Anyway, the shirts don't fit so I gave them back to Pico Cleaners.

Goldman is a barely used name in Beverly Hills.

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 Girls' Basketball Team Edged in Quarterfinals

Normans upset second-seeded team in second round.

By Steven Herbert

The Beverly High girls' basketball team's deepest progression in the Southern Section playoffs since at least 1977 ended as a comeback from a 17-point third-quarter deficit fell barely short Saturday night.

The Normans pulled within a point but Javonna Young and Taylor Craig missed lay-ups in the final one minute, five seconds in a 44-42 loss to ninth-seeded Norco in a Division II-AA quarterfinal at the Swim-Gym.

Beverly Hills, which was seeded 14th and needed to win a wild card round game to reach the first round, trailed by 17 three times in the third quarter, the last 34-17 with 3:09 left in the quarter.

The Normans (20-10) outscored the Cougars 9-2 over the final 2:31 of the quarter and trailed 36-26 entering the fourth quarter. Junior guard Sophie Payson completed the run with her second 3-point bas-

ket of the quarter.

"As soon as Sophie hit a 3-pointer, the crowd gets into it," Norco coach Rick Thompson said after his team improved to 22-7. "The crowd started chanting defense. The kids started believing in what they were doing and we went cold again. We struggled a lot from the line and put backs. They were out-hustling us. The momentum just changed and it was real difficult for us to get it back."

Cougars junior forward Cierra Windham scored the first points of the fourth quarter on two free throws, but Beverly Hills responded with 11 unanswered points to trail 38-37 with 3:49 to play.

Payson began the run with a 3-point shot, Craig followed with back-to-back baskets, freshman forward Morgan Mason made a lay-up and Craig completed the run by making both ends of a one-and-one.

After a Norco time out, senior guard Kasey Philyaw made a 3-point basket to give the Cougars a 41-37 lead with 3:22 remaining.

Young's basket 23 seconds later pulled the Normans back within two points, 41-39. Windham's driving lay-up put Norco ahead 43-39 with 1:45 to play. Mason's 3-point play with 1:27 remaining cut the Cougars lead to 43-42.

Beverly Hills had a chance to take its first lead since the second quarter, but Young missed a lay-up with 1:05 left. Craig got the rebound of a Norco miss, but turned the ball over. Windham made the front end of a one-and-one with 28.5 seconds left, giving the Cougars a 44-42 lead.

The Normans committed a turnover on the ensuing possession, but remained within two as Norco senior guard Lexi Fowler missed the front end of a one-and-one with 12 seconds left.

Beverly Hills got the rebound and called time out with 10.5 seconds remaining. Craig, a senior guard, drove the length of the court, taking advantage of what Thompson called, "a horrible defensive play," but missed the lay-up with four seconds left.

"Sometimes the ball bounces the right way and sometimes it doesn't," Normans coach John Braddell said. "We aren't in the position we are at the end of the game without the way Taylor played. She's the one who got it all the way down the floor to get that opportunity. Without her, we wouldn't have even had the shot."

"I'm very proud of her effort. She's played so well in the playoffs. Her effort

and her play in the playoffs really brought us to another level."

Windham missed the front end of a one-and-one with 3.5 seconds to play and Craig's desperation 3-point shot from just inside the half-court line as time expired hit the backboard.

"We were lucky to get out of here [with a victory]," said Thompson, whose team was a Southern Section finalist last season.

Beverly Hills trailed 7-4 at the end of the first quarter, but scored the first four points of the second, taking an 8-7 lead. The Normans were held scoreless over the final 6:56 of the first half and the Cougars scored the half's final 14 points for a 21-8 halftime lead.

"We came out cold," Braddell said. "We rushed our shots a little bit. We had some early opportunities to score some baskets and just didn't take advantage of it. Without our defensive effort, we wouldn't be in the game."

Norco led 27-10, 32-15 and 34-17 in the third quarter before Beverly Hills began its comeback.

"I think we finally settled down and played the kind of basketball we've been playing the last two or three weeks," Braddell said. "When we settled down, moved the ball around and relaxed on our shots, the ball started going through the hoop."

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

3-2 BOARD SPLIT AIRED AT RECENT MEETINGS

New Board of Education members disagree with incumbents over funding and priorities

By Lauren Gabbai

A series of votes and actions by the Board of Education in the last few weeks have underscored a deep 3-2 philosophical split on the Board.

On one side, incumbent Board members President Myra Demeter, Vice President Nooshin Meshkaty and Myra Lurie, are focused on curriculum reform issues, which include maintaining or possibly increasing the number of permit students, and are highly supportive of Superintendent Kari McVeigh and Assistant Superintendent Ilene Straus.

Newcomers Steven Fenton and Brian Goldberg prefer a more back-to-basics approach, which largely revolves around the idea of “right-sizing” the district – reconfiguring it to accommodate for the declining number of students. They would like to see a reduced number of permits, increased fundraising efforts and a district-run preschool.

These fundamental philosophical differences came to a head at Tuesday night’s Board meeting, when Meshkaty pleaded, “The five of us need to learn to get along.”

Though the meeting was meant mostly to finalize decisions made at the Feb. 20 budget study session, two and a half hours of audience comments forced Board members to reconsider earlier choices.

At the Feb. 20 study session, though Board members voted 3-2 to make \$2.6 million in cuts, extra expenditures – \$410,000 as a cushion against the possibility of needing more teachers after fall enrollment, and \$600,000 to be set aside for the maintenance of school athletic fields as per the Joint Powers Agreement (JPA) – require that, in fact, almost \$3.7 million be cut.

The issue of the \$600,000 allocation to field replacement brought tempers to a flare. As former Board member (1991-1997) AJ Willmer explained and current Board members emphasized, the JPA is a “leasing” agreement between the district and city – for approximately \$9 million per year the district leases out school grounds for city use during non-school hours, and the District, as “landlord,” is required to maintain the fields.

After the study session, BHEA President Chris Bushee was shocked by the introduction of this additional expense.

“If in fact we’ve run out of money to maintain our fields, and now we’re caught in this lurch where we need \$600,000,” he said, “that means our district has mismanaged those funds – they have not over the years kept those funds at the levels that

they need to. So this is simply exacerbating the budget deficit that we’re facing.”

Goldberg echoed the sentiment in one of the few speeches he made over the course of the four-and-a-half-hour open-session meeting, calling the Board irresponsible for trying to allocate this money now – when teachers’ jobs are at stake – when previous Boards have chosen to ignore the issue.

Lurie, who, along with Demeter, is a member of the committee to renegotiate the JPA, responded that she actually had suggested the measure at prior meetings but had been overruled. Because JPA negotiations are actually going on now, it would be irresponsible not to begin the allocation of funds now, she said.

Lurie further criticized suggestions that the money for the fields be supplemented by an insurance payment the district received after a school building recently burned down – some \$810,000 – from the Beverly Hills chapter of the American Youth Soccer Association (AYSO) and from fundraising. Though the suggestions were creative, she said the money they could obtain by these methods wouldn’t be nearly enough to cover the yearly expense of maintaining the fields.

When Lurie suggested the possibility of help from the Beverly Hills Athletic Alumni Association (BHAAA), Fenton responded that even if the BHAAA had the money to contribute, the Association views Demeter and McVeigh as “obstructionists” to their organization, and probably would not be inclined to cooperate.

At that point, Demeter called the Board to vote on a version of the proposed budget that would allow for the retention of the Maple Center at its current rate of \$50,000, and an alternative form of the middle school French program, which would involve eighth graders learning the first year of French in a single year. Superintendent McVeigh was unprepared to determine the cost of the measure, but the programs will both be paid for by reductions in the \$600,000 field maintenance allocation. This budget passed with a 4-to-1 vote, with Goldberg voting against.

Though he ultimately voted to approve the budget, Fenton pointedly expressed his dissatisfaction with the actions of the Board earlier in the evening as well. His initial response to the Board regarding the budget was to state his surprise at the superintendent’s unwillingness to part with one of her two assistants or to return the 9-

percent raise she received a short time before Fenton and Goldberg took office.

“I believe our superintendent needs to lead by example,” Fenton said [in an earlier interview], “and I hope she recognizes how inappropriate it is for her to take a pay raise while recommending close to \$4 million worth of budget cuts. We’re now forced to let go of hard-working people from our district.”

Bushee’s address to the Board touched on a similar subject, but compared the money spent per student on instructional versus administrative costs at a number of similar institutions in the area. He pointed out that while BHUSD is ranked No. 17 out of 21 total districts in terms of instructional spending, it ranks No. 1 in terms of administrative costs per student. He also said that while the District is planning on eliminating 38 BHEA positions, it has only proposed the reduction of one half of one administrator position.

“The proposed cuts fall disproportionately on the classroom, while protecting district office administrators,” Bushee said. “Where do our superintendent’s priorities lie?”

Board members stated that decisions regarding certificated personnel must be made by March 15, whereas the deadline for notifying classified positions is later on.

Looking on the program-centered view of the issue, Lurie said, “I am very pleased these cuts were not responsible for cutting back any programs and that we were able to maintain, I believe, pretty much every class that is offered throughout BHUSD. There were some adjustments, there were some programmatic consequences, but compared to neighboring districts and compared to previous budget cuts, they were relatively light.” She went on to say that though the decisions were “heart-wrenching,” staffing changes were “fiscally appropriate” given the District’s declining enrollment levels.

The Board is also evaluating possible curriculum changes that could affect staffing.

This year’s freshmen (class of 2011) have already witnessed the effects of eliminating math classes below the level of algebra, and they will be the first class required to pass geometry as well as algebra in order to graduate.

Now the Board of Education is evaluating another round of potential changes for next year’s freshmen (class of 2012), all aimed at aligning the school’s curriculum

with State standards and making a larger number of graduating students eligible to attend a four-year college.

Some of these potential changes include making biology a requirement in the ninth grade, opening up AP classes to all students who want to take them, cutting the physical education requirement from two to three years and cutting all non-college-prep developmental classes for students below the level of proficiency for a regular course.

“Students who are non-college prep cannot go to more than a two-year college if they take [developmental courses] alone. If you take them on top of college-prep courses, then you do have an option for four-year,” said Assistant Superintendent of Educational Services Ilene Straus. “We believe that kids need support, but most high schools have college prep with support.”

Straus plans on presenting these options to the Board at its March 11 meeting. However, the proposed changes will not be voted on until April – well beyond the March 15 deadline for providing layoff notices.

An extra layer of tension was added to the Board’s Feb. 20 discussion after a statement made by Demeter in last week’s study session was taken to a satirical extreme.

Fenton’s suggestion to cut the entirety of the Board’s \$29,000 budget, which includes money for dinner, led Demeter to “object seriously to taking away my sandwich every meeting.” This comment was put into stark perspective when Fenton responded, “When I look around the room and see people who are going to be losing jobs and can’t pay their rent, it’s unconscionable to me.”

The Board eventually agreed to a compromise that will reduce their budget to \$16,000, but the sandwich lingered on as something of a battle cry.

At the Feb. 26 Board meeting, two Beverly High students handed out “The Turkey Sandwich Manifesto” and set up a turkey-sandwich-making station for community members immediately outside the Salter Family Theater, where the meeting was held. In the process of audience comments, the girls presented Demeter with two picnic baskets full of sandwiches. Demeter demanded they be removed from the stage after the girls were finished.

The next Board meeting’s agenda is also set to include plans to discuss the feasibility a district-run preschool.

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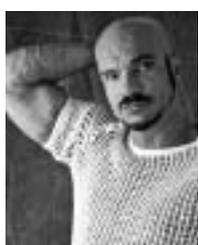
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the County Clerk of Los Angeles County on: 01/23/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 2/7/07, 2/14/08 22/108, 22/808 BHW-159

FICTITIOUS BUSINESS NAME STATEMENT: 20080196754
The following person(s) is/are doing business as: RODRIGUEZ FAMILY JEWELRY. 321 S. Beverly Drive #105 Beverly Hills, CA 90212. FRED RODRIGUEZ, 6789 Tampa Ave. #62 Reseda, CA 91335. The business is conducted by: AN INDIVIDUAL. Registrant has not begun to transact business under the fictitious business name or names listed here in. Signed: Fred Rodriguez, 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: 02/01/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 2/7/07, 2/14/08 22/108, 22/808 BHW-159

FICTITIOUS BUSINESS NAME STATEMENT: 20080196753
The following person(s) is/are doing business as: H.T CAPITAL GROUP. 240 E. Santa Anita Ave. #206 Burbank, CA 91502. HEROS TORROSSIAN, 240 E. Santa Anita Ave. #206 Burbank, CA 91502. The business is conducted by: AN INDIVIDUAL. Registrant has not begun to transact business under the fictitious business name or names listed here in. Signed: Heros Torrossian, 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: 02/01/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 2/7/07, 2/14/08 22/108, 22/808 BHW-159

FICTITIOUS BUSINESS NAME STATEMENT: 20080200416
The following person(s) is/are doing business as: BUDGET TEST ONLY. 12680 Footfall Blvd. #102 Lake View Terrace, CA 91342. ONNIS SATAMIAN, 15729 Coala St. Granada Hills, CA 91344. NEVRIK SATAMIAN, 1059 E. Palm Ave. Burbank, CA 91506. The business is conducted by: A GENERAL PARTNERSHIP. The registrant has not yet commenced transact business under the fictitious business name. Signed: Onnis Satamian, Co-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: 02/01/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 2/7/07, 2/14/08 22/108, 22/808 BHW-159

FICTITIOUS BUSINESS NAME STATEMENT: 20080200287
The following person(s) is/are doing business as: AREA 21 PRODUCTIONS. 3968 Via Magdalena Burbank, CA 91504. TINA TERINGALIAN, 1947 Chermoyan Ave. #10 Los Angeles, CA 90069. The business is conducted by: A LIMITED LIABILITY COMPANY. Registrant has not begun to transact business under the fictitious business name or names listed here in. Signed: Tina Teringalian, Partner. 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: 02/01/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 2/7/07, 2/14/08 22/108, 22/808 BHW-159

FICTITIOUS BUSINESS NAME STATEMENT: 20080200484
The following person(s) is/are doing business as: BONG ST BEVERLY HILLS. 9380 Wilshire Blvd. Beverly Hills, CA 90212. BEV- ERLY PAVLON ASSOCIATES LLC. 9390 Wilshire Blvd. Beverly Hills, CA 90212. The business is conducted by: A LIMITED LIABILITY COMPANY. Registrant has begun to transact business under the fictitious business name or names listed here in: 08/18/2005. Signed: Paul Birchhall, General Manager. 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: 02/01/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 2/7/07, 2/14/08 22/108, 22/808 BHW-154

FICTITIOUS BUSINESS NAME STATEMENT: 20080200484
The following person(s) is/are doing business as: THOMPSON BEVERLY HILLS. 9380 Wilshire Blvd. Beverly Hills, CA 90212. BEVERLY PAVLON ASSOCIATES LLC. 9390 Wilshire Blvd. Beverly Hills, CA 90212. The business is conducted by: A LIMITED LIABILITY COMPANY. Registrant has begun to transact business under the fictitious business name or names listed here in: 08/18/2005. Signed: Paul Birchhall, General Manager. 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: 02/01/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 2/7/07, 2/14/08 22/108, 22/808 BHW-155

FICTITIOUS BUSINESS NAME STATEMENT: 20080200486
The following person(s) is/are doing business as: A & P EXPRESS. 7247 Irvine Ave. North Hollywood, CA 91605. ATTAR SINGH, 7247 Irvine Ave. North Hollywood CA, 91605 The business is conducted by: AN INDIVIDUAL. Registrant has not begun to transact business under the fictitious business name or names listed here in. Signed: Attar Singh, 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: 1/31/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 2/7/07, 2/14/08 22/108, 22/808 BHW-158

FICTITIOUS BUSINESS NAME STATEMENT: 20080127024
The following person(s) is/are doing business as: B & A EXOTIC AUTO IMPORT INC. 18546 Sherman Way #202 Reseda, CA 91335. B & A EXOTIC AUTO IMPORT INC. 18546 Sherman Way #202 Reseda, CA 91335. The business is conducted by: A CORPORATION. The registrant has not yet commenced to transact business under the fictitious business name. Signed: Benjamin Jaharban, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with

FICTITIOUS BUSINESS NAME STATEMENT: 20080200487
The following person(s) is/are doing business as: SODICO. 2003 N. Herbert Ave. Los Angeles, CA 90063. GUSTAVO GOMEZ, 923

N. Herbert Ave. Los Angeles, CA 90063. The business is conducted by: AN INDIVIDUAL. Registrant has not begun to transact business under the fictitious business name or names listed here in. Signed: Gustavo Gomez, President. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 02/01/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 2/7/07, 2/14/08 22/108, 22/808 BHW-159

FICTITIOUS BUSINESS NAME STATEMENT: 20080200488
The following person(s) is/are doing business as: SPITZ CARPET CLEANING. 2377 N. Beverly Glen Blvd. Los Angeles, CA 90077. MICHAEL SPITZER, 2377 N. Beverly Glen Blvd. Los Angeles, CA 90077. The business is conducted by: AN INDIVIDUAL. Registrant has begun to transact business under the fictitious business name or names listed here in: 1/01/08. Signed: Michael Spitzer, 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: 02/01/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 2/7/07, 2/14/08 22/108, 22/808 BHW-159

FICTITIOUS BUSINESS NAME STATEMENT: 20080217517
The following person(s) is/are doing business as: SAN FRANCISCO SUB. 802 W. Glenoaks Blvd. Glendale, CA 91202. MARGRIT M. BEDROUSSIAN, 1414 E. Glenoaks Blvd. Glendale, CA 91206. The business is conducted by: AN INDIVIDUAL. Registrant has not begun to transact business under the fictitious business name or names listed here in: 1/01/08. Signed: Margrit M. Bedroussian, 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: 01/23/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 2/7/07, 2/14/08 22/108, 22/808 BHW-159

FICTITIOUS BUSINESS NAME STATEMENT: 20080150993
The following person(s) is/are doing business as: INSIGHT ASSET ADVISORY GROUP. 12011 Hatteras St. Valley Village, CA 91617. VIVIAN TING ADAMO, 12011 Hatteras St. Valley Village, CA 91617. The business is conducted by: AN INDIVIDUAL. Registrant has not begun to transact business under the fictitious business name or names listed here in. Signed: Vivian Ting Adamo, 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: 01/24/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 2/7/07, 2/14/08 22/108, 22/808 BHW-200

FICTITIOUS BUSINESS NAME STATEMENT: 20080181907
The following person(s) is/are doing business as: THE PACKAGING EXPERT. 11490 Burbank Blvd #5D North Hollywood, CA 91611. ROBERT TERADO, 11119 Canino St. #101 North Hollywood, CA 91602. The business is conducted by: AN INDIVIDUAL. Registrant has not begun to transact business under the fictitious business name or names listed here in. Signed: Robert Terado, 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: 01/23/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 2/7/07, 2/14/08 22/108, 22/808 BHW-201

FICTITIOUS BUSINESS NAME STATEMENT: 20080166004
The following person(s) is/are doing business as: NECLYX BUSINESS SOLUTIONS. 4544 San Fernando Road #202 Glendale, CA 91204. NECLYX INC. 4544 San Fernando Road #202 Glendale, CA 91204. The business is conducted by: A CORPORATION. Registrant has not begun to transact business under the fictitious business name or names listed here in. Signed: Armen Maradourian, President. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 01/23/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 2/7/07, 2/14/08 22/108, 22/808 BHW-202

FICTITIOUS BUSINESS NAME STATEMENT: 20080121079
The following person(s) is/are doing business as: NEW LEGACY TALENT. 5328 Newell Ave. #42 Encino, CA 91316. SVETLANA DIZON, 5328 Newell Ave. #42 Encino, CA 91316. The business is conducted by: AN INDIVIDUAL. Registrant has not begun to transact business under the fictitious business name or names listed here in. Signed: Svetlana Dizon, 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: 01/30/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 2/7/07, 2/14/08 22/108, 22/808 BHW-203

FICTITIOUS BUSINESS NAME STATEMENT: 20080182186
The following person(s) is/are doing business as: LIME LIGHT HAIR INDUSTRIES. 15104 Valley Vista Blvd. Sherman Oaks, CA 91463. KELLY JEAN YOUNG, 15104 Valley Vista Blvd. Sherman Oaks, CA 91463. The business is conducted by: AN INDIVIDUAL. Registrant has not begun to transact business under the fictitious business name or names listed here in. Signed: Kelly Jean Young, 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: 01/30/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 2/7/07, 2/14/08 22/108, 22/808 BHW-204

FICTITIOUS BUSINESS NAME STATEMENT: 20080182773
The following person(s) is/are doing business as: S3 DECOR. 14416 Hamrin St. #106 Van Nuys, CA 91411. GUYVICK EKSKANDARY, 14416 Hamrin St. #106 Van Nuys, CA. The business is conducted by: AN INDIVIDUAL. Registrant has not begun to transact business under the fictitious business name or names listed here in. Signed: Guyvick Eskandary, 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: 01/30/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 2/7/07, 2/14/08 22/108, 22/808 BHW-205

FICTITIOUS BUSINESS NAME STATEMENT: 20080192320
The following person(s) is/are doing business as: DUSK THE BRAND. 8306 Wilshire Blvd #412 Beverly Hills, CA 90211. DAWN 2 DUSK, INC. 8306 Wilshire Blvd #412 Beverly Hills, CA 90211. The business is conducted by: A CORPORATION. Registrant has begun to transact business under the fictitious business name or names listed here in: 3/31/08. Signed: Dawn 2 Dusk, Inc., Business Manager. 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: 01/30/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 2/7/07, 2/14/08 22/108, 22/808 BHW-206

FICTITIOUS BUSINESS NAME STATEMENT: 20080191760
The following person(s) is/are doing business as: GLOBAL WHOLESALE ENT. 14532 Onward St. Van Nuys, CA 91401. JOSEPH MONETTI, 14532 Onward St. Van Nuys, CA 91401. The business is conducted by: AN INDIVIDUAL. Registrant has not begun to transact business under the fictitious business name or names listed here in. Signed: Joseph Monetti, 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: 01/31/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 2/7/07, 2/14/08 22/108, 22/808 BHW-207

FICTITIOUS BUSINESS NAME STATEMENT: 20080191945
The following person(s) is/are doing business as: ADAM ADAMI. 242 N. Western Ave #314 Los Angeles, CA 90004. AHMED OMNI, 242 N. Western Ave #314 Los Angeles, CA 90004. The business is conducted by: AN INDIVIDUAL. Registrant has not begun to transact business under the fictitious business name or names listed here in. Signed: Ahmed Omni, 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: 01/31/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 2/7/07, 2/14/08 22/108, 22/808 BHW-208

FICTITIOUS BUSINESS NAME STATEMENT: 20080192148
The following person(s) is/are doing business as: ZORASTRIAN BORN AGAIN, 15465 Ventura Blvd. #30 Sherman Oaks, CA 91463. BAHAMN NADEER, 15465 Ventura Blvd. #30 Sherman Oaks, CA 91463. The business is conducted by: AN INDIVIDUAL. Registrant has not begun to transact business under the fictitious business name or names listed here in. Signed: Bahman Nadeer, President. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 01/31/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 2/7/07, 2/14/08 22/108, 22/808 BHW-209

FICTITIOUS BUSINESS NAME STATEMENT: 20080192573
The following person(s) is/are doing business as: NOURIE DECOR. 1058 THOMPSON AVE. #A Glendale, CA 91201. HAYRIK NOURJANIAN, 1058 THOMPSON AVE. #A Glendale, CA 91201. The business is conducted by: AN INDIVIDUAL. Registrant has not begun to transact business under the fictitious business name or names listed here in. Signed: Hayrik Nourjanian, 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: 01/31/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 2/7/07, 2/14/08 22/108, 22/808 BHW-210

FICTITIOUS BUSINESS NAME STATEMENT: 20080192574
The following person(s) is/are doing business as: THE CAFE. CAFE DE SOULE. 1058 THOMPSON AVE. #A Glendale, CA 91201. EMIN NOURJANIAN, 1058 THOMPSON AVE. #A Glendale, CA 91201. The business is conducted by: AN INDIVIDUAL. Registrant has not begun to transact business under the fictitious business name or names listed here in. Signed: Emin Nourjanian, 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: 01/31/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 2/7/07, 2/14/08 22/108, 22/808 BHW-211

FICTITIOUS BUSINESS NAME STATEMENT: 20080192733
The following person(s) is/are doing business as: HW LEGAL SERVICES. 6432 Agnes Ave. #5 North Hollywood, CA 91605. HASMIK MANUKYAN, 6432 Agnes Ave. #5 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: 6/16/03. Signed: Hasmik Manukyan, 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: 01/30/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 2/7/07, 2/14/08 22/108, 22/808 BHW-212

FICTITIOUS BUSINESS NAME STATEMENT: 20080165593
The following person(s) is/are doing business as: FARMERS MARKET PIZZA. 4125 Meadowlark Dr. Calabasas, CA 91302. BRADFORD KENT, 4125 Meadowlark Dr. Calabasas, CA 91302. The business is conducted by: AN INDIVIDUAL. Registrant has not begun to transact business under the fictitious business name or names listed here in. Signed: Bradford Kent, Founder. 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: 01/28/08. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office

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