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Issue 445 • April 10 - April 16, 2008

## 9900 Wilshire Project is on the road to approval

Councilmembers unveil their own rival plans for Beverly Hilton Revitalization



cover story • page 9



# letters & email

## “North Homeowners” Group Tax Payments To Beverly Hills Only \$41,662 [Courier, April 4, 2008]

As a 36 year resident of the City I find it disturbing that our other newspaper, the Courier, has gone far beyond the bounds of “fair” journalism. In their April 4 issue they printed the tax contributions of one of our residents’ groups juxtaposed by the tax contribution of the Hilton Hotel.

It is puzzling as to why the Courier would waste the time of their readers and their research staff to find out the tax records of the Beverly Hills North Homeowners’ Association and their Board.

The same comparisons of tax payments to the City could be made for the BH Residents Association Board, which the Courier supports, and any of the other homeowners’ association board with any business or hotel. And this information is supposed to mean what exactly...that only those people and organizations with large tax contributions to the city have a right to a voice in public matters?

This kind of irresponsible, biased journalism has no place in our community. Not only has it no value, but it also implies and

suggests that in our democratic society those with less tax contributions should have little or no voice in public matters. Are they suggesting that the government should implement such a policy? I believe this was government policy in the late 1700s through the time of the Civil War. We have, or so I thought, come a long way since that policy was law.

Furthermore, how much has the Courier’s publisher Clif Smith given in taxes to the City of Beverly Hills, which gives him the right to speak out? And who cares?

Bravo to the Weekly whose thoughtful coverage of the development issues always leaves the discussion open to all residents.

**Joy Shefter**  
*Beverly Hills*

Regarding [the Courier’s] article in the April 4 edition – Sorry, I don’t understand what [the Courier is] trying to say or imply. Why would [the newspaper] care that \$41,662 is 17 percent of their total \$245,000+ in property taxes that goes to Beverly Hills? Why would [the Courier] feel [it] had to list the names of people who support the Beverly Hills North Homeowners’ Association and its constant efforts to protect the quality of life in Beverly Hills and involve the residents in voting for major changes to that quality of life? Could it be because this group has raised valid questions about the Courier’s editorial position with regards to certain projects? Clifton Smith, [the Courier’s] editor, lives in Pasadena and personally contributes zero to the property tax base of the

City of Beverly Hills. [The Courier] may think that is not relevant but what is relevant when reading the Courier is the fact its two largest advertisers are the Hilton Project and the City of Beverly Hills. At a recent City Council meeting I spoke with the Courier’s managing editor, Chris Sieroty, who stated that Clifton Smith is very pro-development when I questioned him about the Courier’s position regarding the numerous projects that have not met city code and the [then-]pending Hilton and 9900 Wilshire Projects, the most egregious code violators to date.

I sense many residents of Beverly Hills realize that the Courier is not objective in its reporting, and that it’s editorial and revenue-based favoritism permeates its coverage. Is it a newspaper, or a throw-away advertising circular?

**Robert Wood**  
*Beverly Hills*

## “Les Misérables”

Kudos and acclamations to the amazing Beverly High students for “Les Misérables.” The singing, staging and sets were as professional as the students themselves and all combined to create a magical night of theater. The leads brought an incredible range to their performances, and their voices were a captivating and touching tribute to the extraordinary music. The entire performing arts department of Beverly should be acknowledged for their ambition and foresight in elevating our high

*letters cont. on page 5*

## WHAT’S ON YOUR MIND?

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## SNAPSHOT



Photo: Michael Bezjian

### ALUMNI NIGHT MORENO DRIVE

Beverly High Alumni Association president Josh Gross '91 (right) presents a check for \$1,000 to Choral Director Joel Pressman '67 to be used for the Performing Arts Department, at the Alumni Hall of Fame installation event on April 3.

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## Legacy permits, graduation requirements discussed at Board meeting

Board looking to supplement enrollment

By Lauren Gabbai

The Board of Education discussed two key issues at its April 8 meeting that will have a fundamental impact on the way the district and Beverly High are run – legacy permits and increasing graduation requirements.

Board attorney Howard J. Fulfrost was on hand at the meeting to answer any questions the Board had regarding the legality of offering out-of-district permits specifically to the children of BHUSD alumni and the grandchildren of current Beverly Hills residents.

Fulfrost's main point was that such programs at the university level had been held up in court and that as long as there is a "rational basis" behind the program – in this case, raising revenue through increased enrollment – a legal challenge

would most likely not be viable. However, he continued, while the program may be perfectly legal, it may be perceived as elitist or "unseemly."

"The fact that the permits have been found to be legal, doesn't mean that my law firm, or the U.S. Supreme Court for that matter, supports using them," Fulfrost said. "It just means they would stand scrutiny."

Fulfrost also pointed out LAUSD is having similar problems of declining enrollment and may not allow students to be released from their district.

Though each person had his or her own idea as to how the program would be implemented, there did seem to be a general consensus among Board members to discuss the issue further.

"We need to state very clearly the rational basis and to show that we are not in any way trying to negatively impact the amount of diversity students that we would otherwise attract," Lurie said. "I think we also have to be very specific— If we're going to be talking about familial relationships, I just see this as [Pupil Services Director] Dr. [Amy] Lambert's can of worms that could become very unwieldy."

Board member Steven Fenton, who first devised the legacy permit concept last year, also wanted to be sure the program would be sufficiently and appropriately marketed.

"I think what's really important is, whatever we decide to do, I think we need to brand it, I think we need to own it, and I think we need to send a clear message that we want our families back in this

community."

Lurie and Board President Myra Demeter were both in favor of reopening a discussion regarding the target number of permits the district should be able to distribute.

The Board also stated that any new permit program would be implemented in addition to existing programs.

Assistant Superintendent of Educational Services Ilene Straus made a presentation recommending changes to the graduation requirements for Beverly High's Class of 2012.

"The California Department of Education and [State Superintendent] Jack O'Connell supports [having] students participate in coursework required for California public university admission, Straus said. "This is not to say stu-

*city & schools cont. on page 5*



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### NOTICE OF COMMISSION VACANCY: SOLICITATIONS ADVISORY COMMISSION

The Beverly Hills City Council is seeking qualified residents to fill one vacancy on the Solicitations Advisory Commission. The initial term of office for the position is two years. At the discretion of the City Council, the Commissioner may be reappointed to a second term of four years. The 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 Chief of Police. Please DO NOT contact the City Councilmembers or the members of the Solicitations Advisory Commission regarding the vacancy.

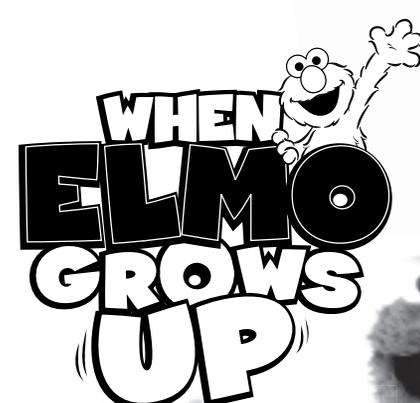
Application forms for the Solicitations Advisory Commission, along with a description of the duties of a Commissioner, and filing details are available for pickup in the City Clerk's Office, Room 190, 455 N. Rexford Drive, or call 310.285.2400 to receive an application and information by mail or by email.

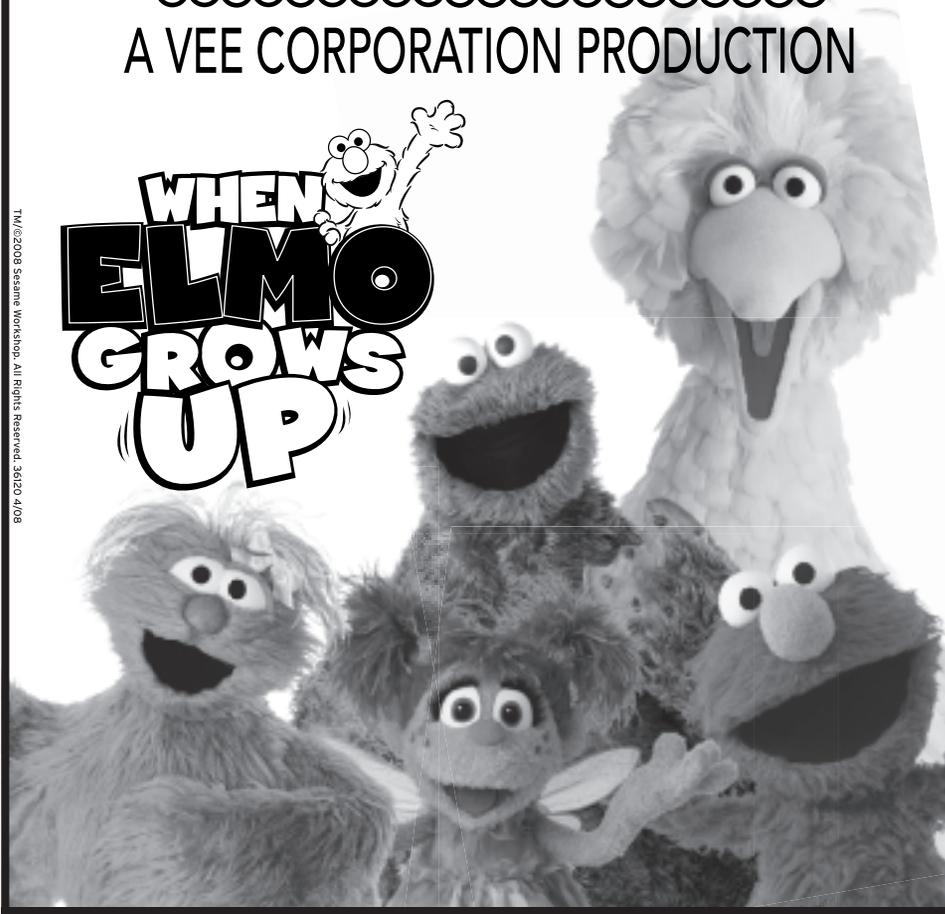
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# briefs

## Schools name new PTA presidents

Former Board of Education member Alissa Roston has been named co-president of the Beverly High PTSA, along with Aviva Laufer. El Rodeo's new co-president will be Judy Benowitz, and Horace Mann's new president will be Monique Gibbons.

Though she spent the last few years on the Board, Roston – also a former Beverly Vista PTA president – never stopped working with the PTA and PTSA, if not always in an administrative capacity.

Roston said her main reasons for taking on the role as president included “the opportunity to work with Aviva – we worked together on the BV PTA – and [it will be] my daughter's last year, and so I wanted to continue to be involved and give back to the community.”

Roston also looks forward to working with the Executive Board and to continuing programs her predecessors have initiated, such as easing the transition from middle school into high school.

Laufer offers a great deal of experience as well, having served as co-president of both the PTA Council and the Beverly Vista PTA, and is optimistic about the next two years.

“There are issues in the district, but they can all be fixed, everything can be fixed with just a little bit of collaboration and working together,” Laufer said.

Benowitz will join continuing Co-President Cindy Dubin at El Rodeo.

“I always wanted to be PTA President but I was just waiting until my little one was just a little older,” Benowitz said. “We moved to this area 11 years ago so our children could go to these schools, and that's why I feel like I want to give back to the schools by volunteering my time to do this.”

Though she said she does not foresee any major changes and feels comfortable with the support of the rest of the PTA, she believes her main job will be to act as liaison between developers and construction workers for the Beverly Hilton and 9900 Wilshire Projects across the street (see page 9), and El Rodeo parents.

At Horace Mann, Monique Gibbons – a Beverly High Class of 1983 graduate and daughter of former Board of Education member Virginia Maas – will lead the PTA.

“We come from a family where community involvement is very important,” Gibbons said. “It's not just to be involved in the school community, it's to be involved in the greater community – that's been the tradition of our family.”

As the current treasurer, Gibbons said she wanted to work more closely and collabora-

tively with other PTA members and school administrators. She believes a lot of the coming year will involve working to alleviate the effects of the recent statewide budget cuts to education.



## Alum performs at Manhattan's York Theater

Beverly High Class of 2005 graduate and former Madrigal singer Alana Lefkowitz has left the West Coast and is currently in New York as part of the UCI Claire Trevor School of the Arts New York Satellite Program. Alana will be performing a musical in “4@15” at the York Theater in Manhattan on April 18 and 19. For reservations and information go to [www.yorktheater.org](http://www.yorktheater.org).

## Kids act out in presentation of “Pandora's Bum Rap”

Several middle school girls, predominantly from the BHUSD, fill the roles of gods and goddesses in the all-female production of “Pandora's Bum Rap,” a comedic version of the Greek myth, Pandora's Box. The play, presented by Theatre 40's volunteer after-school program Kids Acting Out! and in association with BHUSD, was written and directed by Melanie MacQueen and is set to be performed April 27 at 7 p.m. in Theatre 40's Reuben Cordova Theater. Admission is free.

Students in the play come from Horace Mann, Beverly Vista and some schools outside BHUSD, and are supported by adult actors in Theatre 40's company. From Horace Mann are Jenna Falk, Danjela Maslesa and Ana Maslesa. From Beverly Vista are Cherokee Haughton and Morgan Ashley. Theatre 40 Mentors are Tom Gregory, Dan Leslie, Hale Porter and Bruce Schreffel.

Theatre 40 continues to offer this after school program for no charge to students within and outside BHUSD. For information on this program or Theatre 40's spring productions, visit [www.theatre40.org](http://www.theatre40.org)

## Magbit celebrates Israel's 60th anniversary

The Magbit Foundation celebrated Israel's 60th anniversary with its annual gala April 6 at the Beverly Hilton Hotel. Over 1,000 people attended the event, including Los Angeles Mayor Antonio Villaraigosa and former Beverly Hills Mayor Jimmy Delshad.

The organization honored humanitarian David Merage with the Magbit Humanitarian Award.



Merage co-founded Chef America, Inc., known for inventing Hot Pockets –

microwavable pocket sandwiches. Now he is principal of Consolidated Investment Group (CIG), a Denver-based investment firm. In addition, Merage leads two philanthropic organizations that promote self-sufficiency through education and community development in United States and Israel.

The Magbit Foundation was established in 1990 to promote education in Israel by supporting university students via interest-free loans that are repaid when the students are financially able to do so. To date, Magbit has provided interest free loans to over 8,500 qualified students in universities throughout Israel.

*Pictured above are (L to R) this year's recipient of the Magbit Humanitarian Award David Merage, Magbit President Bijan Nahai and Rabbi David Wolpe of Sinai Temple.*

## Neighborhood Watch Zone Meetings continue through next month

The Crime Prevention Bureau of the Beverly Hills Police Department will be conducting its annual Neighborhood Watch Zone Meetings through May 22.

This year's program will include tips on disaster preparedness, dealing with scam artists and a K-9 demonstration. Neighborhood Watch is more than a crime prevention program – If implemented correctly, it will also serve as the first line of defense during a natural disaster or a terrorist attack when fire and police services may not be available.

For a full listing of meetings dates and times, visit [www.beverlyhills.org](http://www.beverlyhills.org), select “Police Department” from the shortcuts and click on “Neighborhood Watch Program” on the right. For more information or to RSVP, call the Crime Prevention Bureau at 310-285-2163.

## Braun to produce two new NBC series

Two series executive produced by Lloyd Braun, a 1976 Beverly High graduate and member of the school's Hall of Fame, will premiere on NBC in the summer of 2009, the network announced last week.

“America's Toughest Jobs” is a competition series involving 12 contestants who “are injected into some of the most challenging, dangerous and demanding jobs on earth,” according to NBC.

“Shark Taggers” follows marine biologists who tag sharks with satellite transmitters and investigate sharks' attacks on surfers.

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Braun was chairman of the ABC Entertainment Group from 2002-2004 and headed the Yahoo Media Group, the company's content division, from 2004-2006. After leaving Yahoo, Braun partnered with Gail Berman, a former Paramount Pictures and Fox Entertainment Group president, to form the independent production company BermanBraun.

However, Braun is likely best known to the public for having a character on the classic NBC comedy "Seinfeld" named for him by a former legal client, Larry David, "Seinfeld's" co-creator.

**City offers yoga class for baby boomers**

The Beverly Hills Community Services Department will this week begin offering customized yoga training known as Gentle Yoga on the Ball – an eight-week course, which runs from April 14 to June 9, from noon to 1 p.m. at the Roxbury Clubhouse. Registration is ongoing and costs \$70 for residents and \$85 for non-residents.

Designed for those over 50 years of age, Gentle Yoga on the Ball combines the calming and centering effects of yoga, the strengthening and toning effects of Pilates, the core stabilizing and balancing effects of the stability ball, and weights. The course is taught by 15-year, certified instructor Olivia Israel, who has been teaching the senior yoga classes at Roxbury Park for five years.

For more information on this class and other fitness courses for baby boomers, call 310-285-6840.

*letters cont. from page 2*

school auditorium to the heights of the finest Broadway talent and production values. "Les Mis" was a gift to the community and we owe these wonderful students and staff members their thanks for a memorable evening of theater.

**Norma Zager**  
*West Hollywood*

I saw a performance of "Les Misérables" over the weekend at the high school. I am a big fan of that show, and over the course of the years, I probably saw it five times in both New York and London. Some of the performances that I saw on that high school stage were comparable to any of the professional performances that I saw in the past. While watching the show, I had to remind myself that I was seeing a high school performance. When people in this city talk of our failing schools and long for the "good old days," they only needed to have seen this production to see what is right about this district. That production could be the best possible PR that our district has to offer. If members of this community would only talk about programs such as the high school's musical theater department to friends and neighbors instead of focusing on all things negative, families would be clamoring to get in. Congratulations to the entire cast, crew, orchestra, etc. You are all "Masters of your house!"

**Amy Phillips**  
*President, Horace Mann PTA*  
*Los Angeles*

*city & schools cont. from page 3*

dents shouldn't be eligible for private school, but minimum, students in California should be able to go to public university."

For the Class of 2011, the Board approved an extra year of math, requiring students to have taken geometry by the time they graduate.

Many of Staff's suggestions were aimed at increasing the rigor of Beverly's graduation requirements, thus aligning them with the University of California's (UC) minimum requirements for admission – A-G requirements.

Though the UC requires two years of science and recommends three, Staff proposed increasing the science requirement at Beverly from two to three years. Staff also wanted to require ninth and 10th graders take a science, as a means of increasing the school's ranking. The Board, in this case, was more inclined to follow the UC – requiring two years but recommending three. However, they did agree to require science in ninth and 10th grades.

The A-G requirements also have students take two years of the same foreign language, while Beverly currently requires students take only one. The Board was generally in consensus regarding this issue.

Because of the increased requirements, Staff also suggested reducing the physical education requirement to only two years (from three), a measure most schools in the state have already adopted,

or increasing the length of the school day by offering more classes Period 1. Fenton was concerned this would reduce the status of Beverly's athletic program, and other Board members pointed out four-year athletes would not benefit from the change.

A more unique proposal was to add a semester-long seminar class to help transition students from middle to high school. The "Beverly Seminar" would develop skills such as research, debate, analysis and understanding of applications. The Board was very enthusiastic about the idea, but were concerned it might get in the way of students taking other electives. Staff responded that as a semester-long class, the seminar would ideally be taken opposite health, since the UC does not accept semester-long electives, but did not cover how it would work if students took one or the other over the summer.

Overall, the Board was concerned with how the more rigorous students would be able to deal with the requirements, and seemed ultimately resigned to the idea they might need to opt for an additional period every day. Meshkaty was also concerned with the idea that students who are not able to keep up with the pace of the new requirements, but was assured that there would be increased support, including tutoring and shadow classes.

The Board will consider a first reading of the new policy at its next meeting April 22, and is not set to finalize the vote until May 6.


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# from the hills of beverly



## Do Developers Always Win?

And other short subjects

By Rudy Cole

Do developer's projects always get a city hall green light? Well, not exactly.

The list of development proposals that were either rejected formally or discouraged from actually going through formal hearings is far more impressive than those that have won council blessing.

I've made a very partial list of those that never happened – some sadly and some very fortunately. Over a twenty-five year period, including very recent times, these were the losers:

**MOTION PICTURE THEATERS:** We don't have a major movie complex, but not because none were ever offered. The most ambitious was a plan to build a luxury multi-plex with accompanying retail and restaurants at what is now the Montage Beverly Hills site. Turned down by the city council.

There was an earlier, more modest motion picture theatre plan that Norman Lear's group, along with G and L Realty –

the innovate developers that turned unsightly medical buildings on Bedford and other streets into attractive mixed use structures, suggested for the D Lot, the city owned property next to Nate n' Al's. Withdrawn by Lear.

**MIXED USE FOR D LOT:** On the same property, the late **Donald Tronstein**, a major property owner and developer in Beverly Hills, suggested a retail complex with subterranean parking: Rejected by the council following objections by competing neighboring retailers.

**MIXED USE FOR WEST WILSHIRE:** Several different property owners, including a Canadian group, hoped to convert a part of Wilshire Boulevard from Spalding to Linden on the south side of Wilshire into mixed use – residential and retailing. This block has been neglected and, mostly, unused for many years. Turned down by the council

**SUPER FOOD MARKET:** Although we

once had markets, super and "convenient," at many of our major intersections including a Safeway, Ralph's, Smith's Food King and the historic, Premier, property values forced most out of Beverly Hills. We now have two large and one medium: Whole Foods, Pavilion and Beverly Hills Market, the others forced out by escalating real estate values. What did the city reject: Gelson's, probably the premier full service food store in California. Turned down by the city council.

**MAJOR DEPARTMENT STORE:** Back to the Montage Beverly Hills site: One of the more quiet development flops for this venue was the plan to bring Bloomingdale's to North Beverly Drive. The store owners, Federated, withdrew their plan before it could even be considered by the city because, according to the proponents, they could not modify a state law limiting general law cities, such as Beverly Hills, from entering into longer land leases the store felt was economically necessary. Anti-Bloomingdale troops convinced our then assemblyman not to sponsor enabling legislation. Withdrawn by the proponents.

**SPORTS CENTER:** The ambitious "Community Center" sports, commercial - combo development for the Industrial Area, despite months of hearings and feasibility

studies, bit the dust. This was a city initiative, bid out to developers for the commercial elements. It died a natural death without formal rejection and was replaced by a still in progress development being put together by International Creative Management.

**HOTELS:** Four different major hotels were rejected either by the council or the voters. The Four Seasons built a larger hotel on Doheny one whole block from Beverly Hills following a losing referendum. The council placed the issue on the ballot, not by petition of the voters. The real motive was not just to seek resident reaction, but to convince the electorate to approve a hotel much larger in height and with more banquet facilities than the council felt politically comfortable approving. What has been forgotten in the historic Four Seasons battle was that the referendum also included proposed hotels on North Bedford (Ritz Carlton) and a Gucci – guess where? Site of the Montage Beverly Hills.

Years later a Rosewood Hotel on Linden failed as did an earlier Plaza Athenee. Before those proposals came to the city, although eventually winning approval, the Peninsula, first named The Belvedere, was chopped down in size. This world class hotel took seven years to win approval.

Note: The Four Seasons venue became Two Rodeo. Whatever your position on hotel development, this mammoth, and very attractive retail collection, creates far more traffic than a hotel. The Four Seasons might have won city support had it been

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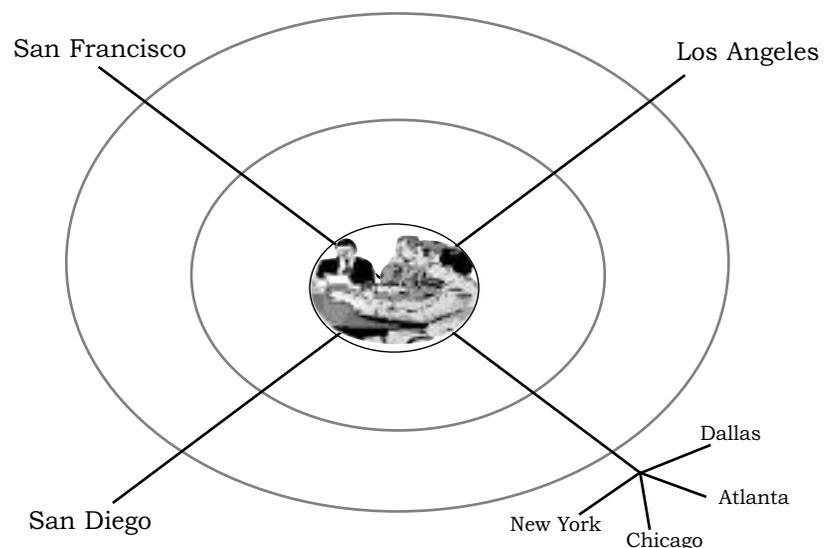
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willing to make modest reductions in size – it refused.

**BAD KARMA:** One of the more embarrassing flaps in any land use issue happened when southeast residents were fighting a hotel proposal on Wilshire between Maple and Palm. Several days before the city council was to hear the appeal, the opponents put lawn signs throughout the area with only the date of the hearing – an attempt to remind people to attend. Unfortunately, the date was 9/11 and when the terrorists launched their attacks on America, the signs were an embarrassment. Obviously, there was no council meeting that night. The hotel was approved, but lacking a condo element, it was not able to obtain financing and was abandoned.

**FOR THE RECORD:** Shortly prior to the Four Seasons battle a hotel proposal for the north side of Wilshire at Crescent was rejected because the proponent was unwilling to scale the height to 60 feet, demanding 90. Final action: Rejected by the city council.

**SAKS IN THE CITY:** This premier and historic department store has failed many times in attempting to utilize some of its adjacent property for other kinds of development, including housing. Saks even failed in an effort to add a new restaurant. Rejected by city council.

**NO AUTO DEALER CAN MOVE WEST:** Lexus, claiming it needed more space for sales and service parking, applied for a zone change that would have permitted automobile use just across the street and somewhat west of their present building on Wilshire. Rejected by the city council.

**MEDICAL PLAZA:** Despite the involvement of a leading surgeon, a world famous cancer specialist, a bid to create a surgery center in the Industrial Area was nixed when residents vigorously objected, citing

increased traffic and expected hours of operation. Not helping the applicant was the not too silent pressure the city faced from Cedars-Sinai. Rejected by the city council.

**SOME NON-COMMERCIAL LOSSES:** When a local newspaper publisher wrote that “I do not like any art on which the paint is not yet dry,” it was the last straw for the Weissman family’s plan to create a museum housing their extensive modern art collection at Greystone. Before the editorial, the Museum bid draw strong opposition from then-Mayor **Charlotte Spadaro** who reportedly wanted the property sold to private interests. Fortunately, although we lost a marvelous opportunity to create a world class art museum. Greystone was preserved for public use.

The campaign to save the old Water Works Building for historic preservation reasons was well intentioned, but in the haste to avoid demolition, the city entered into a long-term lease with the Academy of Motion Picture Arts and Sciences for a film library research center. Good idea? For film historians, yes, but there are so few community benefits, almost no relationship to our schools and hardly any financial returns. The lease still has many years to run. Hopefully some future council will return this property to a real public asset, including more sports playing fields. And what a marvelous venue this could have been for a Sports Center.

\*\*\*

Recent communications and letters. Last week, one reader challenged my defense of our police, charging that I refused to believe that there was any racism in the department.

The issue that triggered all of this was a

series of civil rights lawsuits some years back, brought against the city, including individual police officers, the police department and the city council. The city prevailed in the law suits.

Police are people and as imperfect as the rest of us. However, few of us, in our professional lives face the kinds of societal pressures as those in law enforcement. Do some cops overreact? Yes, but probably less often than people in any other profession or trade. Why? Because the courts, and more advanced methods of training, have all helped make law enforcement a more community sensitive public service.

As for Beverly Hills, there are few departments anywhere that are held in such high regard by residents as ours. We have had many outstanding chiefs through the years including **Ed Kreins**, but few doubt that we hit the father lode in leadership abilities with the incumbent, **David Snowden**. Give your local cops appreciation and their response is better community relations. It works in Beverly Hills

Another writer, in a private email, questioned why the council did not demand speakers, at a public hearing, to identify whether they were residents. The easy answer: It would be illegal. The Brown (Open Government) Act prohibits city governments from asking identification questions such as residency.

\*\*\*

Cultural gem: Theatre Forty is such a tremendous entertainment asset, it deserves our full and active support. More than that, their theatrical productions are almost always of high professional standards.

In the event you have yet to experience their work, the theatre is carved out from space at our high school above the parking

lot, and it is named for a civic icon, **Dr. Reuben (Rudy) Cordova**. One of Theatre Forty’s strongest supporters is Rudy’s widow, the effervescent **Lya Cordova-Latta**. Other frequent patrons include **Bonnie Webb, Richard Stone, Myra Lurie** and **David Goldman** and many other civic leaders and entertainment figures.

The most recent production will be a “screwball musical” named “Lost in Hollywood Land” about the length “some people will go to attain celebrity.”

The play opens next week. For reservations and show times, please call 310-364-0535. Of course, you can’t mention Theatre Forty without recognizing the outstanding work of their artistic and managing guru, **David Hunt Stafford**. It is really a fun evening whenever we attend.

Correction: Spelling a name wrong will not assure me a good table at Spago, so for the record it is **Ellen Farentino** who so ably works the front desk. We said she obtained the name through marriage. Yes, but to the son of the fine actor with the family name. We also failed to include the name of another front of the restaurant professional, **Maria de la Vega**.

**LOCAL HERO:** When our publisher’s mother, **Joan Gross**, lost her purse recently, **Josh** did not have to run a classified “lost” ad. A very good Samaritan and neighbor, **Marshall Hennington, Ph.D.**, did not just take the purse to the lost and found at the police station, he actually delivered it personally to Mrs. Gross.

*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 Baseball Team Shuts Out Culver City in League Opener

Norman boys' tennis team defeats Palisades.

By Steven Herbert

Matt Ross pitched a three-hitter for his second consecutive shutout and Michael Kerman doubled in the lone run as the Beverly High baseball team opened Ocean League play with a 1-0 victory over Culver City April 1 at La Cienega Park.

Ross (4-1) didn't allow a runner past second, and struck out seven, including the final two batters as the Centaurs had the potential tying run at second.

Ross lowered his earned run average to 0.60.

Kerman's two-out double in the fourth inning drove in Jason Kantor, who singled.

### Culver City 8, Beverly Hills 5

The Normans were unable to hold a 5-0 fifth-inning lead in an Ocean League game at Culver City last Thursday.

The Centaurs combined three doubles, three singles and a walk off three Beverly Hills pitchers for six runs in the sixth.

Culver City began its comeback in the fifth, scoring twice off starter Alex Rosenthal as the Normans' scoreless streak ended at 23 2/3 innings.

Beverly Hills (6-5, 1-1 in league play) opened the scoring in the third as Kantor's two-out single drove in Charlie Bogart, who was hit by a pitch.

The Normans added three runs in the fourth. Erik Munzer tripled with one out and Monte Zimmerman followed with an RBI single. Bogart and Trey LaSalle-Castro followed with singles, loading the bases. Justin Schwartz singled in Zimmerman and Bogart scored on Ross' sacrifice fly.

Munzer doubled in Kerman, who walked, in the fifth with the final Beverly Hills run.

### What's Next?

The Normans are scheduled to play a non-league doubleheader at Alhambra Saturday

beginning at 11 a.m. and play host to Inglewood Morningside Tuesday at 3:15 p.m. in an Ocean League game at La Cienega Park.

### Softball

#### Santa Monica Crossroads 7, Beverly Hills 1

Nicole Winegrad's second-inning ground out drove in Sophie Payson with the Normans' only run in a nonleague game at Clover Park in Santa Monica March 13.

Payson reached first on an error and advanced to second on a walk to Meredith Jones.

The Roadrunners scored twice in the second, one in the third and four times in the fifth off Jones (1-3), Beverly Hills' starting pitcher. Jones allowed eight hits in five innings, struck out five batters and walked one.

#### Lawndale Leuzinger 9-5, Beverly Hills 6-3

The host Normans squandered a three-run second inning lead in the first game of a non-league doubleheader March 28.

Rebecca Rosen's second-inning bases-loaded double drove in Solange Levy, Ale Maman, who both singled, and Juliana White, who was safe on a fielder's choice. Rosen scored on Alexa Block's single.

The Olympians, who scored once in the second, took a 5-4 lead with four runs in the fourth. Leuzinger increased its lead to 6-4 by scoring once in the top of the fifth.

Beverly Hills tied the score, 6-6, in its half of the sixth as Payson singled in Rosen, who singled, and Alexis West, the courtesy runner for Block, who walked.

The Olympians broke the tie with one run in the sixth and added two insurance runs in the seventh.

Jones (1-4) pitched a completed game,

allowing nine runs (five earned), nine hits, striking out eight and walking three in seven innings.

In the second game, the Normans led, 3-1, in the second inning, then allowed the game's final four runs.

Beverly Hills (3-7) scored all its runs in the second. Leadoff hitter Jocelyn Karlan reached first on an error, stole second, advanced to third on Levy's sacrifice and scored when West reached base on an error with two outs. Rosen followed with a single. Payson singled in West and Rosen.

Leuzinger scored one each in the first and fourth and three times in the sixth.

Rosen (2-3) pitched a complete game, allowing five runs (all earned), and five hits in seven innings, striking out two and walking one.

### What's Next?

The Normans are scheduled to play host to Playa Del Rey St. Bernard Friday in a non-league game and at Inglewood Tuesday in an Ocean League game, both beginning at 3:15 p.m.

### Boys' Tennis

#### Bay Area Classic

##### Beverly Hills 14, Palisades 4

The Andre Herd-Uday Singh and Ben Haber-Jonathon Jason doubles teams both won all three of their sets as did Gary Parizher in singles play as the Normans won the tournament championship with the victory in the round robin match March 24 at Beverly Hills.

The James Ephrati-Donovan Suh team won two of its three sets. Daniel Ho was a 6-3 winner in his only set, before being replaced by a substitute. David Vayzner won two of his three sets.

### What's Next?

The Normans are scheduled to play Studio City Harvard-Westlake at the Studio City Golf & Tennis Club Monday at 3:15 p.m. and play host to Brentwood Wednesday at 3 p.m. in nonleague matches and play at Torrance Tuesday at 3 p.m. in a Pioneer League match.

### Boys' Swimming

#### Beverly Hills 112, South Torrance 58

Jonathan Pony won the 100-yard backstroke and 100 freestyle and swam legs on the Normans' victorious 200 medley and 200 freestyle relay teams in a Pioneer League meet at the Swim-Gym March 13.

Freshman Kevin Suarez won the 100 breaststroke and 200 individual medley and swam legs on the winning 200 medley relay

and 400 freestyle relay teams as Beverly Hills won 10 of the 11 events.

Carlo Flascha (100 butterfly), Michael Jang (50 freestyle) and Willie Zhang (200 freestyle) were the other individual event winners for the Normans (3-1, 3-0).

Christian Apt and Zhang swam legs on the winning 200 medley and 400 freestyle relay teams.

Daniel Ilinsky, Jang and Michael Presas swam the other legs on the winning 200 freestyle relay. Ilinsky swam the other leg on the winning 400 freestyle relay teams.

### Girls' Swimming

#### South Torrance 89, Beverly Hills 79

Young In Lee (100 breaststroke, 100 freestyle) and Michelle Margolin (100 backstroke, 200 individual medley) both won two individual events and swam legs on the Normans' victorious 200 medley relay team in a Pioneer League meet at the Swim-Gym March 13.

Christine Sun (50 freestyle) was the other individual event winner for Beverly Hills (1-3, 1-2).

Rachel Beaty and Andrea Krajisnik swam the other legs on the victorious relay team.

### What's Next?

The Normans are scheduled to compete against El Segundo in Pioneer League boys' and girls' dual meets Tuesday at 3 p.m. at the El Segundo Plunge.

### Boys' Lacrosse

#### Beverly Hills 15, Palisades 6

Nathan Forrest scored five goals and Todd Sheerin four for the Normans March 28 at Palisades.

Alex Komlos and Yoni Laham each scored twice for Beverly Hills and Brandon Bank and Alex Klein once each.

Komlos and Sheerin each had three assists, while Forrest, Klein, Laham and Ryan Lockhart each had one.

Norman goalkeeper Matt Kaye made six saves.

Beverly Hills led 7-2 at the end of the first quarter, 9-4 at halftime and 12-6 entering the fourth quarter.

Matt Horowitz and Vincent Park drew praise for their defensive play from Normans coach Tim Ray.

*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

## 9900 WILSHIRE PROJECT IS ON THE ROAD TO APPROVAL

### Councilmembers unveil their own rival plans for Beverly Hilton Revitalization

By Lauren Gabbai

The Special Council meetings held on April 3 and 9 resulted in what some would call a “massive” new development – the 9900 Wilshire Project. In three 4-to-1 votes in the earlier meeting, with Councilmember Nancy Krasne consistently in the minority, the Council took the first steps toward approving the condominium towers for the former Robinson’s-May lot across the street from El Rodeo, but had not finalized the entitlement as of press time.

Project spokesperson Harvey Englander, speaking on behalf of Candy and Candy, would not comment on the project until after the project is entitled. But Mayor Barry Brucker said he was pleased with the outcome of the meeting.

“I think we’re moving forward toward resolution, and I think the project, when it is finally entitled, could be a magnificent landmark for the city of Beverly Hills,” Brucker said. “I wish them well, and I’m very proud to have voted in support of it.”

Other councilmembers, however, had some reservations about the approval.

Councilmember Jimmy Delshad, for example, felt the mixed-use designation of the building, as opposed to commercial, will not provide the highest profit for the City, but “very reluctantly” voted in support of the project because this use also creates the least potential for traffic.

“I agreed to sacrifice the income of the City for less traffic for the neighborhood,” Delshad said.

Krasne, on the other hand, disapproved of the way the entire process had been conducted. She said some of her biggest concerns were that the General Plan was not approved before the project came to a vote, and the general haste with which the project was ultimately brought to a vote.

“By rushing this process, by taking it out of order to accommodate a rush to judgment while the council is the way the council is,” Krasne said, “it’s a mistake for me. I felt that last night, the community lost because the process was subverted.”

She was also concerned that not enough residents were supportive of the project for her to be able to approve it.

“Until I know it’s something the residents wanted, if I represent them, I can’t support it,” Krasne said.

Several homeowners’ groups seem equally disgruntled about the project.

Southwest Homeowners’ Association

President Ken Goldman said his group is opposed to the project because of its size, calling it the “Chinese Wall of Beverly Hills,” and because of its weakness as a revenue generator.

“Revenue seems to be king of the hill these days with the City Council,” Goldman said, “and it’s hard to know why when they’ve already approved the Montage, the William Morris [project], and they’re about to approve the 9900 and the Hilton. How much money do they need?”

He said he thought community members would have less to say against the project if it were comprised of more, substantially shorter buildings, spread across the lot, rather than having some six acres of green space to which non-residents only have minimal access.

Though North Homeowners’ Association (NHOA) Vice President Larry Larson says the group will not seek a referendum on the 9900 Project, “that doesn’t mean some of our members wouldn’t like to.” Due to limited funding and manpower, the NHOA said it will gather signatures only for a referendum on what they consider the worse of two evils – the Beverly Hilton Revitalization Project.

At the April 1 meeting of the NHOA, Larson and President Robert K. Tanenbaum took for granted the entitlement of the Hilton Project – even going so far as to predict the approval of a Staff iteration – and urged attendees to volunteer in the signature-gathering effort to bring the project, once approved, to a public vote.

“There is nothing more powerful, and no amount of money can ever change the idea whose time has come,” Tanenbaum said in his speech. “This is truly a Paddy Chayefsky [writer of the film ‘Network’] moment for our city. If we are fed up and don’t want to take it anymore and are prepared to engage in a referendum to stop it, then please sign up [to volunteer] as you leave.”

However, at a recent City Council meeting Larson provided only a qualified response as to whether the NHOA would accept the results of a referendum if they were in favor of the Hilton Project, saying the Association reserved the right to oppose the results if it suspects voter fraud.

Plans for the Hilton Project are ever changing, and with a few new iterations on the table, the Council decided to slow down the process of approval.

The new proposals are mainly regarding the project’s A Building, and include a new developer version – which features a shorter, wider A Building – and new, rivaling proposals from Councilmember Linda Briskman and Mayor Barry Brucker, who form the ad-hoc committee.

Briskman introduced two proposals, both of which change the footprint of the A building and increase the modulation. The first iteration maintained the applicant’s orientation of the building and brought the height to eight stories, but also made the building somewhat thinner. The second iteration, which Briskman said she prefers, would also make the building narrower and adjust the modulation of both condo buildings – The north half of Building A would be only six stories and would step up to eight stories in the south; the south half of Building B, in turn, would absorb the square footage lost in Building A, increasing it to 18 stories, and steps down to the 16-story northern half.

Brucker’s proposal involved completely eliminating Building A, leaving in its place a “big, beautiful garden.” To maintain the financial viability of the project for the developers, something Brucker says the Planning Commission had not considered when making its recommendation, Brucker wanted to reconfigure the 27 or so condominiums from Building A to create a wider B Building on Santa Monica Blvd.

Brucker said his proposal met a great deal of opposition from the developers who even went so far as to say they would walk if there were no A Building.

Councilmember Jimmy Delshad was also opposed to Brucker’s iteration, saying Building B became too wide and calling it a “wall.” Delshad also said it “doesn’t fit” with the architecture of the rest of the Hilton.

Councilmember Frank Fenton brought up a number of questions at the end of the meeting but was ultimately unsure of either councilmember’s version and asked to see a visual rendering of Brucker’s proposal and its impacts before he would vote.

Brucker took up the cause, saying “maybe this whole process needs to slow down.” He asked that the project’s architect take some time to work on a plan for Building B and possible pool-side condos.

The ad-hoc committee is meeting Thursday morning to further discuss the

proposals, and the Council will next meet regarding the Hilton project on April 15.

Also on April 8, Board of Education member Brian Goldberg addressed public reaction to some comments he made at the April 1 meeting of the NHOA, ostensibly speaking as a Beverly Hills resident rather than on behalf of the Board.

In his short speech, Goldberg responded to Council members who had told the Board to “trust us” to protect students.

“We have been told to trust the City Council,” Goldberg said, receiving laughter from the audience. “But on this issue, it’s not good enough to say, ‘Just trust us.’ I have a responsibility to my own children, I have a responsibility to the children in our schools, to ensure and to be able to say to parents with confidence that we have done everything in our power – that I’ve done everything in my power as a fiduciary – to ensure and protect the well being and safety of all of our students. And at this point, I can’t state that with any certainty.”

He went on to allege the Council had not responded to five-month-old correspondence sent on behalf of the Board, which had listed the Board’s concerns about both development projects.

At the Council’s April 3 meeting, Director of Community Development Vince Bertoni said responses had been placed within the EIR and were conveyed to the Board, either in writing or orally. City Manager Rod Wood added that the City has been very supportive of the Board and has met with the Board several times between the time of the initial letter and “up to and including within three minutes” of the current meeting.

At the April 8 Board of Education meeting, Goldberg addressed public reaction to his speech.

“A true partnership must be based on mutual respect and trust, and I think that we enjoy that with our colleagues at City Hall, the City Council, and the City Staff,” Goldberg said. “I want to be clear that I’m neither for nor against the projects. [My recent comments] on the development projects are no more anti-City Council than commenting on President Bush’s policy is anti-the Presidency. I think we need more dialogue and not less.”



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Section 14411, et seq., B&P Code.) Published: 3/20/2008, 3/27/2008, 4/3/2008, 4/10/2008 8993

FICTITIOUS BUSINESS NAME STATEMENT: 20080374349  
The following person(s) is/are doing business as: COMPTON'S FINEST TRANSPORTATION, 130 E. CYPRESS STREET, COMPTON, CA 90220. ELYNDICE GREGORY, 130 E. CYPRESS ST COMPTON CA 90220. 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 on 3/24/2008. Signed ELYNDICE GREGORY, 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 3/24/2008. 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: 3/20/2008, 3/27/2008, 4/3/2008, 4/10/2008 9012

FICTITIOUS BUSINESS NAME STATEMENT: 20080374832  
The following person(s) is/are doing business as: TRANS-PACIFIC PROCEUREMENT GROUP, 1508 SUNNY HEIGHTS DRIVE, LOS ANGELES, CA 90065. ROLANDO C. DE VERA, 1608 SUNNY HEIGHTS DRIVE, LOS ANGELES, CA 90065. ROLANDO B. DILLA, 6192 WINDSOR FARMER ROAD SUMMERFIELD CIRCLE NC 27358. JIM HOANG, 10242 MORNING SIDE DRIVE GARDEN GROVE CA 92643. The business is conducted by a General Partnership. Registrant has not yet begun to transact business under the fictitious business name or names listed here in on 3/20/2008. Signed ROLANDO A. RODRIGUEZ, 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 3/24/2008. 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: 3/20/2008, 3/27/2008, 4/3/2008, 4/10/2008 9013

FICTITIOUS BUSINESS NAME STATEMENT: 20080375159  
The following person(s) is/are doing business as: LINDA SALON, 2020 W. SUNSET BLVD, LOS ANGELES, CA 90024. LADDA RODRIPAN, 421 N. 20TH ST, MONTEBELLO CA 90402. 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 on 3/11/2008. Signed LADDA RODRIPAN, 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 3/24/2008. 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: 3/20/2008, 3/27/2008, 4/3/2008, 4/10/2008 9009

FICTITIOUS BUSINESS NAME STATEMENT: 20080375188  
The following person(s) is/are doing business as: 4 SEASON FLOWERS & PARTY SUPPLIES, 3360 DEL MAR AVE, ROSEMEAD, CA 91770. RICARDO A. RODRIGUEZ, 1184 W. 41 ST LOS ANGELES CA 90062. 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 on 3/11/2008. Signed RICARDO A. RODRIGUEZ, 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 3/24/2008. 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: 3/20/2008, 3/27/2008, 4/3/2008, 4/10/2008 9022

FICTITIOUS BUSINESS NAME STATEMENT: 20080375189  
The following person(s) is/are doing business as: S&L LEGAL FUND, 5589 WELLSLAND AVE, TEMPLE CITY, CA 91780. KOTAL INCANOPY DEVELOPMENT, LLC, 802 E. MISSION RD, SAN GABRIEL, CA 91776. The business is conducted by a Limited Liability Company. Registrant has not yet begun to transact business under the fictitious business name or names listed here in on 3/24/2008. Signed XIAO LI, MAN-ASER, 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 3/24/2008. 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: 3/20/2008, 3/27/2008, 4/3/2008, 4/10/2008 9011

FICTITIOUS BUSINESS NAME STATEMENT: 20080375402  
The following person(s) is/are doing business as: NON STOP DELIVERY, 1364 E. GARFIELD AVE #9, GLENDALE, CA 91205. ANOP ASLANYAN, 1864 E. GARFIELD AVE #9 GLENDALE CA 91205. 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 on 3/20/2008. Signed ANOP ASLANYAN, 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 3/24/2008. 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: 3/20/2008, 3/27/2008, 4/3/2008, 4/10/2008 9010

FICTITIOUS BUSINESS NAME STATEMENT: 20080375957  
The following person(s) is/are doing business as: MICHELE CATERING, 17220 BILLINGS DRIVE, CARSON, CA 90746. TERRY E. WILKINS, 17220 BILLINGS DRIVE, CARSON, CA 90746. 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 on 3/20/2008. Signed TERRY E. WILKINS, 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 3/24/2008. 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: 3/20/2008, 3/27/2008, 4/3/2008, 4/10/2008 8994

FICTITIOUS BUSINESS NAME STATEMENT: 20080376117  
The following person(s) is/are doing business as: IGLESIA PENTECOSTES RIO DE VIDIA, 4208 MERCURY AVE, LOS ANGELES, CA 90022. IGLESIA PENTECOSTES RIO DE VIDIA, 4208 MERCURY AVE, LOS ANGELES CA 90022. The business is conducted by a Corporation. Registrant has not yet begun to transact business under the fictitious business name or names listed here in on 8/3/2004. Signed JOSE A. TEJADA, DIRECTOR, 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 2/22/2008. 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: 3/20/2008, 3/27/2008, 4/3/2008, 4/10/2008 8992

FICTITIOUS BUSINESS NAME STATEMENT: 20080376118  
The following person(s) is/are doing business as: IGLESIA DE DIOS E. C., 5785 VENICE BLVD, LOS ANGELES, CA 90019. IGLESIA DE DIOS E. C., 5785 VENICE BLVD LOS ANGELES CA 90019. The business is conducted by a Corporation. Registrant has not yet begun to transact business under the fictitious business name or names listed here in on 1/24/2008. Signed ERNAN FIGUEROA, ERNAN FIGUEROA, DIRECTOR. 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 2/22/2008. 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: 3/20/2008, 3/27/2008, 4/3/2008, 4/10/2008 8915

FICTITIOUS BUSINESS NAME STATEMENT: 20080380307  
The following person(s) is/are doing business as: BEISSER AMERICAS, 1325 S. OLIVE STREET, LOS ANGELES, CA 90015. MUAU

RHEIN MADEI, USA INC, 1225 S. OLIVE STREET LOS ANGELES CA 90015. The business is conducted by a Corporation. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed, CONTROLLER, 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 3/20/2008. 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: 3/20/2008, 3/27/2008, 4/3/2008, 4/10/2008 9021

FICTITIOUS BUSINESS NAME STATEMENT: 20080383314  
The following person(s) is/are doing business as: ROBIS TRK, 43 VIKING TERRACE, NORTHRODGE, MN 55057. ROBERTO GONZALEZ, 43 VIKING TERRACE NORTH RIDGE MN 55057. The business is conducted by a Corporation. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed, INES PINO, 7712 BOTANY ST DOWNEY CA 90240. The business is conducted by Co-Partners. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed INES PINO, 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 3/20/2008. 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: 3/20/2008, 3/27/2008, 4/3/2008, 4/10/2008 9017

FICTITIOUS BUSINESS NAME STATEMENT: 20080383331  
The following person(s) is/are doing business as: CALIFORNIA COSMETIC MEDICAL CENTER, 3617 WEEDEY BLVD SUITE B, SOUTH GATE, CA 90260. ANGEL GOMEZ GARCIA, 3531 FEDERALE AVE LOS ANGELES CA 90065. INES PINO, 7712 BOTANY ST DOWNEY CA 90240. The business is conducted by Co-Partners. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed INES PINO, 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 3/20/2008. 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: 3/20/2008, 3/27/2008, 4/3/2008, 4/10/2008 9016

FICTITIOUS BUSINESS NAME STATEMENT: 20080383378  
The following person(s) is/are doing business as: RESTAURANT LA GUADALUPE, 1422 1/2 W W 4TH ST, LOS ANGELES, CA 90017. CORNELIO CASTRONO GOMEZ, 281 1/2 WITMER ST LA CA 90026. FRANCISCA AVILES DE CASTRONO, 281 1/2 WITMER, THE CA 90026. The business is conducted by Husband and Wife. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed CORNELIO CASTRONO, 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 3/20/2008. 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: 3/20/2008, 3/27/2008, 4/3/2008, 4/10/2008 9018

FICTITIOUS BUSINESS NAME STATEMENT: 20080383623  
The following person(s) is/are doing business as: ANYTIME LEVITA TOWING, 229 E REDONDO BEACH BLVD, GARDENA, CA 90248. BERNARDINO LEVITA, 1314 S. OLIVENDE AVENUE COMPTON CA 90221. The business is conducted by an individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed BERNARDINO LEVITA, 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 3/20/2008. 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: 3/20/2008, 3/27/2008, 4/3/2008, 4/10/2008 9024

FICTITIOUS BUSINESS NAME STATEMENT: 20080383824  
The following person(s) is/are doing business as: PAZZAZZ, 2524 1/2 HYPERION AVE, CA 90027. KANOKKORN UTTASING, 25245 ALBERTA STREET, VANUOUS, BC V9R 4K6. 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 on 6/12/2005. Signed KANOKKORN UTTASING, 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 3/20/2008. 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: 3/20/2008, 3/27/2008, 4/3/2008, 4/10/2008 9019

FICTITIOUS BUSINESS NAME STATEMENT: 20080407775  
The following person(s) is/are doing business as: MICHELLE MCBRIDE INTERIOR DESIGN CONSULTING, 4433 E 15TH ST, LONG BEACH CA 90804. MICHELLE RENE MCBRIDE, 4333 E 15TH ST LONG BEACH CA 90804. 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 on 3/20/2008. Signed MICHELLE RENE MCBRIDE, 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 3/20/2008. 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: 3/20/2008, 3/27/2008, 4/3/2008, 4/10/2008 8999

FICTITIOUS BUSINESS NAME STATEMENT: 20080407810  
The following person(s) is/are doing business as: MICHELLE MCBRIDE INTERIOR DESIGN CONSULTING, 4433 E 15TH ST, LONG BEACH CA 90804. MICHELLE RENE MCBRIDE, 4333 E 15TH ST LONG BEACH CA 90804. 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 on 3/20/2008. Signed MICHELLE RENE MCBRIDE, 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 3/20/2008. 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: 3/20/2008, 3/27/2008, 4/3/2008, 4/10/2008 8995

FICTITIOUS BUSINESS NAME STATEMENT: 20080404420  
The following person(s) is/are doing business as: R.A.M. HERBAL NUTRITION, 445 N. GARECY AVE 7A, POMONA, CA 91766. JOSE LUIS PEREZ, 860 S. REBECCA ST POMONA CA 91768. MARTHA MORENO, 860 S. REBECCA ST POMONA CA 91766. JOSE LUIS PEREZ, 860 S. REBECCA ST POMONA CA 91768. The business is conducted by Husband and Wife. Registrant has not yet begun to transact business under the fictitious business name or names listed here in on 3/20/2008. Signed JOSE LUIS PEREZ, 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 3/20/2008. 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: 3/20/2008, 3/27/2008, 4/3/2008, 4/10/2008 8999

FICTITIOUS BUSINESS NAME STATEMENT: 20080404780  
The following person(s) is/are doing business as: MICHELLE MCBRIDE INTERIOR DESIGN CONSULTING, 4433 E 15TH ST, LONG BEACH CA 90804. MICHELLE RENE MCBRIDE, 4333 E 15TH ST LONG BEACH CA 90804. 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 on 12/17/2007. Signed RAUL AYON, 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 3/20/2008. 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: 3/20/2008, 3/27/2008, 4/3/2008, 4/10/2008 8995

business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 3/20/2008, 3/27/2008, 4/3/2008, 4/10/2008 9000

FICTITIOUS BUSINESS NAME STATEMENT: 20080404876  
The following person(s) is/are doing business as: J.L.R. UPHOLSTERY REPAIR, 943 AVENIDA LOMA VISTA, SAN DIMAS, CA 91773. JOEL LOPEZ, 943 AVENIDA LOMA VISTA SAN DIMAS CA 91773. The business is conducted by an individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed JOEL LOPEZ, 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 3/10/2008. 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: 3/20/2008, 3/27/2008, 4/3/2008, 4/10/2008 8996

FICTITIOUS BUSINESS NAME STATEMENT: 20080404845  
The following person(s) is/are doing business as: ANIS GARDEN, 6311 VAN NUYS BLVD #446, VAN NUYS, CA 91401. HAGOP JACK KBJIAN, 6508 MATTILAW AVE VAN NUYS CA 91405. The business is conducted by an individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here in on 10/2/2004. Signed HAGOP KBJIAN, 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 3/10/2008. 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: 3/20/2008, 3/27/2008, 4/3/2008, 4/10/2008 8997

FICTITIOUS BUSINESS NAME STATEMENT: 20080404871  
The following person(s) is/are doing business as: MANA AUTO REPAIR, 4120 W. JEFFERSON BL, LA 90016. CARLOS A. SAGASTUME, 1743 W. 38TH ST LA CA 90052. NANCY M. SAGASTUME, 1743 W. 38TH ST LA CA 90052. The business is conducted by Husband and Wife. Registrant has not yet begun to transact business under the fictitious business name or names listed here in on 3/1/2008. Signed CARLOS A. SAGASTUME, 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 3/10/2008. 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: 3/20/2008, 3/27/2008, 4/3/2008, 4/10/2008 8998

FICTITIOUS BUSINESS NAME STATEMENT: 20080415807  
The following person(s) is/are doing business as: WELCH HOME IMPROVEMENTS, 10528 KALMA ST, LOS ANGELES, CA 90022. WILLIAM H. WELCH, 1108 W. 69TH ST, LOS ANGELES CA 90044. The business is conducted by an individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed WILLIAM H. WELCH, 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 3/11/2008. 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: 3/20/2008, 3/27/2008, 4/3/2008, 4/10/2008 9006

FICTITIOUS BUSINESS NAME STATEMENT: 20080415903  
The following person(s) is/are doing business as: RAMOS FAMILY CHILD CARE, 18824 E. ARMISTEAD ST, AZUSA, CA 91702. HILDA RAMOS, 18824 E. ARMISTEAD ST AZUSA CA 91702. 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 on 5/1/2007. Signed RONNY PENNA, 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 3/10/2008. 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: 3/20/2008, 3/27/2008, 4/3/2008, 4/10/2008 9001

FICTITIOUS BUSINESS NAME STATEMENT: 20080417075  
The following person(s) is/are doing business as: RITE SOUND SPEAKER CUSTOM BOX, 11620 WRIGHT ROAD, LYNNWOOD, CA 90262. NASH AL HENDI, 660 S. BROOKHURST ST ANAHEIM CA 92804. 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 on 3/11/2008. Signed NASH AL HENDI, 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 3/10/2008. 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: 3/20/2008, 3/27/2008, 4/3/2008, 4/10/2008 9005

FICTITIOUS BUSINESS NAME STATEMENT: 20080417079  
The following person(s) is/are doing business as: FARM TRAINING, 1823 HILLSIDE DRIVE, GLENDALE, CA 91208. LOPA AHMED, 1823 HILLSIDE DRIVE GLENDALE CA 91208. 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 on 3/11/2008.







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