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# WHAT'S ON YOUR MIND?

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

You can fax us at: 310.887.0789

email us at: editor@bhweekly.com



# letters & email

"Stone and Lawn Signs of the Times" [Issue #469]

I was on the Planning Commission, along with four other commissioners, and we studied the Beverly Hilton expansion for over seven months. Mr.Yukelson, whose letter was in the Weekly last week, did not study the Hilton expansion as a Planning Commissioner since he was not a commissioner at that time.

Our Commission held 10 public hearings and heard testimony from the public, staff and the applicant. We read thousands of pages of technical studies, Environmental Impact Reports, staff reports, letters from citizens and materials provided by the applicant. In addition we had several site visits.

I am compelled to write this letter to set the record straight after being approached by people with erroneous information and seeing incorrect information in print.

First - You may have received glossy brochures alluding to the Planning Commission being unanimous in approving the Beverly Hilton project. This is FALSE and DECEPTIVE. The Planning Commission UNANIMOUSLY denied the proposed massive and overscaled

project of three towers. Secondly, this is NOT a hotel project that adds financial benefits to the city. It is a condo project that adds huge benefits to the developer's pocket from the quick return of their investment upon the sale of the condos. City Council and Planning Commissioners agreed about the benefits of having an additional luxury hotel in our city since we receive a major portion of our city's revenue from hotels and the impacts to traffic are not as great as other The Hilton project results in a uses. NET DECREASE of hotel rooms after the Waldorf Astoria is built. More than half of the new development proposed is for the condos. The developer argues that they needed condos to make this project financially feasible. However, the Montage Hotel (a true 5-star hotel) only has 10% of their development as condos. If indeed the developer needs to over build this site to make it economically profitable to him, why are we the taxpayers footing the bill for an oversized project that will permanently be there because he may not have made such a good deal purchasing the property.

Third, Beverly Hills can satisfy its state housing requirements without these added condos. Also, when weighing the impacts of the phased construction and additional traffic to El Rodeo elementary school and residents, is this where we want to add additional condos that we may not need, especially in this market?

Fourth, the amount of open space needs to be clarified. The Hilton says that they

will reduce the area of their nine-acre property that is covered by buildings from 67% to 47%. A twenty percent reduction is not much when you consider how much of the area viewed from the streets will be covered by concrete and that all three new towers are adjacent to streets. Also, the Hilton never gives you a sense of how much green you will actually see from the exterior, not much. The site plan shows only small strips of green. Finally, what about the open air/sky space? When you look at the Hilton now and see blue sky around it, you won't see much after the three towers are completed, since the three towers flank the Hilton and one tower is 9 stories higher than the Hilton, and the other is 4 stories higher. The truth is the Hilton expansion will be a walled in concrete fortress if Measure H passes.

Fifth, the currently proposed Hilton project expansion is incredibly larger and taller than what was even proposed to us or studied in the EIR. After countless hours of deliberation, the Planning Commissioners were unanimous in removing the condo tower A across from El Rodeo School. In return, we agreed to give the developer a few more floors to his condo tower Β. The Commissioners were very clear that the additional floors were granted ONLY because we were saying no condo tower A. However, in no case did the Planning Commission ever agree to the current proposal of 18 floors in condo tower B.

letters cont. on page 8

1 year

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newspaper of general

of Los Angeles. Case #

BS065841 of the Los Angeles Superior Court,

on November 30, 2000.



# A QUICK HELLO WILSHIRE BOULEVARD

Beverly Hills resident Mike Hakim chatted with Rep. Henry Waxman (D-Los Angeles) at the Beverly Hills Hilton Hotel recently. Waxman was at a hotel event to speak to Persian Jewish community. Pictured (I to r): Rep. Henry Waxman and Mike Hakim Weekly

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# city & schools

# All but one of Measure E's donations have come from firms financially invested in its passage

Only one resident has contributed money to the campaign By Jacquelyn Ryan

All but \$100 of the \$69,000 raised for the Yes on Measure E school bond campaign has come from firms that stand to financially benefit from the bond's passage in November, according to a campaign spending report released last week that covers the period from Jan. 1 to Sept. 30, 2008.

The 'Yes on Schools! Yes on E!-Committee for Measure E,' has received all but one of its donations from bond-related firms, an electrical engineering firm, legal organizations and construction or architecture firms that have been previously, are currently or potentially could be contracted by the district, according to the report.

Board of Education member and Measure E campaign co-chair Myra Lurie said she

had not seen the spending report and could not comment on it.

Several firms have donated up to \$12,500 to the campaign. But Measure E, a \$334 million general obligation bond for the BHUSD that would be dedicated to funding seismic and security upgrades to the school sites, could return hundreds of thousands of dollars in commissions to any firm hired by the district for the projects.

Several of the firms that have donated to the campaign will also submitted Requests for Qualifications and Requests for Proposals to the district for consideration for Measure E contacts.

Dougherty + Dougherty, who have done construction on the K-8 schools, donated



\$5,000 of its committed \$10,000 to the campaign so far. SGPA Architecture and Planning, which has designed a plan for the new 'adult education center' on Lasky and Moreno, has donated \$3,000 of the \$5,000 it's committed. LPA Inc., which completed the Science and Technology building at Beverly High and assisted in conducting seismic evaluations of BHUSD schools that spurred the push for upgrades, has fully donated its committed amount of \$11,000. President of Gensler construction firm Andrew Cohen donated \$10,000, on behalf of himself as an individual and not under his company name.

Land use lawyer Fred Gaines, who is currently representing the BHUSD in a legal matter pertaining to the adjacent SunCal building in Century City, has donated \$1,000 to the campaign. Gaines' wife, Jill Gaines, is a Las Virgenes Unified School District Board of Education member. LVUSD passed a \$128 million bond measure in 2006. LVUSD has twice the student population of BHUSD.

Cost management consulting firm Cumming Group has donated a total of \$1,000. Irvine-based Konsortum1, an electrical engineering firm, donated \$3,000.

The district's contracted bond legal counsel Jones Hall has given \$7,500 in total to the campaign. The firm stands to make hundreds of thousands of dollars in commissions from the bond.

Measure E campaign has received public *city and schools cont. on page 5* 

# DATE: THURSDAY, OCTOBER 16, 2008 TIME: 1:30 pm, or as soon thereafter as the matter may be heard LOCATION: Commission Meeting Room A

Beverly Hills City Hall

455 North Rexford Drive

Beverly Hills, California 90210

The Planning Commission of the City of Beverly Hills, at its SPECIAL meeting on Thursday, October 16, 2008, will hold a public hearing beginning at 1:30 pm, or as soon thereafter as the matter may be heard, to consider:

PROJECT DESCRIPTION: A request for a modification of the Conditional Use Permit that allows medical uses within the building located at **8536 Wilshire Boulevard;** the Commission may consider changes in the hours of operation. The Planning Commission at its September 25, 2008 meeting approved a request for a Development Plan Review and Tentative Parcel Map to allow the conversion of the existing 24,450 square foot three-story office building to a commercial condominium building.

The specific modifications to the Conditional Use Permit requested are:

- 1. Remove the restriction on the hours of operation for medical offices. The current Conditional Use Permit does not permit patients to arrive before 8:30 a.m. or depart after 5:30 p.m.
- Revise the required number of parking spaces from 102 to 100 in con junction with a reduction in the total floor area of medical offices.
- Consolidate the conditions of approval from the previous resolutions on the project site. In addition, the conditions which no longer apply would be eliminated. <u>It should be</u> <u>noted that the Commission may modify any of the previous</u> <u>conditions of approval</u>.

This project has been assessed in accordance with the authority and criteria contained in the California Environmental Quality Act (CEQA), the State CEQA Guidelines, and the environmental regulations of the City, and it has been determined that the project is exempt from CEQA regulations pursuant to Section 15301 (k) of the State CEQA Guidelines.

Any interested person may attend the meeting and be heard or present written comments to the Commission. Comments may be submitted in writing to the Planning Department prior to the meeting date and written or oral comments will be accepted at the Planning Commission meeting at the date and time noted above.

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

If there are any questions regarding this notice, please contact Georgana Millican at the Planning Department at 310.285.1121. Copies of the application and plans are on file in the Planning Department (which is currently located in a temporary building at 9357 West 3<sup>rd</sup> Street), Beverly Hills, CA. 90210.

Jonathan Lait, AICP, City Planner

# briefs





Board of Education wrestles over sending lawyers to city meetings

At the BHUSD Board of Education's Tuesday meeting, Board of Education member Steven Fenton raised concerns about legal fees the district is paying its lawyers to

attend City Council and Planning Commission meetings to screen upcoming development projects for impacts on

Sleven Femon

the school sites. "Why in these harsh

economic times are we spending thousands of dollars in legal fees on projects that [don't concern] the school district?" Fenton said at the meeting.

For example, Fenton mentioned that a lawyer for the district was recently at a city meeting regarding the Wallis Annenberg Center for the Performing Arts, slated for construction at the old Post Office near City Hall. A lawyer is also monitoring a project in the 'Industrial Area' of Beverly Hills. Fenton doesn't believe the projects have bearing on the school district and therefore don't require the oversight of one of the BHUSD's lawyers.

Board member Myra Lurie, however, argued the Annenberg Center is only blocks from Hawthorne School, on North Rexford Drive and Elevado. The school is one half mile from the proposed Center.

Development projects in the city "are all proximate to each one of our schools," said Lurie.

If the Board is worried about development projects in the city, why doesn't it send a lawyer to evaluate the Witch's House that has been under construction for several years, Fenton asked. He was told the Board was not concerned with private projects.

The decision to begin sending lawyers to city meetings stemmed from a flurry of construction projects around the 5-square mile city last year. The Board, prior to Fenton and Brian Goldberg's membership, felt that it was important to stay abreast of all projects' Environmental Impact Reviews and plans to "monitor how any of those impact the health and safety of our kids," Lurie added.

"If they're that concerned, they should attend the meeting themselves and not waste precious school district money. What are we supposed to tell PTA parents who want to know why our school supply budget is cut? Because we're asking \$300an-hour attorneys to look at development projects that have nothing to do with our schools. The industrial area is nowhere near any of our schools. In this economy, who does that?" said Fenton in an interview.

Board member Goldberg tried to find

The Board should create "a budgeting process to keep these fees in line," said Goldberg, who has been advocating for the Board to undergo a zero budgeting process to identify priorities and balance their checkbook.

Currently, the Board's budget has an overarching category for 'legal fees' but it is not broken up into subcategories for, say, special education, development projects, or other specific areas.

There's a tendency in government to swing the pendulum too far in one direction or the other, from doing too much to doing too little, noted Goldberg, who encouraged compromise between the two.

Goldberg suggested as one remedy, among many others, putting a limit on the number of hours one lawyer works on a particular project.

"We can find a happy medium," said Goldberg.

Beverly Hills Bar Association installs Knupfer as new president



Attorney Nancy Knupfer (center), a partner with the law firm Danning Gill Diamond & Kollitz LLP, was installed as president of the Beverly Hills Bar Association by the Honorable Robert Kwan (left) at the bar association's annual Installation Dinner on Sept. 23 at the Four Seasons Los Angeles. More than 330 people attended the dinner, which raised \$50,000 for the educational and community outreach programs of the BHBA. Legendary Alabama-based civil rights attorney Fred Gray (right), who represented Rosa Parks when she refused to give up her bus seat and served as Martin Luther King's first civil rights attorney, was the guest speaker. He discussed the impact of the civil rights movement on the current presidential election.

Outstanding service awards were presented to BHBA members Cynthia Tobisman (President's Award); Terry Magady (Board of Governors' Award); LaVonne Lawson (Executive Director's Award); Sarah Talei (Barristers' Lawrence J. Blake Award); and Fred Nicholas (Louis B. Fox Award).

# IAPA holds seminar discouraging underage DUIs

The Iranian American Parents Association is hosting a seminar aimed at addressing underage drinking and driving in Beverly Hills. The seminar, titled Wrong Choices and Tragic Consequences of Driving Under the Influence (DUI), will include speakers BHPD Chief David Snowden, psychologist Dr. Nanaz Pirnia, attorney Cameron Yadidi Brock, and attorney Alaleh Kamran.

The event will be on Oct. 16 from 6 to 9 p.m. at the Beverly Hilton. For more information, call (310) 358-3337.

## TMCC's Crystal Ball previews teen-toteen support group

The Maple Counseling Center's youngest board members, a Beverly High junior and a USC sophomore, will unveil a new program aimed at improving communication between parents and teens at the center's Crystal Ball next week. Titled "Talk More Create Connections," the new program is a forum where parents and high school students are able to engage in meaningful dialogue on a range of contemporary topics and issues. It will be an adjunct to the teen and school-based programs that are part of the Adolescent, Child Training (ACT) Program already existing at the Center.

Beverly High junior Jason Bellet and USC sophomore Lily Collins developed the program while on the board at TMCC. Collins will be recognized at the Crystal Ball on Oct. 15 for "Exemplary Teen Spirit."

Beverly Hills Hilton Hotel owner Beny Alagem will be honored at the ball.

The Crystal Ball begins at 6:30 p.m. For more information, call Joyce at (310) 271-9999.

# City rebukes Hilton for Facebook party invitation

"Citizens of Beverly Hills are being bribed for their votes," resident David Hakimfar told the Beverly Hills City Council on Tuesday night.

Hakimfar was referring to a public invitation to a Beverly Hills Hilton Hotel event posted on the Facebook Web page. The invitation included the closing phrase, "Your ticket into the event is your ballot showing that you voted for Measure H [the Hilton Revitalization project] or voting at the door."

"Citizens of Beverly Hills are being invited to events at the Beverly Hilton hotel with open bar, catered food, free parking and entertainment. However, the catch is access has been made conditional for a vote," said Hakimfar, who had brought the issue to city attorney Larry Wiener last week.

Giving or offering money or anything of value to influence a vote is prohibited under state voting laws.

Weiner said that his team "immediately" took action to find the Web page and "contact representatives of the Hilton hotel to inform them that this is not lawful."

Wiener said that Hilton representatives took down the Web site and will submit written notice of the actions taken to rectify the "misinformation given."

"This unauthorized invite was an innocent mistake by a young campaign worker done on his own personal Facebook account and not the Yes on Measure H site. It was immediately retracted once the campaign was made aware of this posting." said Hilton representative Marie Garvey. "This was done without authorization or knowledge of any Beverly Hilton employee or the campaign team."

Affaire in the Gardens Art Show premieres Chalk and Graffiti Artists



This month's semi-annual Affaire in the Gardens Art Show will feature nearly 250 artists from around the country — displaying original paintings, sculptures, watercolor, photography, ceramics, and mixed media.

This year, for the very first time, attendees will enjoy demonstrations by Chalk Painters and Graffiti Mural Artists at the event, held on Oct. 18 and 19 from 10:00 a.m. to 6:00 p.m. both days in Beverly Gardens Park.

For more information on the Art Show, call (310) 285-6830 or visit www.beverly-hills.org.

# BHPD make 10 felony arrests in two days

Ten people were arrested for felonies in Beverly Hills when a group of six people was arrested for robbery and an additional four people were arrested for burglary in an only two-day period spanning from Sept. 26 to 27.

The first incidence involved two male suspects forcibly removing a purse from a woman shortly after midnight on Friday morning near the corner of Burton Way and Palm Drive before fleeing to a nearby get-away truck, according to police. Beverly Hills police officers, responding to a call, spotted the car near Bagley and Kramerwood, where they arrested the driver and five passengers. Police arrested Oscar Laguna, 28, Athena Nunez, 31, Susan Herrara, 31, and three juveniles. The victim's purse was returned, police said.

Shortly before 8 a.m. the next day, BHPD officers responded to a call of a construction site burglary in the 800 block of Foothill Drive. A witness described suspects fleeing the scene in a white pickup truck. Shortly after, an officer spotted the truck, made a traffic stop at Doheny and Santa Monica, and arrested the driver and a passenger for burglary. Two more people were found near the construction site and also arrested for burglary. Arrested were Eduardo Andrade, 35, Anna Mendoza, 34, Edwin Peralta, 27, and a juvenile. Burglary tools and stolen items were recovered in the vehicle and on the suspects, according to police.

city and schools cont. from page 3

press time.

George K. Baum & Company, the disverbal support from several Beverly Hills residents, the City Cour

Commerce, the Board of Education and others. According to the report, the only financial donation so far received from any Beverly Hills resident has been \$100 from resident Lya Cordova Latta, whose late husband was an assistant superintendent for the district. No current parents of BHUSD students have donated to the campaign.

"I've done research into other bond campaigns, and unfortunately-or fortunatelv-this is a common practice for bond campaigns, so I don't think we're doing anything wrong by accepting these donations. I'm confident there will be no quid pro quo. And there's been no implicit or explicit arrangement that supporting this bond in any way would give [any organization] a leg up," said Board Brian member Goldberg. "It's difficult

		nd counsel and largest		uld spend \$748.05 for
d				this tax per year,
-	'Yes on Measure E'	Campaign I	Donations	totaling \$29,922 over
e	Source of Cash	Committed	Recei ved	the course of 40
-	Bond broker			years.
r	George K. Baum	\$25,000.00	\$12,500.00	George K. Baum & Company senior vice
y	Legal counsel			president Lynn
t	Örbach, Huff	\$10,000.00	\$10,000.00	Paquin has said that
-	Construction firm			the rate may decline
a	Dougherty + Dougherty	\$10,000.00	\$5,000.00	as Beverly Hills'
-	Construction firm			assessed valuation
t	LPA	\$11,000.00	\$11,000.00	goes up and spreads
e	Structural engineering firm	· ·		the debt over more
-	МНР	\$5,000.00	\$5,000.00	taxpayers. Beverly
0	Electrical engineers			Hills assessed valua-
	Konsortum 1	\$3,000.00	\$3,000.00	tion has steadily
h	Cost management consultan	-		increased by at least 4
-	Cumming Group	\$1,000.00	\$1,000.00	percent over the last
-	Bond legal counsel			two decades, Paquin
-	Jones, Hall	\$7,500.00	\$7,500.00	added. The Measure
n	Architecture firm	· ·		E bond is slated to be
-	Gensler	\$10,000.00	\$10,000.00	sold in four series of
k	Land-use lawyer	· ·		bonds, the latest of
g	Fred Gaines	\$1,000.00	\$1,000.00	which will be in
g	Architecture firm			2018.
n	SGPA	\$5,000.00	\$3,000.00	Measure E quali- fied under
e	Resident			Proposition 39, which
d	Lya Cordova Latta	\$100.00	\$100.00	requires a 55 percent
it	-			voter approval and
t	Total	\$88,600.00	\$69,000.00	requires a Citizen's
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Weelerly Hills kly aling \$29,922 over course of 40 George K. Baum & **Living In The City** mpany senior vice sident Lvnn uin has said that rate may decline Beverly Hills' essed valuation es up and spreads debt over more pavers. Beverly ls assessed valuan has steadily **Advertise** reased by at least 4 cent over the last in the decades, Paquin led. The Measure ond is slated to be d in four series of eeriy Hills kly nds, the latest of ich will be in Measure E quali-140 South under position 39, which **Beverly Drive #201** uires a 55 percent **Beverly Hills, CA 90212** er approval and

Angeles County Assessor's Office. If the tax

rate remains steady, the average homeowner

phone: 310.887.0788 fax: 310.887.0789

monitor how the Statement for Yes on Schools! Yes on E! - Committee for Measure bond funds are used. E, Oct. 1, 2008.

to raise individual donations. You are asking [residents] to pay for the campaign and then pay the taxes for the bond."

The Yes on Measure E campaign has also received non-monetary donations from two companies already under contract with the district.

BHUSD 'facilities manager' Karen Christiansen's project management company Strategic Concepts has donated "website design" services, for a reported fair market value of \$3,631.14.

The District recently renewed its contract with Strategic Concepts, which oversaw most of 2002's Measure K bond projects, for an additional five years to cover services for Measure E. Strategic Concepts charges the District between \$45 and \$160 an hour depending on the job, Christiansen said. For instance, a clerical worker costs \$45 an hour; project managers cost \$160. At a rate of \$160 an hour for a 40-hour work week, one project manager from Strategic Concepts would make \$1.6 million over five years from District.

Christiansen, who used her Coldwater Canyon home address for the 460 filing, has said she went to school for architecture and got her general contractors license. The California Contractors State License Board shows no valid license for Karen Christiansen or Strategic Concepts.

Christiansen has largely been the spearhead of the new bond. She coordinated the architects and structural engineers for inspections and put together the Measure E bond presentation for the Board.

Christiansen did not return phone calls by

Measure E campaign contributor with a donation of \$12,500 in monetary funds, has also donated a reported \$3,200 worth of "database service." The firm stands to make hundreds of thousands of dollars in commissions if the bond passes.

It was George K. Baum & Co. that conducted the survey concluding that Beverly Hills residents would most likely approve a \$334 million bond and has provided the district with 'free' campaign services and counsel until the bond passes or fails in November.

The BHUSD Board of Education decided on the \$334 million bond amount after the results of the survey were released.

Total expenditures made by the Measure E campaign for the period covered by the report were cash payments and/or reimbursements of \$24,833.41 with non-monetary adjustment of \$6,831 for a total of \$31,653.55. Payments were made to Charters Mailing Group for \$2,774.27; Myra Lurie for \$868; campaign manager Rudy Cole for \$4,500; Urth Cafe for \$729.95; USPS in Gardena for \$4,284.88 and to USPS in Beverly Hills for \$6,360; Cathy Baker for \$155.31; Marketink for \$4,690; and PRAD Communications for \$460.

If Measure E passes, the bond would be funded by extending the tax rate of \$49.87 per \$100,000 assessed valuation of a home already in place from the last bond, Measure K, for an additional 20 to 30 years until approximately 2058.

Beverly Hills' average assessed valuation of a single-family home is approximately \$1.5 million for 2008, according to the Los

Fred Segal

# The Sale

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# fromthehillsofbeverly



# Just What You Wanted, More Hilton And is 'Socialist' a dirty word

Were the "good old days" of Beverly Hills really an idyllic time free of traffic and congestion? And is the Hilton Revitalization plan just another example of "over development" or, as the opponent's literature continues to claim, "just too big."

So, this is written for that very hard to find citizen of Beverly Hills who is still able to view the Hilton referendum with some degree of objectivity and minimum of emotion, and who really wants to do what is best for our city.

Strangely, despite all the hyperbole of the campaign, the appeals to fears and exaggerations by both sides, that undecided voter may yet be in the majority.

Several readers, anti-Hilton activists, questioned my contention that the "good old days" of a traffic free city never really existed: That we have entered a period of over development and congestion, the Hilton project exemplifying those fears.

If you compare today's Beverly Hills with the pre-World War Two era, true this was a sleepy little village with a few hotels, beautiful homes and convenience stores. But after the war, all of Southern California including Los Angeles and Beverly Hills, became part of an explosion in growth and population. Our residential population remained fairly static, but our business sector doubled and even trebled in new construction.

Was traffic really worse then? Absolutely. The south side of Wilshire had ten major department stores, new office buildings had ground floor leases for dozens of banks and savings and loans, we had six major food markets, several first run movie theatres and, most significantly, many of the buildings inside the triangle were medical offices.

Major markets, movie theatres, medical offices and bank buildings all produced more destination traffic than anything we have done since the building boom of the 1950s. Then as now, however, the real traffic woes of our village comes not from internal growth, but from the through traffic generated by the far more massive developments all around us – Westwood, Century City and east and west Wilshire boulevards.

What changed and how did it really improve, despite our own inevitable growth? The Santa Monica Freeway helped. But successive city council took some drastic steps that not only eventually helped our economy, they reduced trip generation to Beverly Hills.

(How did the major developments of that era impact our city revenues as compared to today? Despite all that growth, in the late 1970s the city faced a deficit of nearly \$1 million threatening our ability to continue to provide new demands for police and fire protection. Now? We have over \$140 million safely invested – even in today's jittery economy!)

First, was a move to limit new medical office construction by increasing parking requirements. Medical buildings produce far more traffic with less economic benefits than any other type of use.

Second, the then council adopted frontage rules which inhibited new banks and savings and loans, stock and real estate brokerages firms from being able to build. The intent was to encourage more retail, less financial.

Many of the docs moved to Cedars-Sinai

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offices – and try navigating your way around that area, and to Century City and Westwood and most of our major law firms also left. Instead, we have increased entertainment related businesses and these new arrivals spend more time shopping and dining than visitors to medical offices.

This was done as much for tax reasons as for traffic inhibitions. Financial institutions pay almost no city taxes such as sales – protected by state and federal laws. Yes, the collapse of the savings and loan industries, the consolidation of banks also helped change the city.

What was slow in coming was new hotel construction. A Four Seasons at Rodeo and Wilshire was rejected by the voters. The historic Fairmont of San Francisco showed interest in creating a hotel on Little Santa Monica, close to what is now the Peninsula and plans for a Marriott, a Ritz Carlton and others either were abandoned or fell with the Four Seasons. Instead, new hotels began to surround our city. We had the traffic, Los Angeles the big, bed tax bucks.

Hotels provide one of our best sources of tax dollars and, if you really want to look at the traffic studies objectively, the least traffic of almost any other use. The voters "got it" when they turned down a referendum to prevent the construction of the Montage in 2005.

What are some of the peripheral issues involving the current referendum on the Hilton? One question we wanted to explore was whether it would really happen or has the economic down turn made financing of the project unlikely? Not only the Hilton, but knowledgeable real estate experts assure us this project remains very viable and will happen.

However, the condominium element is even more critical to its ability to find financing than before. There has to be some reality in the arguments. You can't say you want a Waldorf=Astoria but close your mind to the conditions that make the condos imperative and essential to the project.

Back to the "too big" argument: We are not some isolated village, we are very much a part of the Los Angeles sprawl. The Hilton is at our far west entry and closer to high rises that surround us than to most of our residential sector. How high are the structures in Century City and Westwood.? The condo element of the Hilton is 18 floors, in Century City and just west on Wilshire there are dozens of buildings over 20 floors and several over 30!

The Century Plaza Tower, 44 floors, MGM Tower, 35 floors, to mention some examples of buildings that dwarf the proposed Hilton condos. We don't want to be another Century City, of course, but we are more impacted by their traffic than anything the Hilton is proposing, and, yes, we get to keep the tax dollars.

One more Hilton argument, just for the record. A new proposed Waldorf=Astoria seems to have most people's blessing, just not the condos, which are key to making it

happen as any financial expert will attest. But will the condos really mean significant increases in traffic? Of course not, housing produces less trip generation than almost any other use.

However our modern Hilton simply is not the same as the one Conrad built, not even close in bringing cars to Wilshire. Today's Hilton and the proposed Waldorf =Astoria have about the same banquet facilities as the original, but ancillary uses are considerably less. The Waldorf=Astoria replaces a once very popular Trader Vic's, same corner, but more traffic.

The early Hilton had two nightclubs, three restaurants including a magnificent roof top fine dining room with great views and food. The combined traffic from the earlier uses, and we survived it and benefited from the entertainment use and tax revenues, is really far, far less than traffic the condos will add.

Once, when **Jerome Kern** was showing the set of a revival of Showboat to one of his investors, the visitor was surprised by the very bright colors of the set. "Were the colors always that loud," the visitor asked. "No," Kern said, "but that's how people remember it." The reality of our history is quite different from what some who oppose change now understand. We just need to be smart about growth and, now more than ever, be realistic on how important the 12 to 16 million tax dollars the Hilton project provides the city really impacts our ability to continue to have the finest in protective and other city services.

# \*\*\*

If the **MacNamara** brothers could read last week's Courier they might want to jump with political joy. Those two worthies committed one of the most horrendous crimes at the beginning of the last century. They blew up the Los Angeles Times building killing 20 people which led to the "Trial of the Century." **Clarence Darrow** came to town to defend them.

Why did they do it? To protest the antiunion, reactionary political posture of The Times. The American Left believed they were being framed because of their radical views, but they were guilty.

Now, the Courier has labeled the Los Angeles Times as "socialist" and the MacNamara brothers and their victims can finally rest in peace.

Fortunately for the Courier, it is on Olympic and not Wilshire. The latter street was named for a real radical of his day; **Gaylord Wilshire** actually corresponded with **Karl Marx**!

I know The Times has been having rough days and most of their pain is being felt by staff, but I don't think they have yet turned to government ownership; their company still owns the poor Cubbies and all that downtown land.

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.

# **sports** & scores



# **Norman Football Team Heads To Desert Friday** Professional team signs BHHS graduate.

# **By Steven Herbert**

The Beverly High football team is set to board buses at noon Friday, a day off for students in the Beverly Hills Unified School District, for the approximately 120-mile, 2 1/2-hour drive for its final nonleague game of the season, against Desert Hot Springs, set to begin at 7 p.m.

(One reason for the early start is the junior varsity game preceding the varsity game.)

A game against such a distant opponent was scheduled in part because of limited options, Norman coach Carter Paysinger said.

An opponent had to be found that would agree to play a freshman game Wednesday, instead of the customary Thursday because of Yom Kippur, and Desert Hot Springs agreed, Paysinger said.

Beverly Hills, winners of its last two games to even its record at 2-2, will face a 3-2 Golden Eagles team.

"They're good," Paysinger said. "We're going to have to contain their running back [Johnathan Fleeks. Quarterback Josh Cecena] throws well. He has a decent arm. He's got some decent receivers."

The game is the Normans' first since their 41-31 victory over West Ranch Sept. 26. Having a bye week because of Rosh Hashana, the Jewish new year, enabled players to recover from injuries, Paysinger said.

# **Professional Football**

Sonny Shackelford, a 2003 Beverly High graduate, has signed with the Spokane Shock of arenafootball2, the Arena Football League's developmental league.

Shackelford played receiver for Washington, was signed by the San Diego Chargers in 2007 as an undrafted free agent, but was released before the start of the regular season.

"I'm a ball player and I'm trying to play ball wherever I can," Shackelford said. "An opportunity arose (to play for the Shock) and I'm taking advantage of the opportunity."

The Shock is scheduled to begin its season March 20.

## **Girls' Tennis**

Beverly Hills 13, Santa Monica 5

Brittney Morgan was a 6-2, 6-0, 6-0 winner while her sister Brianna Morgan won 6-0, 6-3, 6-0 for the Normans in an Ocean League match at Santa Monica Tuesday.

Zarina Pisnoy was a 6-2, 6-1, 7-6 (4) winner for Beverly Hills (3-2, 1-0 in league play.)

The doubles team of Akasia J-Riggins-Sunia J-Riggins won two of three sets for the Normans, while the Megan Margolin-Molly Werner and Daisy Delmar-Hillary Monrov teams both won one of three.

The J-Riggins are twins.

Beverly Hills was ranked second in the Southern Section Division II poll released Monday, behind Santa Barbara.

## What's Next?

The Normans are scheduled to face Placentia Valencia, ranked second in the Division III poll released Monday, in a first-round match of the All-American Tournament Friday at 10:30 a.m. at the Racquet Club of Irvine.

If Beverly Hills wins, it would face the winner of the match between Dana Hills. ranked first in Division I, and Santa Barbara, in a championship quarterfinal Friday at 2 p.m. A loss would relegate the Normans into a championship quarterfinal against the Dana Hills-Santa Barbara loser at 2 p.m., also at the Racquet Club of Irvine.

Beverly Hills is scheduled to conclude tournament play with two matches Saturday.

The Normans are also scheduled to play host to Palos Verdes Peninsula, ranked sixth in Division I, Monday in a nonmatch and Inglewood league Morningside Tuesday in an Ocean League match, both at 2:30 p.m.

### **Boys' Water Polo Redondo 7, Beverly Hills 5**

Tracy Ainslie scored for the Normans with 1:17 remaining in regulation to tie the score, but the Sea Hawks scored in each overtime segment to win the nonleague game at Redondo Sept. 22, avenging a loss to Beverly Hills three days earlier.

The Normans trailed 5-3 entering the fourth quarter, but pulled within one on Christian Apt's goal with 5:29 left.

Apt opened the scoring 4:18 into the game, but the Sea Hawks tied the score with one second left in the quarter.

Redondo scored twice in the second quarter, taking a 3-1 halftime lead, and increased its lead to 4-1 on a goal 2:24 into the third quarter. Daniel Ilinsky scored twice for Beverly Hills in the third quarter.

Norman goaltender Alex Rosenthal

made 15 saves.

Beverly Hills defeated the Sea Hawks, 8-4, in a championship quarterfinal game of the Western Tournament Sept. 19.

# Beverly Hills 10, Los Angeles Milken 6

Ilinsky scored four goals and Ainslie three as the Normans opened Ocean League play with a victory Sept. 23 at the Swim-Gym.

Ilinsky scored twice and Ainslie once as Beverly Hills outscored the Wildcats, 3-0, in the first quarter.

Apt's goal 5:49 before halftime increased the Normans' lead to 4-0. Ilinsky scored twice later in the quarter and Ainslie and Justin Ezor once each, giving Beverly Hills an 8-2 halftime lead.

Ainslie's goal with 49.5 seconds left in the third quarter gave Beverly Hills a 9-4 lead entering the fourth quarter.

Apt scored the game's final goal with 51.1 seconds left.

Rosenthal made 10 saves, six in the first quarter.

## Beverly Hills 13, Encino Crespi 1

The Normans scored the game's first 11 goals in a nonleague game at the Swim-Gym Sept. 24.

Beverly Hills led 3-0 at the end of the first quarter, 7-0 at halftime and 11-0 entering the third quarter.

The Celts scored their lone goal with

Ilinsky scored six goals, Apt four and

Rosenthal made one save.

## **Brea-Olinda Tournament Beverly Hills 11, Claremont 4**

The Normans led 4-1 at halftime, had their lead trimmed to 6-4, then scored the final five goals, including three in the final 1:54, in a pool play game Sept. 25 at Rowland High School in Rowland Heights.

Austin Shaheri scored for Beverly Hills (6-2) with 1:19 left in the third quarter. Apt scored two of his five goals in the fourth quarter. Ilinsky and Justin Brezhnev scored the Normans' final two goals.

Beverly Hills led 2-1 at the end of the first quarter on goals by Michael Presas and Ilinsky. Apt and Presas scored in the second quarter as the Normans increased their lead to 4-1 at halftime.

Apt scored Beverly Hills' first two third-quarter goals.

Rosenthal made 10 saves, four in the fourth quarter.

# What's Next?

The Normans are scheduled to play host to Sherman Oaks Notre Dame Tuesday in a nonleague game and Torrance Wednesday in an Ocean League game, both beginning at 3 p.m. at the Swim-Gym.

## **Girls' Cross Country Rosemead Invitational**

Jamie Bratman finished second in the

junior girls race, completing the approxisports cont. on page 8

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5:12 to play.

Ainslie three.

mately 2.8-mile course around Rosemead High School in 17:55, while Norman teammate Raquel Hefflin was third in 18:10 Sept. 20.

Beverly Hills 22, Santa Monica 33, Culver City 80, Inglewood Morningside 111

Hefflin won in 19:20.36, leading a 1-2-3 sweep for the Normans in an Ocean League meet Sept. 25 on the three-mile course at the Kenneth Hahn State Recreation Area.

Bratman was second in 19:17.36, while sophomore Sydney Gray was third in 20:02.30.

## Boys' Cross Country Rosemead Invitational

Alex Cascante was the fastest Beverly Hills runner, finishing seventh in the junior boys' race, completing the approximately 2.8-mile course around Rosemead High School in 15:44 Sept. 20.

Santa Monica 25, Beverly Hills 34, Culver City 86, Inglewood Morningside 102

Norman senior Alex Falcon finished third in 16:27.69, while Cascante (16:30.29) and Gunther Klaus (16:30.49) were fourth and fifth in an Ocean League meet Sept. 25 on the three-mile course at the Kenneth Hahn State Recreation Area.

Santa Monica got 1-2 finishes from Ezana Tesfu (15:51.70) and Jordan Keslow (15:54.84).

# What's Next?

The Normans are scheduled to compete in the Clovis Invitational Saturday at Woodward Park in Fresno. The girls' team is scheduled to compete at 8:35 a.m. and the boys' team at 9:05 a.m.

### **Girls' Volleyball**

North Torrance Tournament

Beverly Hills finished second in the 10team Silver Division, losing to Bell Gardens, 25-20, in the final Sept. 20 at North Torrance High School.

The Lancers were tied for fifth in the Southern Section Division III-A poll released Sept. 22.

The Normans began the 20-team tournament earlier Sept. 20 by losing all three of its pool play matches, getting "dominated" by Torrance in a 25-9, 25-11 loss, then losing to Carson in a 25-17, 25-13, 15-12 in a "much better match" and losing to Santa Monica St. Monica, 19-25, 25-23, 16-14, Weiss said.

Beverly Hills defeated Gardena Serra, 25-15, and Culver City, 25-23, in its first two Silver Division matches.

"Although the record doesn't show it, it was a dramatic improvement from our scrimmage and the Westlake match," Weiss said. "We are slowly in every match getting better and that's important at this point. We're not winning, but we're getting great experience against tough competition." Briana Prince "set for us well" and sophomore libero Emily Rosen showed "great maturity on the court," said Weiss, who also praised the play of middle blocker Brianna Smith.

Statistics were not available.

# Los Angeles Windward def. Beverly Hills, 19-25, 25-23, 25-13, 25-21

Mallory Smith had seven kills and six blocks, Brianna Smith six kills and six blocks, Tamara Skootsky six blocks three service aces and Rosen 31 digs for the Normans in a nonleague match at Windward Sept. 23.

Beverly Hills led 19-12 in Game 4, but were outscored 13-2 to end the game.

"We started out strong," Weiss said. "The middle two games we mentally lapsed. We had a commanding lead in the fourth game and then we relaxed. We can't succeed when we relax at any point in any game. It was unfortunate because it was a winnable match."

# Torrance def. Beverly Hills, 25-18, 25-20, 25-23

Syline Kim had nine kills, Mallory Smith seven kills, Skootsky five blocks, Brianna Smith four blocks and Rosen 12 digs in a nonleague match at Torrance Sept. 25.

"I was very excited and impressed," Weiss said after the Normans fell to 0-6 with the loss in the one-hour, 40-minute match. "It was the best volleyball we've

Measure H. Despite the Hilton's threats, the Hilton project will not be dead. It will be resubmitted (if not by this developer, then another) to the Planning Commission with a different and smaller project that is more in keeping with the character of Beverly Hills. By voting NO, we will get all of the projected financial benefits without the burdens of a massive condo expansion. The Hilton expansion is just too big.

# Stacy Marks Former Chairperson, Beverly Hills Planning Commission

This is the First 2009 New Year's Prediction:

It is based on a rumor that I heard... or it could be something I dreamt.

Early next year, a developer will announce that a much needed exciting new major hotel is going to be built in Beverly Hills and construction will be finished in 2011!

The following are details, which the developer was reluctant to disclose at this time:

A-The Beverly Hills Schools need the money.

B- The firemen also need the money.

C- The Beverly Hills City Council really needs the money. They are not magicians.

D- The development will also include a 50 story condominium. (The developer explained confidentiality that he needs that in order to finance the cost of the hotel, which will be the 16th hotel in Beverly Hills... you soon won't be able to

played all year."

## What's Next?

The Normans are scheduled to play host to El Segundo Vistamar Tuesday at 3:15 p.m. at the Swim-Gym in a nonleague match and play at Inglewood Wednesday at 3:15 p.m. in an Ocean League match.

### Girls' Golf

# **Torrance 187, Beverly Hills 257**

Clair Choo shot a team-low two-over par 38 for the Normans in their seasonopening Ocean League loss at Rancho Park Golf Course Sept. 23.

### **Torrance 194, Beverly Hills 267**

Choo shot a team-low four-over par 40 in an Ocean League match Sept. 25 at Los Verdes Golf Course in Rancho Palos Verdes.

## What's Next?

The Normans are scheduled to play host to Palos Verdes Tuesday in an Ocean League match at Rancho Park Golf Course beginning at 2 p.m.

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.

# letters cont. from page 2

Sixth, the Planning Commission was unanimous to have free parking for all 700 to 800 employees. We have conditioned every commercial project before us with the same requirement so that the employees will not park instead in our residential neighborhoods, our free city parking lots or feed the meters. Currently, the proposed project has completely eliminated that condition.

Seventh, the Planning Commission was unanimous to have 4 levels of parking to meet the needs of the current hotel, the new hotel, condo residents in tower B, and guests. This condition was also completely eliminated in the current proposed project.

Eighth, most of the traffic enhancements proposed by the Hilton were already being discussed by City Council irrespective of this project. Traffic improvements to this site would be a requirement imposed on any developer wanting to build on a site that is at one of the most congested intersections. Ninth, the Planning Commission was

supportive of having a redeveloped project on this site - one that is scaled down. If we allow this developer to overbuild on this site, then why have a Planning Commission at all make recommendations based on the interests of the City and residents, and why have any building codes?

If all we are concerned with is the financial benefits to the City without heeding to a unanimous recommendation by the Planning Commission, then the logical conclusion would be to let every developer make the same argument that they too should be allowed to build towering towers because the City will make a lot of money from it. As residents - we are smarter than that.

I strongly urge voters to vote NO on



turn around in Beverly Hills without being in a hotel lobby!) It is expected that the City Planning Commission will vote 5 to 0 against the

proposal, which never seems to be important. As usual, the City Council will approve the hotel project 3 to 2. P.S. Has anyone suggested we change

the name of our town from 'Beverly Hills' to 'Beverly Hotels'?

## Herbert L. Wallerstein Beverly Hills

On Thursday, September 25th I had an 8:00 a.m. appointment in Century City. I backed out of my driveway, near Robertson and Wilshire, at 7:30 a.m., anticipating an easy, short drive west on Wilshire to Little Santa Monica and then a left turn into Century City. I arrived at my appointment 15 minutes late. It had taken 45 minutes to drive approximately three miles.

If I had any questions in my mind about Proposition H, I came to an obvious conclusion: we cannot increase the density in our City by one car. We are already past grid-lock. The unbridled growth we are experiencing means that one day, very soon, we will all pull out of our own driveways and just wait – our residential streets will be too congested to even move. It does not require a futurist to foresee that soon the only means of movement in Beverly Hills will be walking.

Helen Rogaway Beverly Hills

# coverstory HOW WILL BEVERLY HILLS BE IMPACTED **BY THE UNSTEADY ECONOMY?**

The Weekly asked some of Beverly Hills' top businesspeople to weigh in on how the current economy, which has been called in a state of "crisis" and "meltdown," will affect Beverly Hills. They were asked what the effects may be, what they've done to prepare and what makes Beverly Hills different from other local and national cities. This is what they had to say.



## Chamber of **Commerce CEO** Dan Walsh

I don't know that I'd see [the effects] this quickly. It's the kind thing that takes time to have an effect and we just haven't seen those effects

taking hold yet.

It's almost unimaginable that a financial crisis of this sort would have no affect. We may be insolated from the affects better than other communities.

The consumers that visit Beverly hills, that spend on the retail side in Beverly Hills, tend to be of a certain wealth strata that they are not necessarily immediately impacted from some of their purchasing decisions. So hopefully, we'll be able to weather this storm because those clients are not as immediately impacted as other consumers who actually have to curtail their spending habits very quickly.

Our community is very connected to the luxury buying and luxury lifestyle. To the degree the financial crisis affects that clientele, then yes we would be clearly impacted by that. Communities that rely on, let's say, more of the more middle class buying experience and the retailers reflect that, frankly, could be even more affected because those consumers are more likely to be adversely affected with their purchasing decision. The size of the discretionary income of the middle class is much smaller than the size of the discretionary income of the wealthier class. That's why I think we'd be a bit more insulated. Whereas communities that are very reliant on the middle class purchases at the retail level might be adversely affected more quickly because those consumers are going to say I have to make some decisions between necessities and luxuries. Many of the people buying in Beverly Hills don't have to make those decisions. They have enough assets, wealth to continue to purchase luxuries because their necessities are essentially taken care of.



Beverly Hills's chief financial officer Dr. **Scott Miller** 

Currently, the city is experiencing what we estimated in terms of revenues to date. However, we're keeping a very close eye on the economy and the

city's revenues and will adjust accordingly. [For instance], if we had a significant [15 to 20 percent] drop in our sales tax or tot estimated revenues.

I've heard that sales are alright. I've heard from the hoteliers that rooms are filling, not at the same pace for the last couple of years but they're still profitable. I've heard from restaurants that they're also meeting expectations.

But people are more concerned about the future and what I'm telling everyone is "Don't panic." That's the worst anyone could do. We should expect some tightening of the economy in the next several months. It's gone be that more of the average American will eat out less, will probably tend to buy less expensive articles of clothes or jewelry and will not travel out of the country.

[Beverly Hills] caters to a different economic class of individuals that are much less prone of the ups and downs of the economy. However, we are blessed that if the foreign markets go bad, we have our own domestic markets that will come to Beverly Hills and if the domestic market goes bad, then we have the foreign market that will come to Beverly Hills.

What the city is trying to do is have everybody not panic and not make foolish decisions in their personal financial lives. However, we have very limited inroads into that. As for what the city can prepare to do and we are preparing, we're looking at the city's expenditures and seeing where we can delay certain expenditures. The city has put together a 10 percent plan that we can immediately institute on a moment's notice to cut spending by 10 percent, across the board, including equipment, personnel, supplies and professional services like consultants, which would delay implementation of some of our projects with the attempt to try to keep services levels at what they're at.

One of the [possible effects of a crumbling economy on Beverly Hills] might be that we have a turn in overall businesses that occupy the city. There could be a downturn for them. I don't think we're going to see people moving out of Beverly Hills. The county assessor's office has indicated that Beverly Hills properties, while not going up 10 to 12 percent a year, are keeping their value and going up closer to 3 or 4 percent. So I think property values are fairly stable. While other communities are experiencing significant office vacancies, we are still not experiencing that.

Because we have such a balanced set of revenues and where we get our revenues from, we are one of the unique cities that can do that.

We have a AAA rating, which is the highest credit rating you can get and so we have been advised by what they call our investment bankers that we shouldn't experience any problems getting bonding if needed. Maybe not at the lower rates we could get several years ago, we'll get the best rates at the time based on our rating.



mon factors.

real estate and economic cycles before, and while each one is always a bit different than the ones before, they also have com-

**New Pacific Realty** 

executive principal

Arnold Rosenstein

We have seen many

This recession is being fueled by a lack of credit. There's almost no credit available right now.

Financing is not available for large real estate projects, although some financing is available for the smaller ones. For example, if you went to your local bank and said, I want \$10 million, they might make you a loan. But if you went and asked for a \$400 million dollar, they'd say 'I'm not your guy.' There's nobody standing who can make a \$400 million loan today. Nor is financing available for most condominium projects, i.e. the typical nine-unit, or 12-unit condominium buildings we usually see in Beverly Hills. So one large effect of this cycle will be a major slow down in new construction in Beverly Hills because of the lack of financing.

As the TV commentators are saying 'Credit is the oil that lets the engine turn' and right now, there's sand in the engine. You got to get the sand out and lubricant in and get the engine turning. Just imagine if you're a car dealer and you're buyers can't qualify a car loan or you own a jewelry store and all your customers' businesses are slowing down you're going to sell less.

The second thing is that in recession some businesses are going to fail. If you have 100 businesses, and the economy goes

into a recession, some percentage of them just aren't going to make it. It always happens in recessions, so we would expect office vacancies to rise and rents to stabilize or decline as they have in previous down cycles.

The third thing from the standpoint of City of Beverly Hills' budget, is that the major sources of revenue, including hotel taxes and sales taxes from department and retail stores will be affected as business slows down. So the City's business and hotel taxes probably will be flat or maybe down a little, but probably not up. Normally Beverly Hills business tax revenue goes up 3 to 5 percent a year. Maybe this year it will be flat or go down 1 percent or go up just a little. But instead of marching upward nicely as it has been there will be less growth or maybe no growth.

From New Pacific's perspective we're starting to see more opportunities to buy buildings and invest in properties. We're seeing some very interesting opportunities in the real estate market and we're looking to get in new deals because they all take time. So for investors that have money this is a good opportunity for them. That's the flip side, and that is what has us excited right now.



# Committee Tom Blumenthal

So far it hasn't. Hopefully, it won't. But I think it's inevitable that eventually it will. [That effect might be] a

reduction of luxury spending. I think we all have to be smarter in giving better service to make sure that we are top of mind when people are deciding where they're going to go shopping.

I'm very cautious about what the fourth quarter is going to bring. [But] we have not changed a thing. We're keeping a close eye on things. Our plans have been in place for many months so we don't just change on a dime like that, our marketing plans, inventory plans and sales plans. We haven't had any indication that we need to yet.

Nobody that I know at this point has changed their lifestyle [like not going out to eat]. Beverly Hills restaurants seem to be as busy as ever. Certainly, we're seeing tourists in town, so that hasn't changed. When you start seeing the restaurants empty and the hotels empty then that will spill down. But so far we haven't seen that.

[Beverly Hills is] a destination and we do a great job of marketing our city and getting tourists to come to our town that other cities aren't as top of mind as others. Beverly Hills is still Beverly Hills.

Luxury items are available in a lot of places. It's not just available in Beverly Hills and it hasn't been that in many, many years now. It used to be that way but that's not the case. So what we need to do is make sure that when people want to spend on luxury items, they are coming to Beverly Hills and not going to those other locations. The way to do that is through marketing and great customer services.

-Jacquelyn Ryan



# THEIR CLAIMS VE

# MEASURE H OPPONENTS REFUSED EVERY INVITA

# WHY? BECAUSE THEY ARE AFRAID THAT VOTERS WILL LEARN THE TRUTH.

Measure H's opponents – led by the Los Angeles based "Citizens Right To Decide" have refused to participate in every open public forum they have been invited to attend.

Their "leadership" refused to participate in open public forums that would allow Beverly Hills voters to question their "facts" for themselves.

<b>CLAIM</b> 7 of the 10 relevant decision- makers in Beverly Hills are against the Hilton expansion.	<b>TRUTH</b> The unanimous Planning Commission voted FOR 85% of Measure H, including the 12 story Waldorf=Astoria and 16 stories for the Santa Monica Waldorf=Residences. In addition, a majority of the City Council voted for it. 8 out of 10 relevant decision-makers in Beverly Hills voted FOR more height, a new hotel and condominiums. In addition, the Planning Commission unanimously approved the Environmental Impact Report.
<b>CLAIM</b> A no vote does not stop the Hilton from coming back with a project that is more in keeping with the character of Beverly Hills.	<b>TRUTH</b> The owner of TheBeverly Hilton, Beny Alagem, wrote to every Beverly Hills resident and explained that the project that was approved is the smallest project that makes economic sense in order to build the Waldorf=Astoria. This has been verified by outside economists and analysts hired by the City. He has explained that there is no way to "come back" with a smaller project – and he won't. Just like the Four Seasons didn't come back to Beverly Hills when it was rejected. It went across the street on Doheny in the City of Los Angeles.
<b>CLAIM</b> The Hilton Revitalization can be built without condominiums like the Four Seasons in Westlake Village.	<b>TRUTH</b> The Four Seasons in Westlake Village is part of a development that included a high traffic medical office type building called the "Wellness Center" and a state-of-the-art television studio designed for "Oprah" types of television programs, causing even more traffic. It also pays only 10% Hotel Tax to Westlake Village.
<b>CLAIM</b> Common sense tells us the project will increase traffic.	<b>TRUTH</b> At one time common sense also said the earth was flat and the sun circled around it. In fact, Measure H's opponents have never offered any proof of their traffic allegations. The Planning Commission studied the traffic analysis and unanimously recommended the traffic study and traffic plan to the City Council, which approved it. Credentialed Traffic Engineers have certified that the proposed traffic improvements will reduce congestion. They used science to make their decision
<b>CLAIM</b> We do not need to approve Measure H in order to attempt traffic improvements, such as the synchronizing of lights.	<b>TRUTH</b> Where will the money and land come from? The Hilton is dedicating the land needed to widen the roads and is paying \$5 million for traffic improvements, which include synchronizing traffic lights, before any construction on the project is started.
<b>CLAIM</b> The City is not on the brink of financial ruin.	<b>TRUTH</b> No one has said that. However, current Vice-Mayor and Former City Treasurer Frank Fenton, Former City CFO Don Oblander, the City Manager, Councilmembers, Deans from UCLA's Anderson School and other local experts all agree that the City will need substantial new revenues to maintain our current levels of service in the coming years. Where will the funds come from if we don't have new sources of revenue? This is not a threat; this is a responsible analysis of the economic conditions and prudent planning for the future.
<b>CLAIM</b> The project will not produce new revenue for the City.	<b>TRUTH</b> Currently, The Beverly Hilton generates \$7.4 million for the City. The City's experts have concluded that with the addition of the 5-star Waldorf=Astoria and the luxury residences, an additional \$12 million new dollars a year will be generated for the City budget. This is not "magical", it is carefully analyzed economics that includes a 19% Hotel Tax, which is money that stays in Beverly Hills rather than going to Sacramento. This money will help support city services, including Police, Fire and the Joint Powers Agreement, which provides millions of dollars to our schools.
<b>CLAIM</b> They say the Santa Monica Residences would be seven stories higher than the tallest building in Beverly Hills.	<b>TRUTH</b> The Residences facing Santa Monica Blvd. will be only 30' taller than the California National Bank Building and 36' feet taller than the Beverly Wilshire Hotel Tower – both are in the heart of the Beverly Hills business Triangle. Furthermore, two Citizen General Plan Committees studied this site. They recommended luxury condominiums with additional height on Santa Monica. The Planning Commission recommended 16 stories of height.
<b>CLAIM</b> Condominiums do not benefit the City financially and strain City's resources.	<b>TRUTH</b> Per the City's calculation, the luxury condominiums will add \$82.4 million dollars over the next 30 years. In addition, they will bring the School District closer to becoming a Basic Aid District. This would mean that our property tax would all come back to Beverly Hills for our schools and we would not be subject to the yearly budget crisis that Sacramento inflicts on our children's education. Regarding infrastructure: the Environmental Impact Report, which was unanimously recommended by the Planning Commission, concluded existing infrastructure has ample capacity to absorb this project. In addition, the developer is required to implement numerous elements into the construction such as a water reclamation system, energy efficient roofing and many others that will actually reduce water, electrical and sewage use.

# RSUS THE TRUTH

# TION TO DEBATE IN OPEN AND PUBLIC FORUMS.

WHY? BECAUSE THEY KNOW THAT THEIR OUTRAGEOUS CLAIMS ABOUT THE BEVERLY HILTON REVITALIZATION PROJECT WON'T STAND UP IN THE LIGHT OF FULL DISCLOSURE AND PUBLIC DISCUSSION.

They know that they can only be successful if they send anonymous mailers attacking the project with unsubstantiated claims.

**CLAIM** The project will cost the schools money.

**TRUTH** The project brings additional money to our Schools. It will not cost the School District a single penny. The developer will pay all costs for monitoring and mitigation of environmental impacts. In addition, the developer will give the School District \$1.6 million immediately and another \$1.47 million when permits are issued to start construction. The project will adhere to the strictest environmental oversight in the history of Beverly Hills. This is all part of the legislative record.

**CLAIM** The three new towers would dwarf the existing Hilton. The approved version of the expansion is now bigger and taller than shown here.



**TRUTH** The picture the opposition is showing you [left side] is not the right project. Here is a picture of the approved project. The City's impartial analysis verifies that the approved project is actually a reduction of the area of the property covered by buildings from 67% to 47%. The opponents simply won't tell you the truth. If they won't even show you the correct project... what can you believe about anything they say?



	<b>CLAIM</b> The Hilton expansion as approved is massively underparked.	<b>TRUTH</b> All the parking City Code. Every member of
	<b>CLAIM</b> The Hilton has refused to provide free parking for its 700 employees.	<b>TRUTH</b> The Beverly H for all employees. The Bever property. In addition, the Hi subsidies The HERE Union, employers and has endorse
	<b>CLAIM</b> The project would almost DOUBLE the amount of concrete on the site.	<b>TRUTH</b> This project reverified by the City's own in
		Existing Hilton and sur Square Feet to be dem New Square Feet to re

**TRUTH** All the parking will be underground and will more than meet current and future needs according to City Code. Every member of the Planning Commission has agreed and the City Council has approved.

**TRUTH** The Beverly Hilton has always provided employee parking and will continue to provide all onsite parking for all employees. The Beverly Hilton subsidizes employee parking. Employees pay just \$2 a day to park on the property. In addition, the Hilton encourages workers to carpool and to use public transit by giving them monthly bus subsidies The HERE Union, which represents the hotel workers, praises the Hilton's policy as a model for all other employers and has endorsed Measure H, as has the West Hollywood Democratic Club/Beverly Hills Democrats PAC.

**RUTH** This project reduces the area of the property covered by buildings form 67% to 47%. This has been erified by the City's own independent analysis. Here is the verified square footage, reduction and replacement:

Existing Hilton and surrounding structures: 693,537 SF including the 150,000 SF parking structure Square Feet to be demolished: 354,349 New Square Feet to replace: 634,377 Net New Square Feet: 280,028 – an increase of only 1/3 on the nine-acre property Measure H creates 4.5 acres of open space and gardens at the City's western gateway.

The Citizens Right to Decide is an anonymous group of naysayers who refuse to stand up in public and repeat their claims because they fear having to defend themselves.

# WHO WOULD YOU RATHER BELIEVE About Measure H?



THE Beverly Hilton Revitalization Plan

www.YesMeasureH.com

Yes on H, Citizens to Preserve Beverly Hills, including Parents, Teachers, Homeowners, Renters and Business Owners, with major funding PROUDLY provided by Beny Alagem and The Beverly Hilton, 9860 Wilshire Blvd., Beverly Hills, CA 90210







# Public Notices 310-887-0788 Forms available at www.onestopdbas.com

# FICTIOUS BUSINESS NAME STATEMENT: 20061996401 The following person(s) latere doing business as: AI, FIRE PROTECTION, 420 S. Doheny Dr. #3. Beverly Hills, CA 80211. The topication of the state of the s ation of the rights of anothe /08 10/2/08 10/9/08-2171 ne use in this state of a fictitious business name in vi n 14411, et seq., B&P Code.) Published: 9/18/08, 9/2

TITIOUS BUSINESS NAME STATEMENT: 2008165119 following person(s) islare doing business as: LETTERF 97 HOFFMIT2.55 Huntley Dr. West Hollywood, A 9004 yet commenced to transact business under the fetilious b al information in the statement is true and correct. Thi 908.NOTICE – This fetilious name statement expires for ESIGN. 545 Huntley Dr. West Hollywood, CA 900-business is conducted by: AN INDIVIDUAL. The regis name in: Signed: Lea Tody Hoffmiz. The registrant(g) ment is filed with the County Clerk of Los Angeles C

US BUSINESS NAME STATEMENT: 20081605791 wing person(s) is/are doing business as: LEGAL WRI HERTY. 4516 Morella Ave. Studio City, CA 91607. Transact business under the fictilious business name Bichard W. Daugherty. The registrant(s) declared that the Constructive of Lar the mediate Crustive are \$10000 Los Angeles ( ice of the count tot of itself auth

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TCTITIOUS BUSINESS NAME STATEMENT: 2008162404 The following person(s) is/are doing business as: HAJJAR IAR. 607 S. Hill St. #600. Los Angeles, CA 90014. The bus ING. 607 S. Hill St. #600. Los Angeles, CA 90014. FREDE is conducted by: AN INDIVIDUAL. Registrant has not yet b follows business name or names listed have on  $B_{\rm control interval inter$ s. Signed: ed with the date it was filing of this under fed-

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TITOUS BUSINESS NAME STATEMENT: 20031464891 following promotio) bitare diving business as: THREECOHENS CONSTIT BE L COHEN, V1004 ECOHEN, 1649 Standy Awn. Los Angeles WIFE: The registrant has not yet commenced to transact business in, Comer: The registrant load to the transact business (Cathor of Los Angeles County one \$1108. MOTCE - This follows on it he office of the outry clashing that and the business manues ment does not of bard public business that are listed to common load to before that the business manue (all business) and the or common load to be follows that the business that are the other to the business of the business that are to busine the business of the business that are the other to the business of the business that are to business that are the common load to be followed to business that are to busine the business of CA 90019. The business is conducted by: HUSBAND under the follows business name in. Signed: Yvonne ent is true and correct. This statement is filed with the name statement expires five years from the date it was atement must be filed prior to that date. The filing of this tess name in violation of the rights of another under fed-9'1808, 92508, 10/208, 10/908–2175

MENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME: 2008/613387 file # 06-1655287 Dirginal Be 60-1655207 The following periods (The Bothware) and the use of the follows business name: PHOTO MACICANS. 7765 Va Capit Burbank, 24 (150). The following periods (The Bothware) and the state of the following following following the the state of the following DATE (The Bothware) and the state of the following following following the following following the state of the following f

Marke 311600, H2/206, 10/206, 10/206, 10/206, 10/206 and 10/206 and 10/206, 10/206, 10/206 and 10/2

VESS NAME STATEMENT: 20081630360 n(s) is/are doing business as: AARON'S RECYCLING & SC ING & SCRAP, INC. 19931 Parthenia St. Northridge, CA 5 ia St. Northridge, CA 91324 inducted by: A CORPORA ant(s) declared that all sunty on: 9/10/08. NO v clerk the use in this state of a fict n 14411, et seq., B&P Cod

> ING. 7569 Owens St. Tujunga, CA 910 9 Owens St. Tujunga, CA 91042. T business under the fictitious busin nent is true and correct. This stat business is conducted by: AN INDIVIDUAL. The registrant has not yet name in. Signed: Amen Babayan. The registrant(s) declared that all nt is fied with the County Clerk of Los Angeles County on: B100As. In the date it was fied on, in the office of the county clerk. A new fic-e. The filing of this statement does not of itself authorize the use in of another under federal state, or common law (see Section 1441), et nust be filed prior to that date. The ame in violation of the rights of anothe

IP Code.) Publismeu: ar verve, -OUS BUSINESS NAME STATEMENT: 20081630356
ioxing person(s) islare doing business as: KING OF STONE. 700
F77 700 Orange Grove Ave. Glendale, CA 91205. The business is co ge Grove Ave. Glendale, CA 91205. GERSON ed by: AN INDIVIDUAL. The registrant has not yet erson Sanchez. The registrant(s) declared that all County Cierk of Los Angeles County on: 911008. do an, in the office of the county cierk. A new fio-s statement does not of itself authorize the use in fwral state, or common law (see Section 14411, et ndale, 0 the ficti

TITIOUS BUSINESS NAME STATEMENT: 20081613383 following person(s) islare doing business as: WHOLESALE B 01. JULIETA GYOGCHYAN. 1923 ? Glenoaks Blvd. Glendale, D 14. JULIETA WILCOMPACTION IN STATEMENT OF THE STAT 1923 ? Glencaks Blvd. Glendale, CA s conducted by: AN INDIVIDUAL. The CA 9120.1. The business is considered by retinevenue. The cititious business name in. Signed: Unlead Stoppdyna. The regis-rect. This statement is filed with the County Clerk of Los Angeles as five years from the date it was filed on, in the office of the coun-prior to that date. The filing of this statement does not of itself of the indust of another under finderal state, or common law nt(s) declared that all information in the statement is true ar sunty on: 9/08/08. NOTICE – This fictitious name statement tate of a ficti

OUS BUSINESS NAME STATEMENT: 200816313386 owing person(s) is/are doing business as: ALEKSYS TR/ ALEKSAN DANIELYAN. 1402 N. Alta Vista Bivd. Los An SPORTATION. 1402 N. Alta Vista Blvd. #302. Los Angeles, C eles, CA 90046. The business is conducted by: AN INDIVIDUAL A SUU46. The business is conducted by: AN INUIVIUUAL. Tered. This statement is Signed Alexan Daneiyayan. The rect. This statement is filed with the County Clerk of Los orises five years from the date it was field on, in the office of prior to that date. The filing of this statement does not of on of the rights of another under federal state, or common , 10/2/08, 10/9/08–2182 istrant has not yet commenced to transact bu nt(s) declared that all information in the states County on: 9/08/08. NOTICE – This fictitious

LTWOOD COMPUTING. 6851 Hollywood Bird, Suite 205, Los Angeles, CA. Los Angeles, CJ 65023, The business is conducted by AN IND/IDUAL. The provide the second second second second second second second second that and concel. This statement is field with the County Carls of Los Angeles ment equires five years from the data was fitted on, it ho fields of the coun-vate be field prior to that data. The filing of this statement does not of listelf are in violation of the rights of andher under federal state, or common law 808, 82208, 10208, 10808–2183 AME STATEMENT: 200816313385 are doing business as: HOLLYWOOD CO IZIAN. 749 N. Edgemont St. Los Angeles, C menced to transact business under the ficti

SINESS NAME STATEMENT: 20081647841 rson(s) idam doing business as: SOSEH CATERING 6940 Hesperia Ave. Reseda, CA 91335. peria Ave. Reseda, CA 91335. The business is conducted by: AN INDIVIDUAL. The registrant (c) business under the fictious business name in. Signed: Soseh Gevorgian. The registrant(s) ded is conducted by: AN INDIVIDUAL. The registrant has not yet com-n. Signed: Soseh Gevorgian. The registrant(s) declared that all infor-d with the County Clerk of Los Angeles County on: 9/12/08. NOTICE te it was fied on, in the office of the county clerk. A new fictitious line of this datherment does not of Islefi authorize the use in this state ement is true and o ame statement ex oer the incluous pusiness name in. nd correct. This statement is filed it t expires five years from the date be filed prior to that date. The filir violation of the rights of another unit violation of the rights of another unit violation 2008, 10/2/08, 10/9/08–2184 is state

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3 Reseta Bivd. Reseta, CA 11330, Nun - our - CORPORTION. Registrant han only be begun to fansact galarant has not yet commenced business. Signad: MLK neat name statement spires from the date it was statement must be field prior to that date. The filing of this statement must be field prior to that date. The filing of this many and the field prior to that date. The filing of this statement must be field prior to that date. The filing of this many and the field prior to that date. The filing of this many and the field prior to that date. The filing of this statement must be field prior to that date. The filing of this many and the field prior to that date. The filing of this many and the field prior to that date. The filing of this many and the field prior to that date. The filing of this many and the field prior to that date. The filing of this many and the field prior to that date. The filing of this many and the field prior to that date. The filing of this many and the field prior to that date. The filing of this many and the field prior to that date. The filing of this many and the field prior to that date. The filing of this many and the field prior to that date. The filing of this fill prior to the field prior to that date. The filing of the fill prior to the field prior to th ta, CA 91335. The and that all information on: 9/09/08. NOTICE ounty on: 9/09. y clerk. A ne

ing business as: ALL DILLA. 1820 N. Brigh ITROL. 1820 N. Brighton St. Burbank, CA 91506. HUM-91506. The business is conducted by: HUSBAND AND atilit, UK al Jobo, Titte bialinesis is collabellar by Incositively, Chegolitaria felibilitaria biana same or names listede here on. Registrant has Padilla. The registrant(s) doctared that all information in the state-lark of Los Angeles County on: 91/208. NOTICE – This felibilitaria in the office of the county clerk. A new ficilitate business name and does not of thesit authorize the use in this state of a facilitious state, or common law (see Section 14411, et seq., B&P Code.) another

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US BUSINESS NAME STATEMENT: 20081630362 ving person(s) is/are doing business as: AMERICAN

doing business as: GMS PI rd St. Glendale ,CA 91205. 1g person(s) AN, 1212 E.

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ATES LLC. 912 17th St. Suite 6. 5 ed that all on in the t is true an

N. Kings Rd. #216. West Hollyw ed by: COPARTNERS. The regist ndsay Pedder. The registrant(s) of County Clerk of Los Angeles Co aid on in the office of the county. OLE PIXLER. 3666 90069. JILL SHERN s is conducted . Signed: Lind ad with the C

FITIOUS BUSINESS NAME STATEMENT: 2008150653 following person(s) is/are doing business as: TIGER LI 201 OWSKI: MARY POSOL OWSKI: 7224 Zalvah Ave. R ON. 7224 Zelzah Ave. Reseda

tills, CA 91304. The e fictitious business name in t is true and correct. This s

DUS BUSINESS NAME STATEMENT: 20081683508 wing person(s) islare doing business as: ELAN HOTEI ASSOCIATES NO. 7, LLC. 411 Hotel Cir. So. San Diego NO. 7, LLC. 41.... rant has not yet commen rent/s) declared that all infor ren NOTICE ame in. Signed: Joe WY. The regis nder the fictitious busin te and correct. This state

statement is filed with the Co un Hagopian. ntv Clerk of L

conducted by: AN INDIVIDUAL. The . Signed: Elyse M. Schiller. The reg d with the County Clerk of Los Angele

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declared that all information in ty on: 9/16/08. NOTICE – This y clerk. A new fictitious busi thorize the use in this state of

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aned the use of the fictitious business name: SATIN'S BEAUTY S usiness name referred to above was filed on: 111108, in the County of Los Angeles. PARTNERSHIP. The full name and residence of the registrant(s) abandoning the SULLENBERGER. 322 E. Elmwood Ave. #D. Burbank, CA 91502. The registrant ue and correct. This statement is filed with the County Clerk of Los Angeles County

. Registrant has n ent is true and co it yet commence rect. This state cpires five years

acted by: a General Partnership. Registrant has not yet begun to sted here in. Signed KAREN RODRIGUEZ. The registrant(s) a statement is filed with the County Clerk of Low America County 

1016 S. E/

ISINESS Information erson(s) is/are doing business TIVE INC., 14401 MONTE VIS s: E-LITE(U A AVE CHI ned NEIL FIERRO, PRE

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The following person(s) SEROTA. 6427 W. 84th

OUS BUSINESS I ss name or names listed here in on 4/26 nation in the statement is true and corre 'ICE - This fictitious name statement exp

here in on 9/1/2008. Sig correct. This statement

IOUS BUSINESS I is/are doing busine 777 S. CITRUS #

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TITIOUS BUSINESS or names listed ared that all infor n: 09/24/08. NOT

OUS BUSINES TEMENT: 20081703610 NUSINESS 85: DEAD & RISING CLOTHING COM

Wifred A. German, Owner. The registrant(s) declared that all information in the statem with the County Clerk of Los Angeles County on: 9/24/08. NOTICE – This fictitious n

October 9 - October 15, 2008 • Page 15

# The filing of this statement does not of itself authorize the use in this state of a ficitious business name in violation of the nother under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 10/2/08, 10/9/08, 10/16/08, 2007 rusching Staticoy St rusching Staticoy St rusching Staticoy St rusching Staticoy Staticoy St rusching Staticoy Staticoy runk(s) declared that all information in the s rusching on: 09/24/08. NOTICE – This fictit unty clerk. A new fictitious business new subtorize the staticoy but here is first and the second sources name or names listed here on. Registering the sources name or names listed here on. Registering the sources name or names listed here on. Registering the sources name of names is the source of the

TITOUS BUSINESS NAME STATEMENT: 2004770391 following pennorg) usine dang business m.MSH BAKERY. 5224 W. Surset Bivd. Los Angeles, CA 90027. SERO/ ND22MAYNA, 1531 N. Serano Ave. Los Angeles, CA 80027. The business is conducted by . AN NDVDUAL. Registrant has no yet yet began lo tamacta business under the fictions business mane or names listed here on Registrant has no yet commende treas. Signed Serop Agaditment, Ower. The registrantist of output in the statement is the and correct. Aves from the date was fiction on the state fiction of the conducted are all information in the statement is the and correct. Aves from the date was fiction on the first order of the conducted. A new fictions business mare statement multicate bird order to all the state field in the state field on the first order of the conducted. A new fictions business mane statement multicate bird order to all the state field on the first order of the conducted. A new fictions business mane statement multicate bird order of the conducted.

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TIOUS BUSINESS NAME STATEMENT: 20081703615 silowing pennon(s) silowe doing business as: GMAT STUFF. 263 West Olive Ave 8310. Burbank, CA 91502. ALEXEY 2HGR: Vel Olive Ave 83(3). Dutamak, CA 91502. The business is conducted by: AN IND/VIDUAL. Registrant has not yet began to icd business under the follow business name or names listed there on. Registrant has not yet common business. Signal 2 July: Ower: The signal signal signal signal and information in the business tablement is to as advanced. This satisfacent is filed with ourly Clark 1 Lo Angeles Courty on 105/2408. NOTICE. This Sticlicos name statement explain to yets from the filed with subment clark of the advanced on the signal signal signal signal signal signal signal signal courts. The satisface of the signal si

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mon law (see Section 1411), et see, LBP Lobe) / Healteniel 102/08, 10/08/8, 10/08/8, 10/28/08 - 2/14 FEDTTOLIS BUSINESS NMEKE STATEMENTE 2008 10/08/12 The following person(s) islame onicipation size: CHOOOLATO 12643 Shemman Way #0. North Hollywood, CH 1616, LONFELD, Nort, 140 Openhee Way, Grandrad, CA 1300, En basiness is controlled by A. OORPORATION (Registrand han only vet bengan to thransact business under the foldition business name or names listed here on. Registrant has not yet commerced business. Bignet Grandrad, Jonne, The mignituding) (Sate 2000), The Statement is trave and concer. This statement is Bidl with the County Clefe 4 Los Angeles County on: 05/24/08, NOTICE – This folditions name a twistement or gives from the date I was statement observed to each of the county disk. A name Risklone Automet and the and explores to the date I was statement observed to each of the statement is trave and county of the county of the foldition of the rights of model with the statement one use destinges of the county disk. A name Risklone Automet and the main in violation of the rights of another under fields and using a common use des Basins (1414), et al., BBS Code Shathered. To 2000, 19006, 102/2000, 22/56 and the county disk. A name is a statement in the state of a foldition business and in violation of the rights of another under fields.

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THOUS BUSINESS NAME STATEMENT 2003 T44638 bioking person(i) titter odip basiness as: ANGEL MARBLE & GRANTE 12752 Herrick Are. Sylmar, CA 91342. ANGEL RILD, 12752 Herrick Are. Sylmar, CA 91342. The business is conducted by AN ROMDUAL, Registram han ray tarbagan to a business and the finditus basiness areas on ensmelli failed herric on Registram han ray el commerced business. Signed the final sector of the final sector of the sector o

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CITICIOUS BUSINESS NAME STATEMENT: 20091744541 The following person(r) infare doing business as: DOW CUSTOMS ERVICES. DOW MIPORT & EXPORT SERVICES. 1016 E Breadway (2007, Grendade, CA 91205, NICK DOW, 210 N, Bernors SJ, Gordanida, CA 91200, NAGNO TOWN-NISAWA 210 N, Bernors SJ, ESK, Gordanida, CA 91205, The Subreas conducided by the on Registration of the statement of bioling statement of the statement of bioling statement of the statement of bioling of the statement of biol

FICTITIOUS BUSINESS NAME STATEMENT: 20081744543 The following person(s) is/are doing business as: ABEL'S BLINDS & //INDOW CLEANING. 21007 Cohassel St. Canoga Park, CA 91303. ABEL PEREZ. 21007 Cohassel SL Canoga Park, CA 91303. 2W CLEANNG. 21007 Cotesses BS. Canoga Park, CA 1930. ABEL FEREZ. 21007 Cohesses B. S. Canoga Park, CA 1930. Messies is conducted by NAINXVIDUAL, registraria han any be special to transact business and the felditos business name is lated here on. Registrant han any stepsomess. Signed: Abel Parez, caner. The registrating) clearies that all to the statement of the canot canet. This statement is like with the Courtly Cerk Los Apples Courty cone 052008. E – This Richican tame statement explores they spars from the data it was filed on. In the diffice of the county clear. A new file and a failful the statement is fold with the right of nonder to use filed main the diffice of the scatty clear. A new file dir a failful the statement is hold with of high of nonder to use filed main there at the , at common law (see Section 1411, et ABP Code, ) Published: 10908, 1015008, 102308, 103008–2223

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PCITTOUG BUSINESS NAME STATEMENT: 20081744777 The tolowing person(s) islane doing business as: PIONEER WINDOW PRODUCTS 515 Venice BivL Lea Angeles, CA 90019. LERRY KARP, ST1 Venice BivL Lea Angeles, CA 9015 The business is concluse by AN MONDULL Registers than so ruly steps in brancs business under the foliatos business menor manes liste here on. Registrate has not yet ecommenced business. Signed: Jeny Karp, comer: The registrating) declared that all information in the internet is to under the County Control Lea Angeles. CA 9015. The solutions in the statement is to unand correct. This statement is flow if the County Cort of Lea Angeles Cauty on Cog208. NOTICE This foliation name statement entities with the county Cort of Lea Angeles Cauty on Cog208. NOTICE in factors business min involtion of the date of an and the unior declared state. or common two (see Section 1441 et see, BBP Code). Publishes: 10908, 101408, 102308, 102308-2225 11TIOUS BUSINESS NAME STATEMENT: 20081744778 The following person(s) islare doing business as: SANTA MONICA ;TOM. 5715 Venice Blvd. Los Angeles, CA 90019. JERRY KARP. 5711 Venice Blvd. Los Angeles, CA 90019. The business is

SITOM. 5715 Verice Bird, Los Argeles, CA 80019. LEBRY KARP. 5711 Verice Bird. Los Argeles, CA 80019. The business is which and the comparison of the second second

PICITIOUS BUSINESS NAME STATEMENT: 20081744537 The following person(s) isline doing business as: AB STAGING DESIGNS, 8405 MeVin Are, hetmidige, CA 91324, AMEE B0SCHET, 4605 MeVin Are, Northridge, CA 91324, The business in conducted by AN NOVOUAL, Registrant has not yet begin to transact business under the fibilious business ander har of here on. Registrant has not yet commenced business. Signet: Almee Boachet, owner. The registrant(s) declared that all of the fibility of the statement of the with the Courty Certa (or Los Angeles Courty or 06/2010). NT/ICE — The follows annee statement appliess fire years from the date it was filed on, in the office of the courty clerk. A new fice the fibility of the statement and the file of the hadders. The file of the statement of the file of the courty clerk, and the most base of a follows business in the statement of the file of the statement of the file of the statement and business and the most base of the statement and the file of the hadders. The file of the statement are being of the statement and business and the file of the statement and business and the file of the statement and business the statement and business and the file of the statement and business and the statement and business and the file of the statement and business that the statement and business and the file of the statement and business and the statement

CITIOUS BUSINESS NAME STATEMENT: 20081976338 The following person(s) islane doing business as: RENEVED & NULGHTENED; FRAGRANCE OF BEAUTY & STYLE\_2TY Manyam Manor, La Verne, CA 91756 XIMBERIY L BOWE\_ZTY Mayam Manor, La Verne, CA 91750. The business is concluded by MN NONDULL, Regularith han ory letgens in torsand busi-ness under the following business is conducted by MN NONDULL, Regularith han ory letgens in Bide with the many control of the company and the stand a failure state of the state of a failure doing the state of the stat

state, or common law (see Sector 14411, et aes., B&P Code). Published: 10098, 101808, 101208, 102308, 102308, 2228 10203 FBURNESS INABLE STITEMENT: 20031913/37 The indexing periority learns doing lanters as: BOTAM ARC TIDEXIP (VALUE) AND ALL AN

Into large sector veri is the issue, and code y fusiones. It should be used to be used t FICTITIOUS BUSINESS NAME STATEMENT: 20081770985 The following person(s) Islare doing business as: ROYAL RIDE LIMICINE SERVICE: SIG 5 Lake, Bustami, CA 19502; KIRAKOS MANKOM 4005 5 Lake, Bustami, CA 19502; The business is conducted by AN MONTOUAL, Registrant has not yet begins to branact business under he followout business names bu-

Page 16 • Beverly Hills Weekly

mation in the statement is true and correct. This statement is filed with the County Cark of Los Appeles County on: 100/030. NOTCE -- This fictions can statement ensures the years of more field areas field on, in the filed or the file of the County Cark of the Statement does not of heid authorities the use in this state of a follow business name invision of the right of another under faderal state, or common law (see Section 1411, et al. Section 2420, 103/086 - 2231

CITITIOUS BUSINESS NAME STATEMENT: 20081772941 The following person(s) laifare doing business as: COMF INTERNATIONAL; COMPLETION NITERNATIONAL ACADEMY: NATIONAL BACKD OF CANCHING NAME HYPONSS. A. GUILD OF HYPONETIREARY AND CACHING, KARRICHAR CONCINING GRANALTANCING, SKY FLAI PRODUCTION Vertura Biol 818, Enrino, CA 91484, MATTIEW DAVIS, 19181 Ventura Biol 618, Enrino, CA 91484. The business are do y AN RAVID/VAICH, Registram than and y beguin to transca business name or names la biol down to the most picture of the back to the ba tement is true and correct. This statement is lied with the is name statement expires five years from the date it was fi statement must be filed prior to that date. The filing of this business name in violation of the rights of another under fed ted: 10/9108, 10/16/08, 10/23/08, 10/30/08– 2232

TITUOUS BUSINESS NAME STATEMENT: 20081770964 The following person(s) Islate doing business as: H AND S IMPORT D EXPORT, INTERNATIONAL IMPORTING EXPORTING 6989 Toparag Co (Indiv. Pecaret 820), Chatwardh, Ca 91311, HUS-s X, JARTERDI, 279 Million St, BF, Cotal Base, CA 92027, SMM NOMAR, 2106 Byrard SL, Canaga Park, CA 9130, The ness is conducted by: GENERAL PARTNERSHIP, Registrant has not yet begin to transact business under the follows based business in a conducted business. Signed: Sami Nomina, 2004 SMM Nome, 2006 Byrard SMM Nomina, 2004 SMM Nome, 2004 SMM SMM Nome, 2004 SMM NOME, 200 A new fictilious 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 fictilious business name in violation of the rights of another under federal state, or common law (see Section 1411, et seq., BAP Code), Published: 108/08, 01/08/08, 10/23/08, 10/30/06, 223/3

14411, et ear., BAP Code, Published: 100605, 1010/06, 1002/06, 1002/06, 20030-14411, et ear., BAP Code, Published: 100605, 1010/06, 1002/06, 1002/06, 20031 Ladwarehin Box IB, N. Holywood, CA 1902, MARGUT 2000HOMMAN, 14621 Hendrad St R02, Van Nays, CA 14075, The busines in conducted by N. NIXVOUL, Registrant han of yet commerced business. Signed: Harout Soghenomica, Ower, Ch 14005, The business in conducted by N. NIXVOUL, Registrant han of yet commerced business. Signed: Harout Soghenomica, Ower, Ch 41005, The business in the owner that all information in the lateration takes and commercial business. Signed: Harout Soghenomica, Ower, The registrant() declared that all information in the lateration takes and commercial business. Signed: Harout Soghenomica, Ower, Disk of the Soghenomica, United Soghenomica, United

Territori e terrej, taber Jober / Publicka, Unitive, Inchesion, Inchesion, Inchesion, Inchesione Zuck, Pictricolas J Bullossis Avie, Somekia Hills, CA 91344, TINA STAFFON, 11000 Laulas Avie Granavita Hills, 11000 Laulas Avie Hill

this state of a fictitious business name in violation of the rights of another un seq., B&P Code.) Published: 10/9/08, 10/16/08, 10/23/08, 10/30/08–2235

sen, Laiv Code, j-Natismer: 19968, 101908, 102008 DEDER TO 3-01900 CAUSE FOR CHANGE OF NAME Nass Law Firm 9545 Wahine #711 Beverly Hills, CA 9012 Support Count Caladrina, County of Los Angeles 11 of Landon, Caladria, Case Number BS117011 Present Name: Miranda Clare Proposed Name: Miranda Clare Jame Notice of Hearing Date: 11/08/08 Time: 9:00 AM Dept: A Room: 548 Date: September 18, 2008 Signed, Commissioner: Murray Gross

Superior Court or cam-Los Angeles Superior Court Northwest Districk-East Building 6220 Sylmar Ave, Rm. #107 Van Nuys, CA 91401 Case Number LS017858 Present Name: Martin Estuardo Julian Proposed Name: Otniel Timothy Julian

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME: 2008144542 Original file # 08-0392488 Orginal file 8 die 6392488 The follwing person(s) hastjävel skandnost feu use of the ficilitos business name: ROKSANA DIGTAL EDITING. 9810 Zetzah we Sti11, Nothring, CA1325. The followa business name referent to above sass files of 250(8), in the County of Los Angeles. The business was conducted by AN ROV/DUAL. The full name and residence of the registratify) abandoning the name: ROKSANA ZUAZYVIAN. 8810. Satahan ker S11, Kenfthing, CA 31025. The registration decide that also control. This abatement is filed with the County Clienk of Los Angeles. County on: \$150(8). Published: \$525(8), 1050(8), 1016/06-228

14/1036-2.260 STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME: 20081754523 Original fiel 68-0535248 The following person(1) sket/hwn) abandoned the use of the fictilicus business name: HOME ORGANIZERS FLUS, 52/25 Black Home of the state of the registrant (a) droing the name: THA STATE/ON, RGER STAFFOR 325 Black PARTNERSHE? The full name and residence of the registrant (a) droing the name: THA STAFFOR, RGER States Are 9440, N HOMEWORG, CA 9100. The registrant (a) HOME MORE States and correct. This statement is filed with the County Clerk of Los Angeles County B17/36: Publices 2506, 10006, 10006, 10106.

se 17/05: "Healished: 92508, 10208, 109808, 10/1608–2237 Department of Motorice Bereage Control 1 Mandrester BM Staft Floar PD Box 6500 folgenood, CA 50308 (310) 412 8311 Carbon Control Date of Elitory Applications: September 23, 2008 To whom it may concern: The name(i) of the applicating Linken: ROYAL MEDITERRANEAN INC The applicating Linken are applicable Linken and an and applicating Linken:

The applicants listed above are applying to # 9737 SANTA MONICA BLVD BEVERLY HILLS, CA 90210-4201 Type of license(s) applied for: 47 - ON-SALE GENERAL EAING PLACE

nent of Alcoholic Bever hester Blvd.

Manchester Biol.
 Subt Floar
 PO Bax 6500 higherood, CA 93006
 (310) 412 8311
 NOTICE IN APPLICATION FOR CHARGE IN OWNERSHIP OF ALCOHOLIC BEVERAGE LICE
 Date of filing Applications. September 24, 2008
 To whom it may concern:
 To show it may concern:
 Lice Applications (september 24, 2008
 Lice Applications) (sites:
 Lice/PARDO INC
 Lice/PARDO INC
 Lice Applications)
 Lice Applications
 Lice Ap

NOTICE OF APPLICATION TO SELL ALCOHOLIC BEVERAGES Date of Filing Application: SEPTEMBER 30, 2008

To When it may concern: The Namel() of the Applicat()) isher: SIR TAJ HOTEL LLC. The applications lated advore are applying to the Department of Alcoholic Beverage Control to sell alcoholic beverages at: 120 S RECVESION, BIEVERVILLE, CA 9021300 EXEMPLIATING PLACE. Strept of Longenteerin of Alcoholic Beverage Control InAVCESISTER BLVD, STH FLOOR, P.O. BOX 6500, INGLEVOOD, CA 90306 (310)

Department of Alconomy Developming - ... 412-6311. LA144299 BEVERLY HILLS WEEKLY 10/9,16,23,2008

Controls of Letter in testimeters in the ALEMENT 20051853307 The following person(s) alkin doing business as: IBARRAS TOWING, 11734 EVERSON ST, NORWALK, CA 90550, ARTURO IBARRA, 11734 EVERSON ST NORWALK, OS 40560. The business is conducted by an Individual. Registrant has not yet begun to transact business under the fittilious business name or names listed here in. Signed ARTURO IBARRA. The registrant(s) decident tal al information in the statement is and and cortext. This statement is field with the cortext (Jack Arter 1996) 9/192008. NOTCE - This follows name statement expises five years from the talk I was filed on, in the office of the county dork. Area fittilious business must statement must be filed prior built and. The file of this businert does not if distal authorize the use in this state of a foldous business name in violation of the right of another under letteral state. To common law (see Section 1411, et set, all Ber Could). 10160.

14411, et aug., BBP Cocks, Palaihetti 1082/008, 1016/2008, 1022/20

The following instantion, locations later of FOTTIOUS BUINDERS MMES TATALENENT: 20081711042 The following person(s) laives doub publiess as: ELITE AUTO GROUP, 9657 LA TUNA CYN RO, SUNALLEY, CA 91352, KAREIN DARDYM, 9657 LA TUNA CIN RO SUNALLEY CA 91352. The business is conclucied by: an Individual, Registrant han not yet begins to transact business under the following business summer or names listed here in: Signed KAREIN DARDYM. The registrant(b) dividual di dividual dividual dividual dividual dividual dividual dividual d

on 1411, is see, LBA\* Code, J-Mainmeet: 104/2008, 1016/2008, 102/2008, 1030/2008 T205 / 1005/JBUSHESSES.2008.51716/JENT. 100faulting prospective data for the one of the one o

Times 5
CITIOUS BURGESS MAKE STATEMENT 2008/170271
The billings parently latim dogs burgest an BUM LEDULEY, 13758 WCTORY BLVD, VAN NUYS, CA 91401, PASCO PLA,
NC, 13758 WCTORY BLVD, VAN NUYS, CA 91401, The billings is conducted by a Corporation. Registrant has not yot began
transact burgest and the fattitional burgest and endormal. This statement found to the statement is the wink from the statement is the statement in the statement in the statement is the statement in the state

14411, dt sag, BAP Code, Pudiahet, 1092008, 1072008, 1022008, 1022008, 1032008, 1014 IncTITUCIE BUSINESS BMLKE STATLENEN ZOSTITÄSISS The following person(s) jahre doign business as. PREMIUM CARE SERVICES, 14465 SENCA RD #220, VICTORVLLE, CA 2002, CHIVETRE ELZAL, 14465 SENCA RD #220 VICTORVLLE CA 20322 LUCHER EZALA, 14465 SENCA RD #220 VIC-TORVLLE CA 2028, The business as conduced by Husband and Wink. Registrant has not yell Biguin to tareast business inform SERVICES, 14420 SENCA 14465 SENCE AND #220 VICTORVLLE CA 20322 LUCHER EZALA, 14465 SENCE ARD #220 VIC-TORVLLE CA 2028, The business is conduced by Husband and Wink. Registrant has not yell Biguin to tareast business inform the based wink tareast origin. The business is conduced by Husband and Wink. Registrant has not yell Biguin to tareast business inform the based wink tareast origin. The business is conduced by Husband and Wink. Registrant Asson April Biguin bottom the biguing the based by Husband and Mink. The based by Husband and Wink. Registrant data and the based by Husband and Husband an

Territorius instance, of business NAME STATEMENT: 2008/T37480 The following person(s) Later doing business as: RUDY & SONS TRUCKING, 14416 HORST AVE, NORWALK CA 99650. RU DERECERES, 14410 HORST AVE, NORWALK CA 99650 NELL, O CERCERES, 14410 HORST AVE, NORWALK CA 99650. RU Dublines is conducted by a General Pathenhie, Regularizat has not yel legan b tamasci business under the follow business and the state of the state o

HLITIOUS BUSINESS NAME STATEMENT: 20081737876 The following person(s) isitere doing business ar: A 3 PHOTOGRAPHY, 13388 AVALON BLVD, LOS ANGELES, CA 90061, ALTON A ANXOLD III, 13306 AVALON BLVD. COS ANGELES CA 90061. The business is conducted by an Individual Registrant has began to instance business under the following business name or names listed here in on VIX208. Signed ALTON A. ARNOLD III. The ma-timation (a) doubled of all information in the same or names listed here in on VIX208. Signed ALTON A. ARNOLD III. The ma-timation (a) doubled of all information in the anothermal in the and constraints in the first of the Mine Souch (2 och Los Angeles oundy clark. A new follows having a same and the filed prior to brail date. The filing of this statement of lasses and the individual statement and the same of the filed. The filing of this statement and the same of the filed theory of theory of theory of theory of the filed theory of theory of the filed theory of the filed theory of theory of the filed theory of the

Section 1411, et seq. BAP Code, Puidated: 109/2008, 1016/2008, 1022/2008, 10/30/2008 1216 5 FORTTOOLS BURNESS NAME STATEMENT: 20081738/07 The following person(s) sizes doing business as: SCHWAS SYNERCRY, 2040 FAIR PARK AVE #202 LOS ANGELES, CA 80041. DAVID F SCHWAS, 2040 FAIR PARK AVE R82/LOS ANGELES CA 50041 NELLER FSCHWAS, 3040 FAIR PARK AVE #202 LOS AVEGLES CA 80041. The business is conducted by Hadamid and Write, Registrant that begun to transact business under the flas-bit of the statement is and concert. This tattement is file with the Courty Clark Of Los Angeles Cauty of x042/DB in 100 and 2016 - This follow name tatement expires for the date it was filed on, it he diffe of the courty dark. A new follows business mes name statement auble filed prior to dark. The file of the statement dis net date in the statement is filed under the use in this state of follows business mane in violation of the right of monther under folderal durce the use filed on 10 filed althorizet the last. B&P Code, Padatimes: Lindorizet, 110/2020(b), 110/2020(b) 122.8

ORDER TO SHOW CAUSE FOR CHANGE OF NAME SUPERIOR COURT OF CA. County of Los Angeles 620 Sytmar Ave. Van Nuys, CA 91401 Northwest Districi Case Number L5017831 Proposed Name: Eddie Givonnie Vital Notice of Hearing Dia L'100708 Time: 8:30 AM Dept: A Room: 510 Date: September 23, 2008 Signed, Judge of the Superior Court. Patricia M. Schnegg

Signed, Judge of the Superior Court: Pairicia M. Schnegg FILE NO. 2008172807 FICTTOIOS BUSINESSINES (5) AGEL DOING BUSINESS AS: ANNYS CAFÉ, 265 S. ROBERTSON BLVD, TEVERLY HILLS, CA 2011 (LOS ANGELES). The full name of registrant(b) laive: WON JOON LEE, 4955 WILLSHIEB EUVO 1053, LOS ANGELES, CA 2000. The Business is barge conducts by ainc. INVIDUAL. The registrant commenced to transact business under the fettious business name/names liked above on: NA. Idealare that all the information in this statement to true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crime). This statement was filed with the County Clerk of LOS ANGELES County on 92/508 indicated by file stamp above. NDTCE-THIS FORTIOLIS NAME STATEMENT EXPRESS IVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing or this statement due not of their aduntors the use in this ated a facilitos business name statement in violation of the rights of another under federal, state, or common law (See Section 1441 to 1459, Euromes and Profession Code). LA144155 BEVERLY HILLS WEERLY 102,9,16,23 2008

EXTREME 20:0011125
FIGUROUS BUSINESS NAME STATEMENT
FILE PL. 20:00111125
FIGUROUS BUSINESS NAME STATEMENT
FILE FOLLOWING PERSON(9) IS (ARE) DOWNS BUSINESS AS: LAUNDERLAND. 13:0 S. PACIFIC AVE. SAN
PEDRO, CA 90731 (LOS ANGELES). The full name of registrant(s) is lare: WEI WEI FAN. 314 1/2 E. CARSON
ST, CARSON, CA 90734. This Businesis is being conducted by aian: IND/DUAL. The registrant commenced to
tranact business under the fictious business name/names listed above on: NA.
I declare that all the information in this statement is twe and correct. (A registrant who declares true, information
which he knows to be failse, is guilty of a crime).
// WEI WEI FAN. 00017C FIHS FITCHTUGUS AUGUSTESS FINE YEARS FROM THE DATE IT WAS FIELD IN
THE OFFICE OF THE COUNTY CLERK. A NEW PICTITIOUS BUSINESS NAME STATEMENT FWAS FIELD IN
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THE OFFICE OF THE COUNTY CLERK. A NEW PICTITIOUS BUSINESS NAME STATEMENT FUNGS BE FIELD
Dusiness name and Professione Code).
LA143120 BEVERLY HILLS WEEKLY 10/2, 9, 16, 23, 2008

PILE NO. 2009/1720996 FICTTIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(5) IS (ARE) DOING BUSINESS AS: ART PACK, 225 W. 134TH ST, LOS ANGE-LES, CA 90061 (LOS ANGELES). The full name of registran(5) lister: MIRPI NO., 30100 TOWN CENTER DY ST 42, LAGUNA NIGUEL, CA 25971 (CALIFORNI). This Business is being conducted by air: CORPORA-TON. The registrant commenced to transact business under the fictitious business namehrames listed above on:

NA. I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guily of a orme), *id* MRRP INC, SY, UFFR WILE, PRESIDENT This statement was filed with the County Clerk of LOS ANGELES County on 9/24/08 indicated by file stamp above. NOTICE-THIS FORTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of liked and/orize the use in this state of a fictions business name statement in violation of the rights of another under federal, state, or common law (See Section 14141 tet seq. Business and Professions Code). LA144079 BEVERLY HILLS WEEKLY 10/2, 9, 16, 23, 2008

PLCTICOLOGIES (JARSES MANLE STATEMENT) THE FOLLOWING DEFISION(S) (SARES) DOING BUSINESS AS: GLEN MARKET, 1603 N. BEVERLY GLEN BLYD, LOS ANGELES (A 80077 (LOS ANGELES), The full name of registrant(s) sinner NADEEN ALMTANIOS, 1353 N. ORCHARD DR. BURGBANK, CA 91506, LAURER HOUSHAN, 13525 POVERS RD, POVYAR, CA 2006A. This Business is being conducted by aim: COPARTINERS. The registrant domemende to transact business under the following the singer state and the singer state and correct. (A registrant who declares true, information which he knows to be failes, is guilt of a crime). // NADEEN ALMTANIOS, OWNER This statement was field with the County Other of LOS ANGELES Outly on 92/408 indicated by file stamp above. This statement was field with the County Other of LOS ANGELES Yourly on 92/408 indicated by file statement and the single state of a file site of the statement of

LA14119 BEVERLY HILLS WEEKLY 10/2, 9, 16, 23, 2008
FIELRO, 3080 SINRES SAMME STATEMENT
FIELRO, 3081 SINRES SAMME STATEMENT
FIETOLOUWING FERSION[9], GREE DOING BUSINESS AS: JB LIQUOR, 1185 N. VERMONT AVE. LOS
ANGELES CA 80029. The full name of registrant(9) islame: IN SOON PARK, 16529 ESCARGO DR, FONTANA,
CA 29236. This Business is being onoidcude by aire: IN NOON PARK, 16529 ESCARGO DR, FONTANA,
CA 29236. This Business is being onoidcude by aire: and correct. (A registrant who declares true, information
which he knows to be false, is guilty of a crime).
(// IN SOON PARK, OWNER
This statement twas filed with the County Clerk of LOS ANGELES County on 92308 indicated by file stamp above.
NOTCE-THE FOITUIS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN
THE OFFICE OF THE COUNTY CLERK. A NEW FICITIOUS BUSINESS NAME STATEMENT MUST BE FILED
PRIOR TO THAT DATE. The filing of this statement does not d theat adnots: the use in this state and factors
business aname statement in violation of the rights of another under federal, state, or common law (See Section
1411 et sag. Business and Price Adams Change II OWNERSHIP OF AL COHO IC REVERAGE LICENSE

Denviro/1 Detender Traces of Vice 2, 50, 20 2000 MOTCE OF aPPUCATION FOR CHARAGE IN OWNERSHIP OF ALCOHOLIC BEVERAGE LICENSE Date of Filing Application: SEPTEMBER 18, 2008 To Whom I may content: The Name(s) of the Application's SEPTEMBER 18, 2008 The applicants listed above are applying to the Department of Alcoholic Beverage Control to sell alcoholic bever-ages at: 1029 SANTA MONICA BI VD STE 192, LOS ANGELES, CA 90067-6417. Type of License(s) Applied for 47 - ON-SALE GENERAL EATINO PLACE. Department of Alcoholic Beverage Control 1 MANCHESTER BLVD, 6TH FLOOR, P.O. BOX 6500, INGLEWOOD, CA 90306 61701 472-811

LAYAGOS BEVERLY HILLS WEEKLY 19/2005
FILTION SUBJECT AND ADDRESS IN AND STATEMENT
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LA13917 BEVERLY HILLS WEERLY WEERL

FILE NO. 20051676571 FICTITOUS BUSINESS AME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: CAT'S LIQUOR, 7217 S. BROADWAY, LOS ANGELES, CA 90003 (LOS ANGELES). The full name of registrant(s) justice: XIVAN SOOK PARK AND KYUNG LI PARK, 800 S. BRONSON AVE, LOS ANGELES, CA NOGOS This Business in being conducted by ain: NDI-VIDUAL. The registrant commenced to transact business under the fictitious business name/names listed above --- via.

ANGELES, CA 80004 (LDS ANGELES), The final terms are regression, and the control of the statement of the parks, 600.5 BRONSON AVE, LDS ANGELES, CA 90005. This Business is being concluded by alar: INDI-VIDUAL. The registrant commenced to transact business under the fatibuse business name/hammes listed above indexiste that all the information in this statement is the and correct. (A registrant who declares true, information which he knows to be false, is guily of a crime), (A VIAWA SOOK PARK, OWNER This statement was filed with the County Clerk of LOS ANGELES County on 917/08 indicated by file stamp above. NOTCC-This FORTIOLIS NAME, STATEMENT EXPIRES FIVE YEARS FROM THE DATE If WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement due not of later admonstra the use in this state of a factions business name statement in violation of the rights of another under federal, state, or common law (See Section 1411 to stee), Business and Profilessions Code), LINISSH BEVERLY HILLS WEEKLY 925, 102, 9, 16, 2008

"THE FOLLOWING PERSON(5) IS (ARE) DOING BUSINESS AS: DOWNTOWN CIGARETTE, 511 E. OLY BLVD, LOS ANGELES, CA 90015 (LOS ANGELES). The full name of registrant(s) lister: BONG YOON, PEVTER CT, HACIDINA HEIGHTS, CA 91745. This Buiness is being conducted by aim: INOVIDUAL registrant commenced to transact business under the fictitious business name/names listed above on: NA. I declare that all the information in this statement is true and correct. (A registrant who declares twe, Inform

FILE NO. 20081720995 FICTITIOUS BUSINESS NAME STATEMENT

Department of Alcohome Develop\_\_\_\_\_ CA 90306 (310) 412-6311. LA144085 BEVERLY HILLS WEEKLY 10/2/08

(a) SHM Gveccu County Clerk of LOS ANGEL NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES THE OFFICE OF THE COUNTY CLERK A NEW FICTITIOUS PRIOR TO THAT DATE. The filing of this statement does not business name statement in violation of the rights of another 14411 et seq., Business and Professions Code). LA143961 BEVERLY HILLS WEEKLY 9/25,10/2,9,16,2008

Code ("Hostenine, Urszkon, Infraction, Induzidon, Induzidon (124 6) INCTINUES INSUESS MARE STATEMENT 2003/157/169 The following person(s) laive dogs business at: MXAMAUSA, 100 VEST 17/H STREET UNIT #20, LOS ANGELES, CA 80015. DOK HEE PAX, 2310 EXVAINT IC 4 M VEST COVINX CA 9179. The business is conducted by an Individual. Registrant has begun to transact business under the Editors business name or names listed here in on 101/2008. Singed PCN HEE PAX. The startist) decidered that information in the startist of a Editors that the Carl work of the Carl Angeles. County on: 101/2008. NOTCE - This Editions name statement expires from the date it was file of ins statement of color business name in violation of the right of another under state, at common taw (see Section 1441) + exet, BLP Code, Induced. 1990/000, 1992/000, 19

6 settom 1-411, et steg, aser-Loom / prioritisme: Unix ALON, II UTIX/LON, II UTI

FICTITIOUS BUSINESS NAME STATEMENT: 2008/782802 The following person(s) laker doing business as: LA VERNE WATER STORE; 2400 FOOTHILL BLVD STE: D, LA VERNE, CA 1975 SARA LLEE SCAMSSHUL CT CALERIONT CA STIT: The business is concluded by an Individual. Registrant has begun to hanach business under the Editioa business name or names listel here in on 101/2008. Signed SARA LLEE. The reg-strating) decidered hard information in the statement stores for the reg. The delivent here can be also control, origin 101/2008. NOTICE - This felfibioa name statement express from the date it was listed on, in the offloar of the authority dierk A medicina business name thatement stores for the for the full the TB Cauxy) circles not of therit authority dierk A medicina business name in violation of the right of another under leade it was listed as a follows business name in violation of the right of another under field of the statement and the reg. BLP Caush printers. The statement stores for the state it was an expression of the right of another under field of the statement and the reg. BLP Caush printers. The statement of the Directos, Ticc22006, Tic22200, Ticc22006, Tic2240, Ticc2006, Tic22200, Ticc22006, Tic2240, Ticc2006, Ticc2240, Ticc2006, T

FICTITIOUS BUSINESS NAME STATEMENT: 20081735586 The following person(i) idere doing business as: CEM SEWIG, 575 N. VIRGIL AVE, LOS ANCELES, CA 90/26 MARIE BASTE-OUM, 3147 COME: MULLIA DRVE STUDIO TCY & 31980. The business is conducted by an Individual. Registrant has not yet begun to transact business under the fictibuus business name or names liated here in. Signed MARIE BASTE-DUM, 3147 COME and an Information in the latement is the under cortex. This stement and listed with the court of the registraticity discrete and an Information in the latement is the under cortex. This stement is filed with the Court Orket of Los Angeles Courty on: 101/2008. NOTCE - The follow and multi-outer and the system from the data if was lined on, in the dite of authorizes than the late data of allow that business name is validation of the right on content mode freetime lates are lated under the state of all contention in the lated and all follow that business name is validation of the right on content mode freetime lates are and authorized the name is that data of all contents business name is validation of the right on content mode freetime lates, or common law (see Section 1411, et see, B&P Code, ) Publichet: 109/2008, 10/16/2008, 10/30/2008 1223 0

(see beacher) HYT is date, beit obea) / tensities, is of beace, is

FUTTIOUS BUSINESS NAME STATEMENT: 2081764108 The following person(s) istere doing business as: LWM OFFICES OF ANTHONY K. CHU, 650 W. DUARTE RD #105, ARCADA, CA 9007. ANTHONY K. CHU, 1950 ROO 1917 RAD 1827 Status DIEGO CA 52154. The business is conducted by an Individual. Registrant han only et begins to transact business under the following business manner or name listed here in: Signed ANTHONY K. 401. The registrant devices that the conductive statement is field with the County Conk of Los Angeles County on: 101/2020. NOTICE - This Editiona name statement entrol with the County Conk of Los Angeles County on: 101/2020. NOTICE - This Editiona name statement must be field prior business manner statement and of Los Angeles County on: 101/2020. NOTICE - This Editiona name statement nate the dir prior budies. The field of the statement of the dirth baseline of a statement of the dirth baseline of a distance of the statement of the dirth baseline of a distance of the state of the county Conk and of land anthoras the use in his state of a fictious business runne in violation of the right of another under fielded state, or common have (use Section 1411, et use, BAR Cook, Paledinet, "100000, 101/2020, 102000, 10

FILE NO. 20081764323 FICTITOUS BUSINESS AME STATEMENT THE FOLLOWING PERSON(5) IS (ARE) DOING BUSINESS AS: ECONO 97, 753 S. UNION AVE, LOS ANGE-LES, CA 90017 (LOS ANGELES). The full name of registrant(5) giare: G & HYUNLIN NC, (CALFORNIA), 436 N. OXFORD AVE #102, LOS ANGELES, CA 9017. This Business is being onduceted by alian: CORPORATION: The registrant commenced to transact business under the fclibious business name/names listed above on: NA. I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crime). M/G & HYUNLINN, CE; YJ. IBI SKIM, CEO/CPO This statement twas filed with the County Clerk of LOS ANGELES County on 1001108 indicated by file stamp above.

This satement was need with the CoUnty Cells ALCS AVACELES COUNTY of 100/166 molacited by the sately advect. THIS FIGHTINOUS NAME STREEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of Iself authorize the use in this state of a follows business name statement in violation of the rights of another under fideral, state, or common law (See Section 14411 et seq. Business and Profession County 116,23,30,2008

FILE NO. 20081753031 FICTIOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(5) IS (ARE) DOING BUSINESS AS: SUBWAY #11659, 8859 W. SUNSET BLVD, WEST HOLLYWOOD, CA 90908 (LOS ANGELES). The full name of registrant(s) is/are: NEW MILLENNIUM FOODS INC, (CALFORNIA) 2820 BOBBYBOYAR AVE, WEST HILLS, CA 91304. This Business is being con-ducted by *alar*: CORPORATION. The registrant commenced to transact business under the fictilious business namehanesis listed above on: NA. I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crime). // NEW MILLENNIUM FOODS INC, BY: SUMER SURI, PRES/FRANCHISEE This statement was field with the County Clerk OLG SANGELES County on 9/30/08 indicated by file stamp above.

This statement was filed with the County Clerk AILOS ANGELES County on 8/30/8 indicated by file stamp above. NOTCE-THIS FORTITOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not disted and/torize the use in this state of a factious business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq. Business and Professions Code). LA14420 BEVERLY HILLS WEEKLY 109,1623.30.2008

FILE NO. 20081754757 FICTTOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(5) IS (ARE) DOING BUSINESS AS: CLASSIC CLEANERS, 4233 CRENSHAW BLVD, LOS ANGELES, CA 90008 (LOS ANGELES). The full name of registrant(s) islane: VICTORIA FORTSON, 6055 SATURS 157 a). COS ANGELES, CA 90038; RAYON HARVEY, 345 S. ALEXANDRA AVE 9119, LOS ANGELES, CA 9020. This Business is being conducted by alan: COPARTNERS. The registrant commenced to transact business under the folitous business namehanemes listed above on: NIA. I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guily of a crime). // VICTORIA FORTSON, CO-PARTNER This statement want field with Ce county Clark OLOS ANGELES County on 9/30/08 indicated by file stamp above.

I/w VICTORIA FORTSON, CO-PARTINER The statement was filled with the County Click of LOS ANGELES County on 9/30/08 indicated by file stamp above. NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BEFILED PRIOR TO THAT DATE. The filing of this statement does not of that authorize the use in this state of a fictious business name statement in violation of the rights of anthonic under folderal, state, or common have (Ges Section 14411 et seq., Business and Professions Code). LA144258 BEVERLY HILLS WEEKLY 10/9,16,23,30,2008

LA14259 BEVERLY HILLS WEEKLY 1019.16.23.30.2009
FIE.DO. 2009 T72036
FIE.DO. 2009 T72036
FIE.TOTOUS BURNESS ANAL STATEMENT
THE FOLLOWING FRENSON(S) IS (ARE) DOWING) BUSINESS AS: MIRACLE MAIL, 5650 W 3<sup>RD</sup> ST IEL LOG
OVINA, CA1724 This Business in being conducted by ain: NDIVIDUAL. The registrant commended to transact business under the Editiona business namehrames listed above on: WA.
Usedare that all the information in this statement is true and correct. (A registrant who declares true, information
which he knows to be false, is guilty of a crime).
VS JURESH LASSINALA, OWNER
This statement was filed with the County Clerk CLOS ANGELES County on 10/206 indicated by file stamp above.
NDTICE-THEI STATEMENT EXPIRES FILE VEXARS FALSE MAIL 5456 IN USARS
HEADER TO THAL TO THOSE TATEMENT EXPIRES FILE WAS FILED IN
THE OFFICE OF THE COUNTY CLERK A NEW PCTITIOUS BUSINESS NAME STATEMENT MUST BE FILED
PHORT TO THAL TO.E. Thus lings on drained and business not distal advances the use in this action and is the analytic true and the information in the tate of a failtoway
LA14141 ta seq. Business and Professions Code).

FILE NO. 20081781055 FICTITOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: FLORENCE OWL REXALL, 1422 E. FLO-RENCE AVE. LOS ANGELES, CA 90001 (LA). The full name of registrant(s) laire: THRIFTY PAYLESS INC (A CALIFORNA CORPORATION) 30 HUNTER IN. CAMP HLL, PA 17011. This Business is being conducted by alan: CORPORATION, The registrant commenced to transact business under the fictilious business name/names listed above on: VA. I declare that all the information in this statement is true and correct. (A registrant who declares true, information which be known to be false in only of a crime).

ch he knows to be false, is guilty of a crime). THRIFTY PAYLESS INC BY: I. LAWRENCE GELMAN, VICE PRESIDENT s statement was filed with the County Clerk of LOS ANGELES County on 10/3/2008 indicated by file stamp above. NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PROINT OT NAT DATE. The filing of this statement date and of tilesf authorize the use in this state of factious business name statement in violation of the rights of another under federal, state, or common law (See Section 1411 et seq., Business and Professions Code). LA 144388 BEVERLY HILLS WEEKLY 109, 16, 23, 30, 2008

NOTICE TO CREDITORS OF BULK SALE AND OF INTENTION TO TRANSFER LIQUOR LIG (Secs. 6101-6107 U.C.C.) Excrow Nov. 123334 NOTICE IS HERED'S GIVEN that a bulk sale of assets and a transfer of liquor license(s) is about

NOTICE IS INCEEDED OVEN that a bulk sale of assets and a transfer of lique license(.) is about to be made. The name(a), and mailing address, and zip Code Number of the Sellen/transferor(s) are: HADAKA SUSHI, 6226 W. SUNSETE IV. UN-REST HOLLYWOOD, CA 69006-2414 Doing bunkess as: HADAKA SUSHI The name(a), and mailing address, and zip Code Number of the Buyen/transferee(s) are: SOUTH ON SUNSET LC, 370 7TH ST, SAN FRANCISCO, CA 94103 The name(s) and malling address, and zip Code Number of the Bivger/transferee(s) are: SOUTH ON SUNSET LLC; 370 TH ST, SAN FRANCISCO, CA 94163 That the assets to be transferred and described in genome are: NATERIAL3, 2007 USEP LES, NECHANDREE, ECUIP PREPAD CXFENERS, INTERESTS IN TRANSFERRED ASSETS and are located at 8226 W. SUNSET BLVD, WEST HOLLYWOOD, CA 90046-2414 UNODD, CA 90046-2414 That the horizon datoholic beverage license(s): Type: ON-SALE GENERAL - EATING PLACE, License Number: 47-459213 now issued for the premises located at 8226 W. SUNSET BLVD, WEST HOLLY WOOD, CA 90046-2414 That the total consideration for the transferred(s) and said transferce(s) that the consideration for the transfer of add at NONE, which consider of the locationg. DESCRPTION, AMOUNT: CHECKS 522,000,00, DEMAND NOTE That it has been agreed between the transferred(s) and ald transferce(s) that the consideration for the transfer of add assets and of said license(s) to be paid only after transfer thas been agreed between the transferred(s) and said transferce(s) that the consideration for the transferred(s) and said transferce(s) to the above provisions, at:VILSHIRE ESCROW COMPANY, 4270 WILSHIRE BLVD, LOS ANGELES, CA 90010, on or after 10:00 AM. NOVEMBER 5,2008

2008 to Other business names(s) and address(es) used by the transferee(s) within three years last past, so far as nown to transferee(s) are: ALEX BRIK, 8226 W. SUNSET BLVD, WEST HOLLYWOOD, CA 90046; AND NO 

SOUTH ON SUNSET LLC, Buyer(s)/Applicant(s) PCTS LA144422 BEVERLY HILLS WEEKLY 10/9/08

Petitioner or Attorney: Hamed Wali P.O. Box 370284 Reseda, CA 91337 (310)339-7657 Hwali23@yahoo.com Attorney for Pro Per

PLOIS DIVINUES DEVENTI INILIS VIEENT 100100 STATEMENT OF WITHRAWAL FROM PARTNERSHIP OPERATING UNDER FICTITIOUS BUSINESS MAIE: 20081703600 Original file #: 20072098842 The following parsnn(s) hadphowe) withdrawn as a general partner(s) from the partnership operating under the 6-bilities of the partnership operating the SIMIG CLOTIFIC COMPANY. 11924 Monogram Apecaling under the 6-bilities of the Company of the SIMIG CLOTIFIC COMPANY. 11924 Monogram Apecaling under the 6-bilities of the SIMIG CLOTIFIC COMPANY. 11924 Monogram Apecaling under the 6-grageles. The full means and realizement to fire the partnership was filed on: DR0407. In the courty of Los Monogram Ave. Granada Hills, CA 91344. Signed: Alem 22ab. The registrant(s) declared that all information in the statement is time and correct. This statement to fire the Courty Clerk of Los Angeles Courty on: 04/07/08. Published: 10/208,109/08,10/16/08,10/2308 BHW-2217

which he knows to be false, is guilty of a crime). /# BOND YOON, OWNER This saturation was filled with the County Clerk of LOS ANGELES County 01/17/08 indicated by file stamp abor-NOTICE-THIS PICTITIOUS NUME STATEMENT SCHRES FIVE YEARS FROM THE DATE IT WAS FILE FILE TO THIS PICTITIOUS THAT SATURATE SCHRES FIVE YEARS FROM THE DATE IT WAS FILE FILE TO THE AT A DATE. The filing of this statement does not of itself subtrooms the use in this state of a fold business mare statement in violation of the rights of another under federal, state, or common law (See See 1411 et sace, Submess and Professions Code). Jusiness name statement in vibilition of the Log 14411 et seq., Business and Professions Code). LA143931 BEVERLY HILLS WEEKLY 9/25, 10/2, 9, 16, 2008

FILE NO. 20081676573 FICTITIOUS BUSINESS NAME STATEMENT

FICTITUOUS BUINTESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: CLASSIC BURGER, 5569 MANCHESTER AVE, LOS ANGELES, CA 3003 (LOS ANGELES). The full name of registrant(s) juliare: IMIN SUN MICHELLE JU, 1219 S. GRAMERCY DR, LOS ANGELES, CA 30019. This Business is being conducted by aira: IND/IDUAL. The registrant commende to transact business under the foldious business name/names listed advoer on: N/A. I declare that all the information in this statement is true and correct. (A registrant who declares true, information or MIN SUN MICHELE JU, OWNER This statement was filed with the County Clier At USA NAGELES County on 91/1708 indicated by file stamp above. NOTCE-THIS FORTUTIOUS NAME STATEMENT FUNCTIONUS BUSINESS NAME STATEMENT MUST BE FLED PRIOR TO THAT DATE. The filing of this statement does not d filed advorts the use in this state of a factious business name statement will be visited and donother under federal, state, or common law (See Section 1411 fil stag. Business and Professions Codd). LAM3002 BEVERLY HILLS WEEKLY 925, 102, 9, 16, 2008

LA143923 EkrU-RLY HILLS WEEKLY W/Ca, 10/2, 9, 10, 20/0 FICE TOJGS BUSINESS MALE STATEMENT LOS ANGELES, CA 9004 (LOS ANGELES). The full name of registrant(s) idam: COLIN KIM, 1253 ALMA ST, GLENDALE, CA 9127. THIS Business is being conducted by alian: IND/DUAL. The registrant commende to tranact business under the fictious business namehanes listed above on: NA. I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crimo). // COLIN KIM, OWNER This statement twas filed with the County Clerk of LOS ANGELES County on 9/1608 indicated by file stamp above. NOTICE-THE FORTIOLIS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO TATE ADATE. The filing of this statement does not d filed all anticots the use in this state of a follows business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et state, Business and Professions Codd). LA143070 BEVERLY HILLS WEEKLY 925, 102, 9, 16, 208

LPIA30/0 SEVENT PILLS WEEKLY 9425, 1022, 9, 16, 2008
FELE NO. 2008/05778
FICTIOUS BUSINESS AMME STATEMENT
FIE FOLLOWING FERSON(3) IS (ARE) DOINS BUSINESS AS: LEES MARKET, 2330 W. PICO BLVD, LOS
ANGELES, CA 90006 (LOS ANGELES). The full name of registrant(s) lafare: SUNG SOCK BAKH AND HAE
YONG BAKH, 1930 WRIGHTWICK DR, CERRITOS, CA 90703. This Businesis is being conducted by ain: HUBBAND AND WIFE. The registrant commenced to transact business under the fictilious business name hammes listdiabove cn: NN.
I declare that all the information in this statement is true and correct. (A registrant who declares true, information
which he knows to be false, is guily of a clime). *JM* SUNG SOCK BAKH, ANNUER
INFORCED THE COUNTY OLERK: A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED
PRIOR TO THAT DATE. The fing of this statement end or di field anticiate the use information
which be knows taking and the statement of the statement does not di field anticiate the use field of a late of a statement of the statement of and to field and that eld of ARTINIS
business and Profilessings Code).
L4143888 BEVERLY HILLS WEEKLY 925, 102, 9, 16, 2008

LA143883 BEVENLY MILLS WEEKLY WICE, 1942, 1942, 19, 10, 2000 FILE DO. 3005/S07309 FILE DO. 3005/S07309 FILE DO. 3005/S07309 HEYD DOLONG FRESON(IS) IS AREE DOING BUSINESS AS: SWAN CLEANERS. 3881 PACIFIC COAST HWY, TORRANCE: CA 90505 (LOS ANCELES). The full name of registrant(b) laivar: JAE GYUN YANG, 3109 SEACREST AV EAPT HS, MARINA, CA 93033. This business is being conducted by aim: TMD/IVIUAL. The reg-latant commenced to transact business under the fictious business name families allow or. NA. Ideclare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crime). // JAE GYUN YANG, OWNER This statement twas filed with the County Clerk of LOS ANGELES County on 9/1008 indicated by file stamp above. NOTICE-THE FORTIOLIS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO TATE JATE. The filing of this statement does not d filed all anticate the use in its and a factoriss business name statement in violation of the rights of another under faderal, state, or common law (See Section 14411 et state, Jauness and Professions Code), LA145709 EEVENLY HILLS WEEKLY 91/8, 25, 10/2, 9, 2008

FILE NO. 20081623625 FICTITOUS BUSINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING E ANGELES, CA 90003 (LOS ANGELES). The full SON AVE, LOS ANGELES, CA 90005. This Busins commenced to transact business under the ficilition BUSINESS AS: CAT'S LIQUOR, 7217 S. BROADWAY, LOS iame of registrant(s) is/are: KYUNG IL PARK, 800 S. BRON-ess is being conducted by *a/an*: INDIVIDUAL. The registrant business name/names listed above on: N/A. I declare that all the information which he knows to be false, is gr /s/ KYUNG IL PARK, OWNER

which he knows to be false, is guilty of a crime). If YVINOL I.PARC QWMER This statement was filed with the County Clerk of LOS ANGELES County on 9/408 indicated by file stamp above. NOTICE-THIS FORTITOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK A NEW FORTITOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of least authorize the use in this state of a fettious business name statement in violation of the rights of another under federal, state, or common law (See Section 1411 et seq., Business and Profession Code). LA143724 BEVERLY HILLS WEEKLY 9/18, 25, 102, 9, 2008

# FILE NO. 20081640548 FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(5) IS (ARE) DOING BUSINESS AS: TROPICS YOGURT, 3015 S. FIGUEROA ST, TOS ANOELES, CA 9007) (LOS ANOELES). The full name of registrant(s) lariare: GENUINE NATURAL VEN-TURE LLC, 3015 S. FIGUEROA ST, LOS ANOELES, CA 90007. This Business is being conducted by alar. LIM-TED LIABLITY COMPANY. The registrant commenced to transact business under the fictious business name/names listed above on: NA. ent is true and correct. (A registrant who declares true, info

# 

216-Car Alarms

226-Concrete

227-Construction

228-Contractors

230-Counseling 230-Couriseining 232-Decking 234-Drywall 236-Electrical 237-Entertainme

238-Exterminators

242-Garage Doors

246-Hauling 248-Internet Services

254-Landscaping 255-Legal Services

256-Locksmith 258-Moving/Storage

244-Handvman

250-Iron Work

252-Janitorial 254-Landscap

240-Fencing

216-Car Alarms 217-Culinary Service 218-Carpentry 220-Cleaning 222-Carpet Installation 224-Computer Repair 225-Computer Tech Support 226-Concrete

This statement was filed with the County Cleek of LOS ANGELES County on 811108 indicated by file stamp abo NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED THE OFFICE OF THE COUNTY CLEEK, NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FIL PRIOR TO THAT DATE. The ling of this statement does not of itself authorize the use in this state of a facilit business name statement in violation of the rights of another under federal, state, or common law (See Sec 14417 et seq. Business and Professions Code), 1441702 BEVERTY HILLS WEEKU YING, 25, 102, 9, 2008

# FILE NO. 20081615986 FICTITIOUS BUSINESS NAME STATEMENT

THE FORLOWING PERSON(S) IS ARE STATEMENT FICTITIOUS BUBINESS NAME STATEMENT THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: COFFEE HYANGGEE, 3195 W. PLYMVER BU/D, LOS ANGELES, CA 9000C. The full name of registrant(s) lafare: YOON HWAN OH, 5972 SUNFLOWER ST, SIM VALLEY, CA 93063. This Business is being conducted by alm: IND/VDUAL. The registrant commenced to transact busines under the fictions business americanes Istat above on NA. A 100 A 100

Iness name statement in violation of the rights of another t 11 et seq., Business and Professions Code). 43619 BEVERLY HILLS WEEKLY 9/18, 25, 10/2, 9, 2008

NOTICE TO CREDITORS OF BULK SALE (Division 5 of the Commercial Code) Encrow No. 31724-0 (1) NOTICE IS HEREBY GIVEN to creditors of the within named Seller(s) that a bulk sale is about to be made. On the perioding properly Internative described (2) The name and business addresses of the sale are: C.G. INVESTMENTS INC, 1139 S. HILL ST, LOS ANOE-(3) The charmon for addresses of the sale are: C.G. INVESTMENTS INC, 1139 S. HILL ST, LOS ANOE-(3) The charmon for addresses of the sale are: C.G. INVESTMENTS INC, 1139 S. HILL ST, LOS ANOE-(3) The charmon for addresses of the sale are: C.G. INVESTMENTS INC, 1139 S. HILL ST, LOS ANOE-(3) The charmon for addresses of the sale are: C.G. INVESTMENTS INC, 1139 S. HILL ST, LOS ANOE-(3) The charmon for addresses of the sale are: C.G. INVESTMENTS INC, 1139 S. HILL ST, LOS ANOE-(3) The charmon for addresses of the sale are: C.G. INVESTMENTS INC, 1139 S. HILL ST, LOS ANOE-(4) The charmon for addresses of the sale are: C.G. INVESTMENTS INC, 1139 S. HILL ST, LOS ANOE-(4) The charmon for addresses of the sale are: C.G. INVESTMENTS INC, 1139 S. HILL ST, LOS ANOE-(4) The charmon for addresses of the sale are: C.G. INVESTMENTS INC, 1139 S. HILL ST, LOS ANOE-(5) The charmon for addresses of the sale are: C.G. INVESTMENTS INC, 1139 S. HILL ST, LOS ANOE-(5) The charmon for addresses of the sale are: C.G. INVESTMENTS INC, 1139 S. HILL ST, LOS ANOE-(5) The charmon for the charmon for the charmon for the sale are: C.S. SALE ARE (5) THE C.S. SALE ARE (5) THE CARD (5) T 5 n in California of the Chief Executive Office of the seller is: 435 N. BEVERLY DR, BEVERLY HILLS,

nes and business address of the Buyer(s) are: H.S. CHEEMA INC, 1000 E. WASHINGTON BLVD ANGELES, CA 90021 The names and business address of the Buyer(s) are: HS. CHEBMA INC, 1000 E. WASHINGTON BLVD (R. LOS ANCELES, CA 80021 The location and general description of the assets to be sold are: FURNTURE, FIXTRURES AND EQUIP-NT of that certain business location at 1198. HILL ST, LOS ANGELES, CA 80015 The business name used by the safet(s) at said location in: SUBWAY #25578 the antickpaid data of the busk asle is COTOBER 28, 2008 at the office of DISCOVERY ESCROW COMPA-. TTG: CONTER AVE, STE 160, HUNTINGTON BEACH, CA 92647, Escrow No. 31726-LO, Escrow Officer: Calimis may be find with: DISCOVERY ESCROW COMPANY. TTT CENTER AVE, STE 180, HUNTINGTON ACH, CA 42647, Escrow No. 31726-LO, Escrow Officer: LAURE J. ORR The land day for fing claims is: COTOBER 27, 2008. The busk safe is abject to California Uniform Commercial Code Section 1908.2 ) The busk safe is abject to California Uniform Commercial Code Section 1908.2 ) The busk safe is adjected to the buyer are: NONE: dis: SEPTEMBER 44, 2008 INVESTMENTS INC, Seller 5. OFEEM AND. Buyer

INVESTMENTS INC, seller CHEEMA INC, Buyer ST 4144447 BEVERLY HILLS WEEKLY 10/9/08

# NOTICE OF PETITION TO ADMINISTER ESTATE OF BENJAMIN SHPRUNG aka BENNY SHPRUNG Case No. SP007618

To all heirs, beneficiaries, creditors, contin-gent creditors, and persons who may otherwise be interested in the will or estate, or both, of BENJAMIN SHPRUNG aka BENNY SHPRUNG

A PETITION FOR PROBATE has been filed by Niza S. Shprung and Dana Shprung in the Superior Court of California, County of LOS ANGELES. THE PETITION FOR PROBATE requests

that Dana Shprung be appointed as personal represen-tative to administer the estate of the decedent.

THE PETITION requests the decedent's will and codicils, if any, be admitted to probate. The will and any codicils are available for examination in the file kept by the court.

THE PETITION requests authority to administer the estate under the Independent Administration of Estates Act. (This authority will allow the personal repre-sentative to take many actions without obtaining court approval. Before taking certain very important actions, however, the personal representative will be required to give notice to interested persons unless they have waived notice or consented to the proposed action.) The independent administration authority will be granted unless an interested person files an objection to the petition and shows good cause why the court should not

F

grant the authority. A HEARING on the petition will be held on Oct. 24, 2008 at 9:15 AM in Dept. No. R located at 1725

Main St., Santa Monica, CA 90401. IF YOU OBJECT to the granting of the petition, you should appear at the hearing and state your objections or file written objections with the court before the hearing. Your appearance may be in person or by your attorney. IF YOU ARE A CREDITOR or a contingent

creditor of the deceased, you must file your claim with the court and mail a copy to the personal representative appointed by the court within four months from the date of first issuance of letters as provided in Probate Code section 9100. The time for filing claims will not expire before four months from the hearing date noticed above. YOU MAY EXAMINE the file kept by the

court. If you are a person interested in the estate, you may file with the court a Request for Special Notice (form DE-154) of the filing of an inventory and appraisal of estate assets or of any petition or account as provided in Probate Code section 1250. A Request for Special Notice form is available from the court clerk.

Attorney for petitioner: DINA B CHERNICK ESQ

**SBN 110318** 433 N CAMDEN DR **STE 600** 

BEVERLY HILLS CA 90210

Beverly Hills Weekly CN805130 SHPRUNG Sep 25, Oct 2,9, 200

NOTICE OF AMENDED PETITION TO ADMINISTER

# ESTATE OF FREDA MORRIS Case No. BP107917

To all heirs, beneficiaries, creditors, contin-gent creditors, and persons who may otherwise be inter-ested in the will or estate, or both, of FREDA MORRIS

An AMENDED PETITION FOR PROBATE has been filed by Peter C. Ver Halen, Esq. in the Superior Court of California, County of LOS ANGELES.

THE AMENDED PETITION FOR PROBATE requests that Peter C. Ver Halen, Esq. be appointed as personal representative to administer the estate of the decedent. THE AMENDED PETITION requests the

decedent's will and codicils, if any, be admitted to pro-bate. The will and any codicils are available for examination in the file kept by the court.

THE AMENDED PETITION requests authority to administer the estate under the Independent Administration of Estates Act. (This authority will allow the personal representative to take many actions without obtaining court approval. Before taking certain very important actions, however, the personal representative will be required to give notice to interested persons unless they have waived notice or consented to the pro-posed action.) The independent administration authority

will be granted unless an interested person files an objection to the petition and shows good cause why the court should not grant the authority

A HEARING on the amended petition will be held on Nov. 4, 2008 at 8:30 AM in Dept. No. 11 located at 111 N. Hill St., Los Angeles, CA 90012. IF YOU OBJECT to the granting of the peti-

tion, you should appear at the hearing and state your objections or file written objections with the court before the hearing. Your appearance may be in person or by

your attorney. IF YOU ARE A CREDITOR or a contingent creditor of the deceased, you must file your claim with the court and mail a copy to the personal representative appointed by the court within four months from the date of first issuance of letters as provided in Probate Code section 9100. The time for filing claims will not expire before four months from the hearing date noticed above.

YOU MAY EXAMINE the file kept by the court. If you are a person interested in the estate, you may file with the court a Request for Special Notice (form DE-154) of the filing of an inventory and appraisal of estate assets or of any petition or account as provided in Probate Code section 1250. A Request for Special Notice form is available from the court clerk.

Attorney for petitioner: H. MICHAEL SOROY ESQ SBN 153944 COLIN NORTHCUTT ESQ SBN 251073 LAW OFFICES OF H MICHAEL SOROY ESQ 11766 WILSHIRE BLVD STE 460 LOS ANGELES CA 90025

Beverly Hills Weekly CN805408 MORRIS Oct 2,9,16, 2008

### PUBLIC NOTICE

Pursuant to the FCC rules regarding review under Section 106 of the National Historic Preservation Act, Verizon Wireless is providing notice of a proposed telecommunications facility at 9808 Wilshire Boulevard in Beverly Hills, California, Proposed construction includes relocation of antennas on the existing building rooftop. Any interested party may submit comments regarding this project's potential effect to historic structures or cul-tural resources to Mr. Keith O'Connell, 509-998-6691, URS Corporation, 920 North Argonne Road #300, Spokane, WA 99212. Reference 3063. Beverly Hills Weekly

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October 9 - October 15, 2008 • Page 17

CN805669 3063 Oct 9, 2008

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