

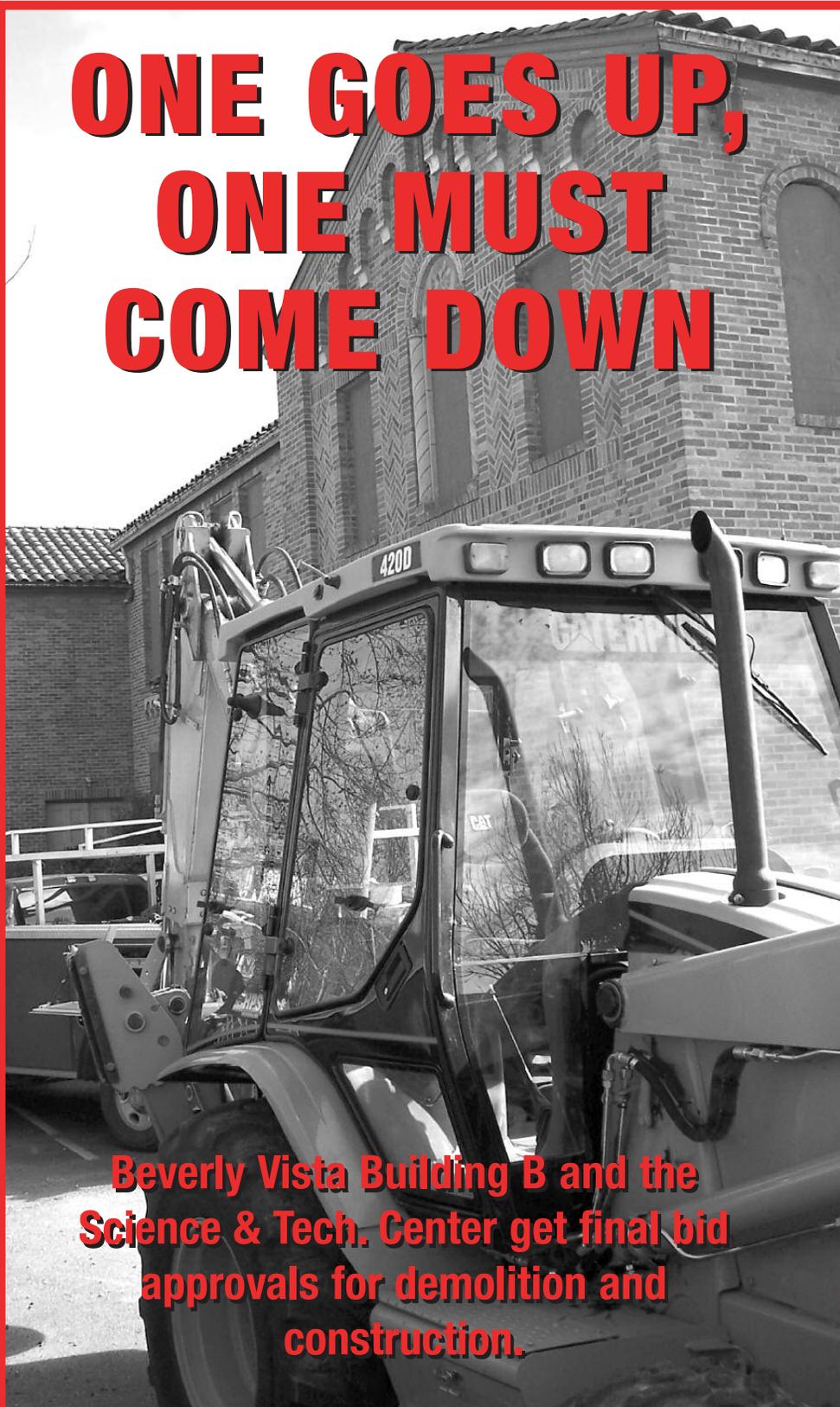
# Beverly Hills Weekly

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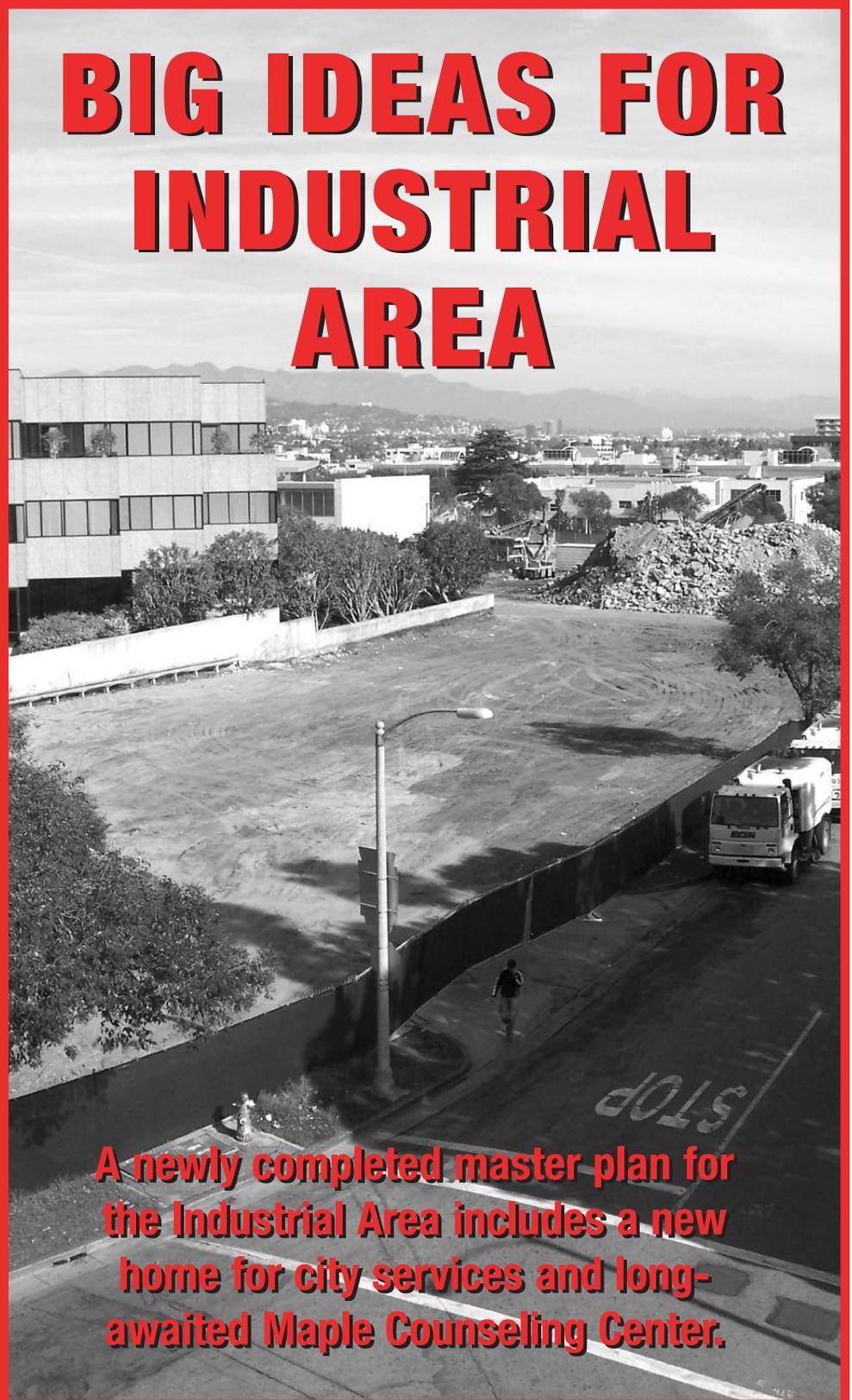
Issue 329 • January 19 - January 25, 2006

## ONE GOES UP, ONE MUST COME DOWN



Beverly Vista Building B and the  
Science & Tech. Center get final bid  
approvals for demolition and  
construction.

## BIG IDEAS FOR INDUSTRIAL AREA



A newly completed master plan for  
the Industrial Area includes a new  
home for city services and long-  
awaited Maple Counseling Center.

# letters & email



## “Council Axes Two-Hour Free Parking”

We live in a time when truth-telling and keeping commitments by elected officials is extraordinarily rare. This is true from Washington down to local government.

One of those rare persons is Frank Fenton. Last year, he made a commitment as a councilman not to raise parking rates because of extra costs incurred as a result of Montage Hotel parking [issue #328]. When the vote came, despite the pressure he must have been under, he kept his word to the people. In my book, that's called integrity. How refreshing.

**Richard A. Stone**  
Beverly Hills

## “An Off the Wall Miler Raises Ire”

I couldn't agree with Rudy Cole more [issue #328]. I found the North Homeowners' Association mailer extremely insulting and arrogant. If a resident disagrees with their interpretation or has a different outlook for the city, he or she is demonized. Or the City Council votes unanimously (in most cases) for a project which, in their view, enhances the city, they are accused of underhandedness or of having a vested interest in the project. Then they use the argument of hidden motives or unexplained financial arrangements for the Montage Hotel project. Even if it were true, the North Homeowners' Association brought their investigations of the disputed

*letters and email cont. on page 7*

## 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 fax

email us at:  
editor@bhweekly.com



## SNAPSHOT



## "CENTER STAGE" MORENO DRIVE

*(Julia Romanskaya and Benjamin Wade Nelson dive into the waiting arms of Company '06 members at the end of "Games in Love" created by Roni Kosmal-Wernik at last week's performance at Beverly High. Photo: Barry Weiss)*

## Hadassah Southern California Metro Area's Luncheon Honorees

Sharon Krischer, Past Cabinet Chair  
The Right Reverend Joseph Jon Bruno, D.D.,  
Bishop Diocesan  
The Magbit Foundation

would like to thank  
The Hadassah Medical Organization  
and wish Ariel Sharon a speedy recovery



## Youth Services Luncheon

Wednesday, January 25, 2006

For more information please call the Metro Area Resource  
Center at 310-276-0036

## Beverly Hills Weekly

Issue 329 • January 19 - January 25, 2006  
Beverly Hills Weekly Inc.

Founded: October 7, 1999  
Published Thursdays

Delivered in Beverly Hills, Beverlywood, Los Angeles

ISSN#1528-851X

www.bhweekly.com

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

## New Developments In '05 Bring New Prospects For '06

Chamber of Commerce report details undertakings of 2005; council asks about goals for the future.

By Jennifer Kamm

The Beverly Hills Chamber of Commerce released a report to the City Council Tuesday outlining the organization's accomplishments throughout the past year and their plans for future endeavors, which include a focus on implementing more of a nightlife experience in 2006.

At the informal meeting, Chamber CEO Dan Walsh and his staff provided the council with a mid-year report, in what he called the "State of the Chamber."

In an effort to develop and strengthen relationships between executive management of local businesses and New York based CEO's, the Beverly Hills Chamber of Commerce and city leaders traveled to

New York City last November to conduct its annual economic development and business outreach mission that served to identify and solicit new retailers, restaurants and businesses that do not have a presence in Beverly Hills. During the mission, small meetings were conducted with 14 targeted New York establishments. Walsh called the trip "more and more important to our future."

This year was the first time Director of Economic Development Anita Zusman Eddy took an advanced trip to New York to establish contacts before Mayor Linda Briskman, City Manager Rod Wood and other Chamber and city officials arrived.

*city and schools cont. on page 7*



## NOTICE OF PUBLIC HEARING

**DATE:** Wednesday, January 25, 2006

**TIME:** At 1:30 p.m., or as soon thereafter as the matter may be heard

**LOCATION:** Commission Meeting Room A  
Beverly Hills City Hall  
455 North Rexford Drive  
Beverly Hills, California 90210

The Planning Commission of the City of Beverly Hills, at its regular meeting on Wednesday, JANUARY 25, 2006, will hold a public hearing beginning at 1:30 p.m., or as soon thereafter as the matter may be heard, to consider:

A request for a renewal of a Conditional Use Permit (CUP) and Development Plan Review (DPR) allowing a restaurant in a legally non-conforming hotel in the RMCP zone to be open to the public at a property located at **403 North Crescent Drive**. The hotel currently operates a restaurant and associated outdoor dining that is open to the public under a CUP and DPR granted by the Planning Commission in 2002 in accordance with the provisions of Section 10-3-1207 of the Beverly Hills Municipal Code. The current request is to renew the previously issued CUP and DPR as required by resolution. There have been no substantial changes to the restaurant and open air dining operation.

This project was previously 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. In 2002 a Negative Declaration was approved for this project. There have been no substantial changes to this project or the environment that would cause the project to significantly impact the environment. There is no substantial evidence that the approval of the request to renew a Conditional Use Permit and a Development Plan Review may have any significant environmental impact. Accordingly, the original Negative Declaration continues to represent the independent judgment of the City, and no additional environmental review is required under CEQA.

Any interested person may attend the meeting and be heard or present written comments to the Commission.

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

If there are any questions regarding this notice, please contact the Department of Community Development at 310.285.1123. Copies of the application and plans, are on file in the Planning Department, and can be reviewed by any interested person at 455 North Rexford Drive, Room G-40, Beverly Hills, CA. 90210.

Georgana Millican  
Assistant Planner



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**LOCATION:** Commission Meeting Room A  
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455 North Rexford Drive  
Beverly Hills, California 90210

The Planning Commission of the City of Beverly Hills, at its regular meeting on Wednesday, January 25, 2006, will hold a public hearing beginning at 1:30 p.m., or as soon thereafter as the matter may be heard, to consider:

**AN ORDINANCE OF THE CITY OF BEVERLY HILLS AMENDING SECTION 10-3-4409 OF THE BEVERLY HILLS MUNICIPAL CODE ESTABLISHING DESIGN REVIEW PROCEDURES FOR SINGLE FAMILY RESIDENCES, AMENDING REGULATIONS GOVERNING SECOND UNITS, AND AMENDING THE BEVERLY HILLS MUNICIPAL CODE.**

The proposed ordinance would allow administrative review of additions to existing single-family residences that do not qualify for Track 1 design (character based design) and would otherwise require Commission review. Additionally, the proposed ordinance clarifies the criteria governing second units.

This ordinance 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. Staff has determined that it can be seen with certainty that there is no possibility the adoption and implementation of this ordinance may have a significant effect on the environment. Under the authority provided by the CEQA Guidelines, the proposed ordinance is therefore exempt from the environmental review requirements of CEQA.

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

If there are any questions regarding this notice, please contact the Planning Department at 310.285.1123. Copies of the ordinance are on file in the Planning Department, and can be reviewed by any interested person at 455 North Rexford Drive, Room G-40, Beverly Hills, CA. 90210. For updates regarding this item as scheduled on the agenda, a recorded message is available at 310.285.1165.

RAY BALDERAS  
Senior Planner



## NOTICE OF PUBLIC HEARING

**DATE:** January 25, 2006

**TIME:** 1:30 p.m., or as soon thereafter as the matter may be heard

**LOCATION:** Commission Meeting Room A  
Beverly Hills City Hall  
455 North Rexford Drive  
Beverly Hills, California 90210

The Planning Commission of the City of Beverly Hills, at its regular meeting on Wednesday, January 25, 2006, will hold a public hearing beginning at 1:30 p.m., or as soon thereafter as the matter may be heard, to consider:

A request for a Conditional Use Permit (CUP) to allow the construction of a new 1,012 square foot rooftop gymnasium and bathroom facilities, extension of the existing rooftop pool deck area, and two trellis structures, to intersect a forty-five degree (45°) height envelope for rooftop uses for an existing eight-story hotel located at **9360 Wilshire Boulevard (Beverly Pavilion Hotel)**. Beverly Hills Municipal Code Section 10-3-3109 allows rooftop uses to exceed height, story, and density limitations provided that the uses meet certain standards, pursuant to the granting of a CUP. These proposed improvements would be for use by hotel guests only.

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. Staff has determined that the proposed project qualifies for a Categorical Exemption under the authority provided by the CEQA Guidelines and no significant environmental impacts are anticipated.

Any interested person may attend the meeting and be heard or present written comments to the Commission.

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

If there are any questions regarding this notice, please contact the Planning Department at 310.285.1123. Copies of the application and plans, are on file in the Planning Department, and can be reviewed by any interested person at 455 North Rexford Drive, Room G-40, Beverly Hills, CA. 90210. For updates regarding this item as scheduled on the agenda, a recorded message is available at 310.285.1165.

Danny Castro  
Senior Planner

# people & profiles

## Bahar Soomekh, Actress

Bahar Soomekh has gained recognition in Hollywood for notable roles on such television series' as "Bones", "Jag" and "24." But her breakout role was as 'Dorri', a young Persian woman in the acclaimed and Golden Globe nominated film "Crash." Since then, this 1993 Beverly High graduate has landed roles opposite George Clooney in the newly released film "Syriana" and opposite Tom Cruise in the soon-to-be released "Mission Impossible 3." The Weekly spoke with Bahar about her experiences growing up in Beverly Hills and her journey in Hollywood.

**When did you discover acting was your passion?**

I did a little bit of theatre as a kid. I was in an opera, but my father, who is a lover of music, was very encouraging of me playing the violin. I played the violin for 13 years and I used to play with the Junior Philharmonic. So when I was in school I wanted to act, but acting at that time was just for fun. Yet it was always my passion and what I yearned to do. But my father really wanted me to continue playing my violin. So I was the girl in the orchestra pit who would be playing the violin for all the shows that they used to

put on at Beverly High, but would enviously look up on stage and wish I was one of the performers up there.

I always wanted to. I went to Beverly and all my American friends were acting, and everyone I knew and their mother was in the industry. But it was not encouraged in the Persian community and all my American friends were struggling at it. So I decided to keep it as a hobby and not as a career. Once I got into a real career in the corporate world I was seriously miserable and I just didn't want to be 40 and looking back and thinking, "What if I could've, but never gave it a

chance?" It's really scary, but with acting there is no guarantee. It's so different than anything else because in the corporate world you do something and you see your success, but with acting you could go to audition after audition and 90 percent of time there is rejection. So it's really trying on your self confidence and there's no financial stability, so that's why I needed to keep my full-time job and study on the side. So at lunch time I just went out for an audition, sneaked out here and sneaked out there, ran across to Burbank and auditioned and ran back to the office. I had to do it. Ultimately the turning point was when I said, "I'm ready, I think I'm trained and I just have to give it a try." So the scariest thing I ever did was quit my full-time job to pursue acting full time. That was two-and-half years ago. I quit my job, started pursuing acting seriously and not even three months later I booked "Crash."

**After graduating from Beverly you left home to go to college. Tell us about how moving away from home helped you in your career aspirations?**

I thought it was important for me to see the world beyond my hometown. As an actor, I draw upon all my life experiences to help fuel my emotional depth and bring truth to my characters.

From our generation, I was one of the first Persian girls to go away [to college] so I went to UC Santa Barbara. There were no Persians, no Jews there and I was just able to lose myself, have fun and enjoy the college life. What I studied at Santa Barbara was environmental studies and just doing theatre for fun there, never thinking I could pursue it as a career. I later came back to Los Angeles, got a corporate job and I was just miserable and devastated working behind a computer in a building, not doing what I loved, which was acting.

My experience was with theatre, but Los Angeles is more of the place for television and film as opposed to theatre



Bahar Soomekh "Crash"-es into the Hollywood spotlight.

and I had no real training for television. So I had a daytime job doing motivation sales, but meanwhile I was running out after work would end to Hollywood to take acting classes that started at 7 p.m. and ended at 2 a.m. I did that for a couple of years to get myself trained and get a better understanding of the world beyond theatre. I had to support my career and get an education at the same time.

**Persian parents seem to want their children to join professional occupations. What was your family's reaction when you told them you wanted to be an actress?**

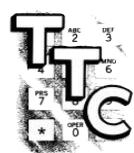
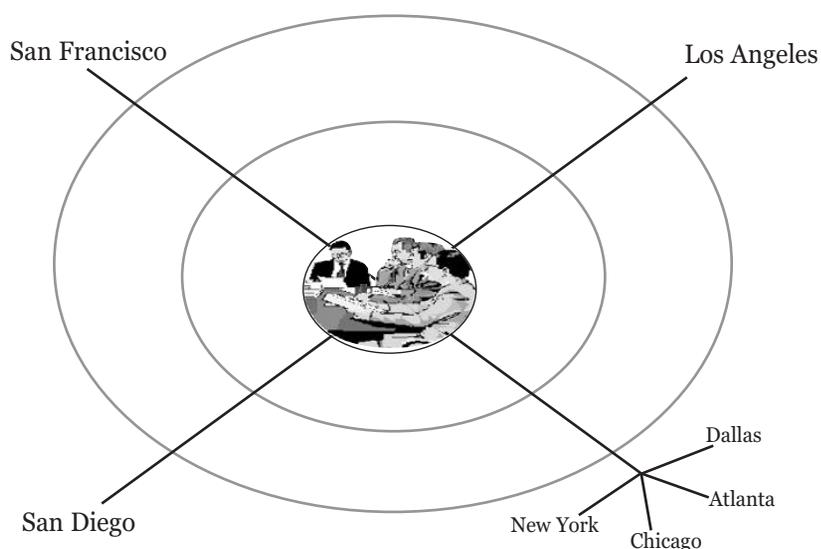
My parents were not encouraging in the beginning. Of course, who wants to see their daughter out of work all the time because they're not booking something, and every parent wants their child be a doctor or lawyer. But my sister and I have always been non-traditional and doing things we were passionate about, like environmental work. At first, they were definitely hesitant. Now they're so proud and excited. My parents have been such good role models for me and represent what a lot of Persian Jews in L.A. represent, which is hard-working people that love their families but really com-

*people and profiles° cont. on page 6*

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# OPEN LETTER TO OUR FELLOW RESIDENTS

Dear Neighbors:

We are a City imperiled. Our City Council is hell-bent on engaging in a "developmental jihad" at a time when we are overwhelmed with, indeed deluged by, destination gridlock. Our City Council no longer represents the interests of our residential community. The developers are aware of this Council misdirection and are proceeding hand in glove with City Hall to turn our community into one large traffic jam. By way of example, let's take a look at some projects already within Council contemplation:

## Robinsons-May Condo/Retail Development Project

(1) City Hall is contemplating approval of the development of 250 condos on the site of Robinsons-May directly across the street from El Rodeo School on Wilshire Boulevard. As presently contemplated, this enormous 12 story project overlooking El Rodeo School will also contain commercial development. Presently, that particular area of Wilshire Boulevard already contains bumper to bumper traffic that cannot be mitigated. So, where will the additional traffic be routed? Naturally, through our residential streets in and around El Rodeo School. As a final insult to our intelligence, the developer promises that this project will generate less traffic than existing conditions. Really!!

## Sports Center Project

(2) At a projected cost of somewhere between 60 million and 80 million dollars, the City Council is promoting in the industrial area the development of a recreational center. The Council projects that the center will be approximately 80,000 sq. ft. and require, along with other residential development, a cut-through from the industrial area onto Santa Monica Boulevard. The cut-through will substantially increase traffic flows onto the residential streets in the five and six hundred blocks along the Santa Monica park area from Rexford eastward to Oakhurst. Significantly, it must be noted that the industrial area has long been City-owned property secured for City service buildings and a necessary waste-water treatment facility. If this recreation center project as contemplated is approved, our City will be denied the only location we have left to develop and maintain critical City services. Moreover, the projected cut-through, opening up a traffic thoroughfare onto Santa Monica Boulevard, will jeopardize the residential integrity of adjoining residential homes.

Most residents who are aware of this project are opposed. They believe, as we, that the cost is too great both in terms of the enormous financial outlay and the loss of valuable City-owned land earmarked for City services. In order to rally support for this bad idea project, the City Council engaged consultants, the Sports Management Group, that conducted a "candy-coated" survey claiming that over 75% of the community favor the Sports Center Project. Indeed, no surprise that 75% of the survey respondents indicated approval when asked "If a Sports Center was built would you want a pool... and an indoor track...".

If the City Council were sincerely interested in determining whether the community was favorably disposed to a Sports Center as proposed, it would have asked some of the following questions:

1. If the City were to be in the red \$500,000-\$900,000 per year in operating shortfalls would you still want this project?
2. If the City were to be in the red on the Sports Center and was therefore reluctant to fund needed capital improvements at Roxbury or La Cienega parks, would you still want the project?
3. If the survey results as indicated suggest that almost 60% of respondents want outdoor grass field space, yet none would be provided with the Sports Center, would you still want it?
4. If insurance prohibited any student 14 and under from using the gym equipment (nautilus type) would you still send your child there?
5. If only 1/3 of the respondents said they would purchase annual passes and 1/3 stated they would purchase only day passes (1/3 said no use) could we reasonably factor in the daily passes into the financial prediction (how about 5, 10, 15 years from now)?
6. Given that the financial projections were made without the city factoring in the "critical" 15% deferred maintenance reserve, is that prudent financial planning?
7. Given the lack of necessary modernization and upgrades for Roxbury and La Cienega parks, do we believe that the City will adequately maintain and upgrade the Sports Center in 5, 10, 15 years to state of the art condition in order to keep customers coming?

Finally, this Sports Center project will not be financially self-sustaining. Where will the required funding come from and how much will it cost?

## 26% Water Rate Hike

(3) The Council's "developmental jihad" costs and we have to pay. In order to fund our City's treasury to keep pace with the overdevelopment the Council contemplates, the Council has hiked our water bill 26%. Here is how the Council has increased our water tax 26% at compound interest:

(1) In July '05 - 6% increase (2) In Jan. '06 - 8% increase (3) In July '06 -12% increase

Interesting to note that our City's longtime chief financial expert, Don Oblander, recently opined that a 9% rate hike on water would be sufficient. In view of that analysis, would it offend your common sense to suggest that City Hall recognizes that a "developmental jihad" is placing our City in economic jeopardy and plans to use this extraordinary 26% tax to supplement our City's depleting general fund.

## The Appeal - Montage Project (Measure A)

(4) Assume for the moment, that we, the residents and merchants of Beverly Hills, are shareholders in a corporate entity. The Board of Directors (our City Council) asks us to vote on a proposal that has enormous economic and substantial environmental impacts on the welfare of our City. Regrettably, the directors mislead us. They intentionally and deliberately misinform us and unconscionably withhold vital information. All the while, the directors tell us to trust them. We vote relying on their assurances and representations. Now, we learn of their deceit. What to do? Would it offend your common sense to suggest that the culprits should be rooted-out of office and redress of the fraud occur by seeking judicial intervention?

Well, that's where we now stand: deceived by City Hall and seeking judicial review to undo its duplicity!

Simply stated, not once during the election debate did any City Council member ever inform the public of the following:

- (1) That City Hall obligated us to pay a 2.5 million dollar debt service on the \$32,270,000 cash payment the City committed to the developer. The 2.5 million debt service has a 25 year term at 6% per year.
- (2) Moreover, the City "neglected" to inform the people of the true nature of the four levels of subterranean parking. Can you recall a Council member informing the people that the entire new four levels of parking would be comprised of 86 percent tandem spaces?
- (3) Equally alarming, also during the election debate, City Council members failed to inform the people about a substantial traffic generating project called the "Cirrus Medical Plaza Project" located on Canon Drive approximately 3.6 inches from the Montage project. The estimated traffic generated from this project (Cirrus Medical Plaza) is an additional 50,000 cars per month. More precisely, the Cirrus Medical Playa Project is expected to generate 1,626 daily trips, with 109 vehicles per hour expected in the morning peak hour and 165 vehicles per hour in the evening peak

The California Environmental Quality Act (CEQA) requires the City to publicly inform us regarding the full nature, scope and impact of this substantial Cumulative Impact - the Cirrus Medical Plaza Project. This Cumulative Impact project is expected to be developed simultaneously with the Montage and directly beside it. It is estimated that the Montage project will generate approximately 66,000 cars a month. No wonder City Hall conveniently omitted from the public dialogue the "Cirrus" project. Since common sense and the law inform that impacts are locale oriented, forthright, sincere City officials were obligated to accurately inform us to the true environmental impacts the City will endure at the Montage/"Cirrus" location. Imagine not only 66,000 additional cars per month, but 116,000!

## Beverly Hills North Home Owners Association: Purpose

(5) Our City has long been distinguished not by its brick and mortar, but by the genuine time honored values of its good and decent folks. We are a people who support and encourage a vibrant commercial sector. At the same time we zealously seek to maintain the integrity of **our** residential community. We expect our City services, particularly police and fire personnel to be at the ready with state of the art training and equipment. So, too, do we demand that our public schools remain the lighthouse district, the "beacon" of public education. Accordingly, City Hall must always be committed to shepherd our resources so that we not only maintain school funding at present levels, but are prepared to increase the current school funding joint power agreements ensuring that our children receive the finest public education possible.

Fundamentally, these concerns ought to occupy the discourse and focus of City Hall. Unfortunately, we know this is not the case. Our common experience informs that the City Council has lost touch with the issues that residents care most about. Instead, the Council in its arrogance and self-aggrandizing posturing seeks to over-develop our community with fiscally irresponsible projects that exceed code limits in the City's General Plan.

We are committed to speaking truth to power. Only our collective indifference will continue to permit the Council's reckless endangerment of our City as we know and cherish it.

If you share our outrage and believe, as we do, that integrity matters, honesty counts, then let us hear from you and join us in restoring decent values and standards at City Hall. We need your support: return the membership envelope. Become an integral part; take action now, lend your financial support to the Beverly Hills North Homeowners Association - your organization. It is comprised of fellow residents who volunteer time and effort on behalf of all of us in our community. We need you to join or renew. Help protect our homes, neighborhoods and schools!

## Annual Meeting

**PLEASE JOIN US AND BRING A FRIEND OR TWO ON THURSDAY EVENING, JANUARY 26, 2006 FROM 7:00 PM TO 9:00 PM AT THE BEVERLY HILLS HOTEL - SUNSET ROOM. (REFRESHMENTS WILL BE SERVED.)**

Victor Bardack  
President

Lou Lipofsky  
Vice President

Robert K. Tanenbaum  
Secretary

Betty Harris  
Treasurer

ADVERTISEMENT

*people & profiles from page 4*

mitted their lives to making a good living for their families and not giving up. Even though they were excited about me becoming an actress, they never ever said, "Don't do it," and they never tried to say, "Don't do it and you should become a doctor or lawyer." They said, "It's not the best industry and this is a tough world, but if this is what you want to do, then we support you."

**The entertainment industry is competitive. How difficult was it for you as a Persian to break into Hollywood as an actress?**

The most difficult part was being type-cast. In the beginning it was, especially after 9/11, all the parts I was going out for that they were willing to see me for was as a terrorist, the terrorist's wife, or the terrorist who blew himself up. For every other part I had to have a Middle Eastern accent-- I played an FBI agent on a show and I had to have an accent. But the reality would be that if I was working for the FBI, living in the United States, I wouldn't have such a hardcore Middle Eastern accent, I would have assimilated by then and lost the accent. Even though I don't necessarily only look Middle Eastern, I could play Italian or Spanish. So that was one of most frustrating things. I knew I had to do that to build up my resume until something phenomenal would come by and it doesn't matter than I'm Middle Eastern, I could play anybody in any movie or TV show. So "Crash" was that movie for me.

**How did you land the role of 'Dorri' in "Crash"?**

I fought very hard to get this part. When they were auditioning people, my agent wasn't very good at the time and I had heard about this film. I had read the script and I was dying; my heart was aching to be a part of it. I loved my character Dorri so much and really related to her and how she was feeling, so I kept calling my agent and said, "They're auditioning for this part." The way I found out was that there was this Indian girl who wanted to hire me to teach her how to speak Farsi for the movie. I had been waiting six months for them start casting for that film and I said, "No way am I going to teach this girl how to speak Farsi. This is my part!" I kept calling my agent and he wouldn't even try, he was like, "Yeah, yeah, I'll take care of you," and I heard through the grapevine that they were going to offer another woman the part. So in desperation I called the one person I knew, another Jewish Persian girl in the industry at William Morris [Agency], Ashley Daneshrad. I called her and said, "I need you to do me this favor. There's this part and my agent can't get me in, can you try to get me in?" She called them and said, "Don't give the part to this other woman until you give Bahar Soomekh a chance." So I went in there totally as the underdog, but I went in there and gave them my heart,

my soul and love for Dorri. I felt like I owed it to all the people that came to this country and loved and took care of their parents, I owed it to them to breathe life into Dorri. I sobbed my eyes out in the audition, they said, "Thank you," and I walked out. I went into my car and literally cried for about 40 minutes because I loved her so much and it hurt me think that I wouldn't be able to do this film. And then two days later I got the call that I booked it.

**Many actresses struggle for years to get where you are. What do you attribute to your quick rise to fame?**

It's important to have a strong support system of friends and/or family. I spent many years taking acting classes while working a full-time job. I was able to get myself an agent and manager and landed a few roles. Ultimately, hard work, perseverance and a little bit of luck have helped me along the way.

**What has the experience of working opposite major Hollywood actors, like Tom Cruise, on large scale films been like?**

First of all, it's so surreal. You just brought up "MI-3"-- Tom Cruise was my childhood crush, and I was obsessed with Tom Cruise since "Top Gun." I can recite every single line for that film and here I am, I get to meet him and work with him; it's just surreal. Not just with him, but with so many other phenomenal actors. In "Crash" I got to work with Don Cheadle and Don is probably one of the most talented and remarkable artists I have ever known. I got to work with Philip Seymour Hoffman in "Mission Impossible 3" and he's just another creative genius. It's real exciting, and so fun to see the people that I've watched on TV to be collaborating with them and make art with them.

**What type of feedback have you received from the Persian community?**

It's so sweet and I am so grateful. It's so nice to have a community that really supports you and is proud of you. Where ever I go, people I don't even know grab me, hug me and tell me how proud they are and how exciting it is for them to see me on the big screen from their community. It's really a lot of brotherly and sisterly love. I'm overwhelmed and honored by it all. The older generation has been so encouraging and telling me how proud they are and it's unbelievable how many people my age in the community tell me, "It's always been my dream and I'm living vicariously through you."

**Who do you still keep in touch with?**

Some of my closest friends today are my high school buddies. We all feel extreme loyalty and love for Beverly High. We still hang out and support each others' careers. They include Lindsey Silberkleit Shiff-Abrams, Phil Hong, Jonah Greenberg, Isaac Sprintis, Jessica Fels, Roni Kosmal-Wernik and Desiree

Kohan.

**While at Beverly High you worked with the dance teacher Janet Roston.**

I danced with the Company there. I loved being on stage and I was never shy of being in front of a ton of people. I was constantly either dancing or being in front of the assemblies or doing rallies for environmental issues or performing with the orchestra.

**Are there any teachers that influenced your career?**

A few experiences at Beverly were building blocks to my future career in acting. My involvement with the dance company gave me experience performing in front of a live audience, which is invaluable when auditioning or being on set in front of hundreds of people. I was also influenced by my Honors English teacher Marilyn Wulliger [interviewed in issue #317], who introduced me to poetry and literature and helped me appreciate the written word. Mr. [Dave] Stiles, who managed [KBEV], gave me the opportunity to be in front of the camera every week during a show called "How Hollywood Works." This show also gave me a fundamental understanding of the entertainment industry and contacts that I still have today.

**We interviewed Persian actress and Oscar nominee Shohreh Aghdashloo in 2004. We asked her, much like Halle**

**Berry, who won the Oscar for Best Actress, has since opened the door for other African American actresses, if she felt she has played the same role for Persian actresses. Her answer was: "I am very honored. The younger generation whether here or in Iran has seen me become successful and so hopefully they will not give up hope for a better future or for freedom and democracy, especially young girls in Iran. When they hear about my life story, they can realize that there is a place for everyone on the face of the earth. It's a matter of being truthful to oneself and not giving up hope, having a goal and being determined." How do you feel you've also played a role in this?**

Based on all the phenomenal feedback I have been getting from the Persian community, I would hope that non-traditional career paths will be more accepted. I believe that you need to live your life without regrets and not be concerned with other peoples' perspectives. This led me to pursue my passion for acting. I hope that aspiring Persian actors and artists in general will follow their dreams as well. It is true that not that many Persians pursue the arts, especially acting. I would like to think that this is changing.

-- Interview by Karmel Melamed

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letters and email cont. from page 2

facts before the public and lost both times. They have already condemned the proposed Robinsons-May project even before the facts have been presented. When will they comprehend that they don't necessarily represent the views of the majority of residents?

**Herbert Reston**  
**Beverly Hills**

### "Inquiry Seeks To Stamp Out Mailbox Mishaps"

90210 is the most famous zip code in the country. Thus, we all expect a certain level of service at our post offices. But on top of the home delivery delays documented on the front page of the *Los Angeles Times* recently, many of us saw an extremely inept operation

at work during the recently stamp price increase on Monday, Jan. 8. All three Beverly Hills post offices ran out in advance of one-cent and two-cent stamps, needed to upgrade from the old stamps. By Friday, Jan. 6, no Beverly Hills post office had these stamps.

Compounding the sense of a poorly run operation, the automated stamp machines in all three post offices-- all three!-- were completely broken or were at best, not accepting dollar bills. The ones accepting coins listed the new priority mail stamps, etc., advertised with hand-written prices taped over the old pictures inside the machine.

Further, by Monday, Jan. 8, in the main Beverly Hills post office on Maple Drive, the postal rates banner posted next to the stamp

machine was the old, out of date one.

Further, The separate, newer, computerized "automated post office" machines, which print stamps on the fly, were not working at all, at least at two of the three post offices. (They displayed messages saying they were out of service or could not sell stamps.)

Further, on Friday, Jan. 6, when the power went out on South Beverly Drive, the post office there closed its doors mid day without putting any notice on its doors at all. I only learned why the metal grate was down walking by nearby mom-and-pop stores that had "closed due to power problems" signs taped on their doors. They should have put up a sign at the post office or stayed open in the dark, as some stores did, especially on the

last business day before the rate change.

Combined with the front page *Los Angeles Times* article about mail delivery delays, I believe there is reason enough, and need enough, for a serious investigation.

I'm very disappointed at the dismal level of service the post offices in the most famous zip code in the world provided during the time of the stamp price increase. Surely, they saw this coming-- stamp price increases are a preplanned event. And if they can't get it right in 90210, what hope is there?

**David Murphy**  
**Beverly Hills**

city & schools cont. from page 3

Conference and Visitors Bureau Director Kathy Smits reported that New York is the No. 1 market for hotels and No. 2 for day and overnight stays in the city.

Zusman Eddy reported to the council that at the mayoral executive lunch there was a 50 percent increase in the number of CEOs attending than last year. She also explained that during the one-on-one meetings, in which the mayor, city manager and staff were divided into two groups to meet with different New York retail and restaurant representatives, they discovered that the nightlife experience is a niche that needs to be filled in Beverly Hills.

At the meeting, Councilmember Jimmy Delshad suggested that for this year's New

York visit, the vice mayor is included to learn from the mayor, establish contacts for their term as mayor and create continuity.

Zusman Eddy added that since the mission, two businesses have scheduled trips to Beverly Hills to scout possible properties.

In a new endeavor, the Chamber hopes to organize a follow-up trip to New York this spring.

Walsh described the Chamber membership as "stable", with a 2 percent increase since June 2005. This time last year, he said, there had been no increase. Sponsorship is also up 82 percent from last year's full year report. This year, Walsh said, the Chamber is taking a larger, more strategic view.

Smits said Beverly Hills continues to generate awareness in print, television and radio markets by concentrating on public relations strategies from July through September 2005. The coverage produced 2,145,983 media impressions, which equates to approximately \$1,203,040 in advertising equivalency value.

The Beverly Hills Conference and Visitors Bureau (CVB) participated in the California Travel and Tourism Commission's Media Marketplace last September in San Francisco. The event served as an opportunity for the Bureau to pitch story ideas and provide product updates to key consumer and travel trade publications, including *Sunset*, *San Jose Mercury News*, *Maxim* and *Tango Diva*.

In continuation of the Mexico Sales Mission in March, the Bureau hosted press trips for media in order to fuel the Mexican market's interest in Beverly Hills accommodations, specialty stores, shopping and restaurants.

Councilmember Barry Brucker questioned whether the Chamber planned to analyze the success of restaurants in more local Las Vegas hotels. Walsh said the Chamber is now focusing on New York, saying, "In truth, the Las Vegas restaurants are really an extension of their original properties in New York."

Walsh added that the Chamber hasn't focused on Las Vegas restaurants to transfer to Beverly Hills exclusively, but the Chamber's intention is to also focus more locally on destinations like Las Vegas in the year ahead.

"I'm hoping that they do expand into some Las Vegas restaurants that we may have not or aren't in New York, primarily because there are so many Southern California based residents who go to Las Vegas as opposed to New York so they'll be some familiarity," Brucker said after the meeting.

The UK represents the city's largest overseas markets. As a result, the Bureau has increased its presence through representation by CITM, a destination marketing organization. Since Japan represents the third largest international market for Beverly Hills hotels, the Bureau has also secured representation by Marketing Garden in Japan through a partnership with California Tourism. CITM and Marketing Garden representatives visited Beverly

Hills in August for immersion and training. In the upcoming year, the organizations plan to enhance the presence of Beverly Hills in travel brochures to increase the length of stay for visitors from both markets.

In September, the Bureau attended the JATA World Tourism Congress and Travel Fair, the largest travel show in Japan, to meet with key wholesalers about expanding the Beverly Hills product. According to the report, the Bureau gained further insight into the market, addressed ongoing misperceptions of Beverly Hills and explored cooperative programs for 2006.

The Economic Impact Study, which consisted of research from 2004, was completed during the fourth quarter of April 2005 and showed the city benefits from nearly \$1 billion in economic impact due to the city's tourism industry. The average Beverly Hills guest spends approximately \$407 per day in Beverly Hills, while the average day visitor not staying in a hotel spends \$86 on average.

To further collaboration with neighboring Westside Conference and Visitors Bureaus including Marina del Rey, Santa Monica and West Hollywood, an online mapping solution was developed by The Map Network at [www.beverlyhillsbehere.com](http://www.beverlyhillsbehere.com) to provide regional and city maps and services. A joint itinerary is the next step. Visitation to the website is the highest it's ever been, according to Smits.

The fall/winter edition of *Beverly Hills Magazine* was released in September and features Beverly Hills hotels, restaurants, retailers and spas along with "The 10 Best Winter Treats." In this issue, advertising sales increased by 10 percent and the Conference and Visitors Bureau expanded their distribution through the Bureau's overseas representatives, airline partners, L.A. Inc.'s overseas offices and key wholesalers, as indicated by the report.

Since January of 2005, the Economic Development Division (EDD) has worked to create a coalition for South Beverly Drive merchants called "SoBev", and the first major project of the SoBev Merchant's Coalition was to create a color map of 43 merchants on South Beverly Drive and have it published in the winter edition of the Chamber's *Beverly Hills Magazine*.

city & schools cont. on page 8

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# from the hills of beverly



## Beverly Hills Name Is Not Copyrighted

Notes on award shows, tourism and mayor/lobbyists.

By Rudy Cole

You may not know this, but you could own a "mansion" in Beverly Hills for, top price, \$500,000, or a more modest cottage for around \$160,000! Not our Beverly Hills, of course, but the 200-house section in the outskirts of Baltimore.

The Baltimore sub-division probably didn't appropriate our city's name to enhance property values. Although a spokesperson had no idea how they came by the name, they have been using it since 1926.

On a dull news day, I decided to see what kinds of unusual entities bore the name of "our" village. Many, and some not quite successful. The Beverly Hills Laundromat in New York City has a disconnected phone. The Beverly Hills Athletic Club in Buffalo New York doesn't even have voicemail. A fundamentalist church in Chicago uses Beverly Hills-- we probably won't have a successful exchange program, but Beverly Hills Hardware in Del Mar is no more.

What's in a name? We can't copyright or

otherwise prevent business from appropriating our name, but there should be some reciprocity. It is not a lack of geographic awareness that has led some hotels on our borders to identify their site as Beverly Hills. The Four Seasons, on Doheny, is more careful: They merely claim they are "at" Beverly Hills. They pay no taxes and we can't charge them for the use of the name.

Which brings us to Loehmann's, the store that does attract many of our city's shoppers, especially their "back room" with upscale designer clothing at reduced prices. Loehmann's is very upfront about using Beverly Hills as their address. Their brochure, mailers and ads all claim our city as home. Once on Third Street, the store is now on South La Cienega and, as a spokesperson pointed out, just across the street from Beverly Hills.

When asked about the possible confusion, the store representative said it has never been a problem and "we have always been known

*city & schools cont. from page 7*

Last month, the first-ever SoBev Holiday Block Party took place and included refreshments, entertainment and a reception for the mayor to commemorate the street's holiday lights.

Brucker asked Walsh if the Chamber planned to do the same with areas in the eastern portion of the city, including Robertson and Olympic Boulevards.

Walsh said the Chamber's focus will next turn towards Robertson and the Chamber is now considering how it will move forward.

Later that evening at the formal meeting, in a 4-1 vote, Brucker cast the only dissenting vote authorizing renewal of the contract with the city's licensing agent, Global Icons.

"I put together a complete Excel spreadsheet of the progress from March 2004 when the contract opened to October of 2005 and when I did the Excel spreadsheet, and only of the merchandising opportunities, there were about 40 entries of which only two vendors were listed that they secured deals with, but I haven't seen any of the products."

Brucker said after the meeting. "I believe that I could not support extending their contract further because the results from Global Icons nowhere reached any expectation level that I would expect."

Brucker said the council can cancel the contract with Global Icons with only 90 days notice, and he would like to look at

alternative vendors because "we're not making the kind of dollars we should be," he said.

"I haven't seen a dollars worth of merchandising sales, and if there are, it's so small it's negligible. It's all from infringers," Brucker said.

Fiscal year 2004-2005 ending on June 30, 2005, the licensing effort including new deals and infringement settlements totaled only \$54,000.

Just last week, two-hour free parking in Beverly Hills structures was altered to one-hour free parking. The EDD served as a liaison to the business community and informed Chamber members of the city's proposal through e-mails, announcements, presentations, and the first ever town hall meeting. At the informal meeting, Zusman Eddy called it "a bit of a tough issue, but one-hour parking was at least preserved" and the "Chamber considers it a successful resolution to the issue." Delshad encouraged the Chamber's involvement in more town hall meetings to discuss issues and to discourage any rumors.

2005 also marked the third year that the EDD conducted its quarterly retail survey of area retailers. The 2005 third quarter survey showed that two-thirds of retailers are expected to beat out last year's sales. According to the 2004 survey, however, 90 percent were expected to beat previous year's sales.

as Beverly Hills." When I asked if they were members of the Chamber of Commerce or contributed to any Beverly Hills charities-- or any small token of appreciation for "borrowing" our name-- I was quickly referred to the "corporate office."

Conversely, there are seven businesses using the name New York in the Western Los Angeles telephone directory including a famous deli and a bakery, although not one is now in Beverly Hills. There is even a Chicago Record store on Sunset probably not devoted to the music of the "Austin Gang." Our most famous taking of another area's name was when the late **George Konheim** and partner **Bram Goldsmith**, now chair of City National Bank, founded the highly successful "Buckeye Construction Company" without any mention of the strange Ohio product.

Someone asked me recently to list the reasons Beverly Hills is so world famous, offering as their own suggestion the movie industry and the "stars" people can or hope to spot on our streets, stores, hotels and restaurants. Certainly, that's one reason we attract tourists. Rodeo Drive is obviously another, although many of the high end stores that made our street so world famous can now be found in many other shopping places. However, that doesn't really seem to matter. Rodeo Drive still brings shoppers and gawk-

ers from all over the planet and that helps send people throughout our business area.

Aside from star watching, what else continues to draw tourists? A very mixed bag of reasons. People feel safe here and they show this by walking our streets, something they don't always feel elsewhere. Thank our police. Our attractive residential area draws visitors although they want to know where **Jimmy Stewart** lived. Great hotels, such as the Peninsula and the historic Beverly Hills Hotel and the Regent Beverly Wilshire bring people by themselves. Leading restaurants? Not as many as we should have, but Spago, the Grille and the Belvedere are universally known. The department stores on Wilshire are a tourist destination too although each has cousins all over the map.

What we lack is nightlife [see story on pg. 3]. No, that doesn't mean creating a Sunset Boulevard scene, with all the mixed blessings that brings to West Hollywood. But a nice jazz group at one of our restaurants, a cultural center providing legitimate theatre, a night club with a dance floor-- inside the triangle and not abutting any residential area, are just some things we lack. We once had all of that.

A once thriving club offered acts on Canon Drive, the Hilton had a popular Vegas type night club and numerous eateries had jazz combos, including the long-running Frascati on Wilshire. We also need entertainment type events in the business sector-- an idea advanced by the Marketing Committee and not yet pursued by the city. We can thank then Mayor **Allan Alexander** for creating the sidewalk dining that has given our city another

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Nothing promotes our city quite as much as the annual Golden Globes. Once the poor relative of award shows, the Foreign Press Association program has grown into an outstanding international event. That it is held here, at the Beverly Hilton, gives our city remarkable exposure and supports the link to "Hollywood." Incidentally, this year's show was very, very good, even though you might not agree with some of the award choices. Several winners' speeches were actually witty and charming. I liked the guy who said he had only time to thank three people and had placed all the names he should mention on slips in his pockets, drawing them randomly. When one of these turned out to be his agent, he said, "I don't recognize the handwriting." Another winner said his speech had been written by his wife and then read a statement than mentioned her four times. Good stuff compared to the "Oh my god" and "What an honor it is to be in the company of such distinguished fellow artists (the losers.)"

Side note: The Golden Globe after parties were mostly at the Hilton, however, the Academy, which is headquartered here and benefits from using our Water Works building for a library and was given big exceptions on parking requirements when they built their new home, holds its parties everywhere but Beverly Hills. Thank you, Foreign Press Association.

\*\*\*

So, as long as I'm being mildly irritable, a word about the National Football League. It's been many years since the second largest city and market in America has had an NFL fran-

chise. Our political and business leaders have, frankly, failed to bring us a team and the prospects seem as dim as the day the offended Raiders returned to Oakland. From the Coliseum to the Rose Bowl and even to Anaheim, proposals have been floated that obviously have neither moved the league and its owners nor energized our pro-football fans.

Whatever the reasons, and there are enough conspiracy theories around to excite a Stone movie, some direct action is needed.

Simple, direct action: Why not turn off our television sets during the Super Bowl half-time program? We won't miss one snap, but we will be sending a powerful money talks message to the League. We can promise to continue flicking our remotes as long as the Rose Bowl or the Coliseum remains unused by the NFL.

One other message for the NFL. Now that all of those draft eligible players from USC have opted to pass up graduation for the NFL draft, how about some compensation for the university. Those players, and who can blame them for reaching for the big bucks while they are still in one piece, were educated, fed and, most of all, taught their craft by the university. The benefit of all that effort and costs will now accrue to the NFL. There should be some way to make the successful franchises, or the league, reimburse the university for their expenditures. Yes, they benefited financially from their investment, but now that is all going to some losing team soon to sell far more seats because of one or more USC non-graduates.

\*\*\*

Lots of e-mails about postal delivery and changes in work patterns that have brought more than usual late mail arrivals. We should be very thankful that our Congressman, **Henry Waxman**, has taken up the battle. The USPS has reacted to his requests and hopefully that will translate into improved services. We will follow up with some questions for our post office next week.

\*\*\*

Another reader had some objections to the Beverly Hills Women's Club becoming, in the writer's view, a "commercial enterprise" using their north area club as a facility/event rental. It seems the historic club has been rented for large attendance events that have nothing to do with club activities. Each time, the club has managed to obtain a special event permit from the city, to the consternation of a neighbor.

The club needs to live in harmony with its neighbors and the city should adopt some rules on the number and size of "special events" that can be held in a residential area. The same problem, although under different rules, arose some years back when a homeowner rented his home for parties. The club was not created as a rental facility.

\*\*\*

**Rose Norton**, the former Planning Commissioner and wife of a former mayor, raised an issue last week that is not exactly new: Is it appropriate for former mayors/council members to jump from the Council Chambers when they leave office to the speaker's podium to represent city applicants/clients?

She was especially vexed by former Mayor

**Mark Egerman's** wait time before he too found himself talking to the council about a client. Egerman is hardly alone. Among the ex-mayors now representing companies that have problems with the city are **Joe Tilem**, Allan Alexander and some former Planning Commissioners.

On the one hand, these lawyers probably lost very large amounts of money by using their billable hours in public service. They have a right to earn a living and even to compete with other lawyers who never served the city. Does this give them an advantage? Not always-- sometimes it raises a warning flag with staff and even the council and city commissions not to appear to be playing favorites.

The city does benefit because these same lawyer/mayors are able to quickly inform would-be developers, as one example, what is realistic and likely to be approvable. Few want to bring projects to the city that are dead on arrival. Their expertise and understanding of city realities helps all those involved.

But just maybe the city should consider rules laid down by Congress and other governmental agencies-- a reasonable wait time.

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

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# irv'sinsight



## Put Your Best Face Forward At Thibiant and Ditch The Flick For New Entertainment

By Irv Rudman

### About Face

Want to know the secret for younger, smoother skin? It's all about the lift-- the Beauty Lift, that is. Thibiant Beverly Hills Day Spa is now offering Beauty Lift, the ultimate rejuvenating facial. And this isn't your ordinary facial-- it's extraordinary.

Beauty Lift's sequence of four high-tech therapies include ultrasound for skin activation, light therapy for penetration and conditioning, microcurrent for stimulation, toning and firming and air pulse for lymphatic drainage. When combined with the Beauty Lift serum, the result is the ultimate uplifting and rejuvenating facial treatment. After the treatment, you're skin will never feel the same.

"Our new, technically advanced serum includes the latest bio-engineered combination of humectants to enhance water receptivity, support the skin's own natural moisture factor and especially to help revive and tone the skin," founder Aida Thibiant said.

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The Beauty Lift facial also incorporates a neutralizing cleanser that balances the skin's pH, enhancing its receptivity to the therapies that follow. To extend the light therapy's and ultrasound's powerful benefits, the special gel contains sodium PCA and collagen, and is combined with extracts of Hawaiian white ginger, white tea, licorice root and pomegranate.

So forget about conventional facials that leave your skin red and splotchy, and give your skin a lift today. Beauty Lift is ideal for people whose skin shows signs of fatigue and aging and for those who want to fight wrinkles before they have a chance to form.

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### For Opera Lovers

Take a rain-check on the movies and join me later this month for a trip to the opera. "The Italian Girl in Algiers," led by Artistic Director John DeMain, will be presented at the Segerstrom Hall of Orange County Performing Arts Center for four performances only.

"The Italian Girl in Algiers" tells the light-hearted tale of the resourceful Isabella who crash lands in Algiers, only to find her long lost fiancé and herself held captive by the lecherous Mustafa.

Full of unexpected visual treats, the director has created a highly original production of this beloved favorite that is both spontaneous and fun.

The opera will be sung in Italian with English subtitles. The cast includes Jossie Perez, Barry Banks and Nicholas Phan.

Performances will be held Tuesday, Jan. 24; Thursday, Jan. 26; and Saturday, Jan. 28 at 7:30 p.m. with a matinee Sunday, Jan. 29 at 2 p.m. Ticket prices range from \$27 to \$191.

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### The Two And Only

Experience the wacky world of ventriloquist Jay Johnson is his new show "Jay

Johnson: The Two and Only!" Through a diverse array of characters, Johnson takes audience members on a multi-dimensional journey through the surprisingly dark history of ventriloquism to the story of a shy boy in Texas, who discovers his passion for the art form. The show then progresses into the tale of a mentor who passes knowledge and mystical tradition of an ancient art onto his student.

With characters such as a tennis ball, a subversive monkey and a lone head in a wicker basket, how can anyone not be intrigued?

"Jay Johnson: The Two and Only!" was directed and co-created by Murphy Cross and Paul Kreppel, whose collective credits include Broadway (*A Chorus Line*, *Godspell*), New York Shakespeare Festival and television shows such as "Deadwood", "Carnivale", "ER", "Taxi" and "Cheers."

Utilizing his skills as a writer, poet, philosopher, comic and artist, Johnson charms audience members with his charm, anarchy and innovative wit as he demonstrates his lifelong obsession.

Johnson has done more than 30 national commercials, hosted three comedy specials, produced and performed in two network television specials, starred in four television series and made hundreds of guest appearances on variety shows.

This hilarious show only runs for four weeks from Jan. 20-Feb. 19.

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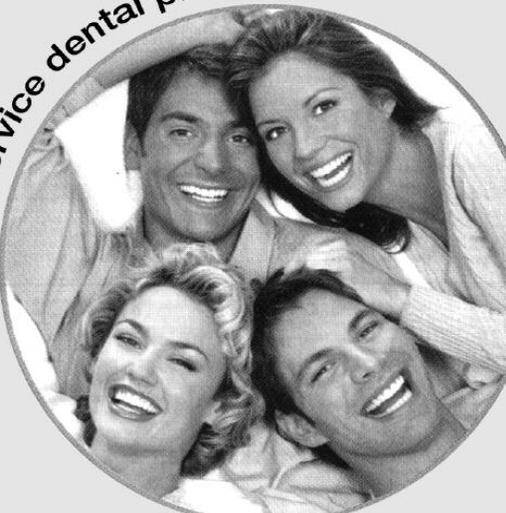
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# briefs

## Two New Traffic And Parking Commissioners Recommended

Ken Goldman and Ira Friedman have been recommended as the two new Traffic and Parking Commissioners.

Chosen among 10 applicants, Goldman is a North Crescent Drive resident and attends Loyola Law School. Friedman is a family law attorney in Beverly Hills.

The interview committee recommended Goldman as the first appointment in March due to the length and extent of his service to the community. Friedman would be scheduled to begin his post in May.

According to the report, both candidates have demonstrated a long-term commitment to the community, knowledge of community issues and a commitment to reasonable and balanced approaches to problem resolution which led to their recommendation.

## Beverly High Seniors Receive Early Admission to Universities

According to Principal Dan Stepenosky, this year's seniors have already received early admission to colleges and universities across the state.

"The list of colleges follows a trend from the last few years in that it continues to expand and diversify as our students examine and apply to more varied schools," said Stepenosky, which include

Oregon State and Penn State.

Amongst the schools include Arizona State University, California state universities, Columbia, George Washington University, Indiana University, James Madison University, Johnson and Wales, Lehigh University, one student to MIT, two students to New York University, Oregon State University, Penn State, University of Colorado at Boulder, University of Hawaii, University of Michigan, University of Miami, University of Oregon, four students to the University of Pennsylvania, Washington University and one to Yale.

## Retirement Party For Angie Templer-Moore Next Month



Angie Templer-Moore

A retirement party has been scheduled for former El Rodeo teacher Angie Templer-Moore, who retired last year after 41 years of teaching in the BHUSD. The party will take place Sunday, Feb. 26, at 6 p.m. with cocktails at 7 p.m. at Il Cielo, located at 9018 Burton Way in Beverly Hills.

To RSVP or contributions for her gift, contact Susie Wallach at El Rodeo School at (310) 229-3670 before Feb. 17.

## Local Reaction to Proposed Mission To Pluto

High winds forced NASA to cancel the launch Tuesday and yesterday of an unmanned spacecraft on a nine-year, three billion mile voyage to Pluto, the solar system's last unexplored planet. NASA plans to

try again today to launch the New Horizons probe.

According to Beverly High Principal and former Astronomy teacher Dan Stepenosky, there are seven different science instruments on the piano-sized probe which will provide us with information on Pluto's surface properties, temperature, geology, interior makeup and atmospheres.

"Because Pluto was sort of stopped and frozen during its development as a planet, we can learn a lot about planetary development and evolution by studying it more," Stepenosky said.

A successful journey to Pluto would complete an exploration of the planets started by NASA in the early 1960s with unmanned missions to observe Mars, Mercury and Venus.

A piano-sized space probe neared the end of its countdown Tuesday for a mission to Pluto and to study a mysterious zone of icy objects at the outer edges of the planetary system.

Even though the scheduled afternoon liftoff was intended to make New Horizons the fastest spacecraft ever launched, the distance involved means scientists won't be able to receive data on Pluto until at least July 2015, the earliest date the mission is expected to arrive.

Stepenosky believes the exploration will provide people with vast amounts of information on Pluto itself, as well as information about Charon, Pluto's little moon.

"We know so very little about our newest and smallest planet. A closer study would expand our knowledge greatly," Stepenosky

said.

Currently, Pluto is the only planet discovered by a U.S. citizen, although some astronomers dispute Pluto's right to in fact be called a planet. Many scientists consider it an icy dwarf, unlike the rocky planets of Mercury, Venus, Earth and Mars and the gaseous planets of Jupiter, Saturn, Uranus and Neptune.

Pluto is the brightest body in a zone of the solar system known as the Kuiper Belt, made up of thousands of icy, rocky objects, including tiny planets whose development was stunted by unknown causes.

After visiting Pluto, the new mission will visit one or more objects in the Kuiper Belt. Scientists believe that Pluto and the Kuiper Belt possess a lot of organic (carbon-bearing) molecules and water ice-- the raw materials out of which life evolves, Stepenosky said.

Scientists believe studying those "planetary embryos" can help them understand how planets were formed. Stepenosky agrees and believes that by studying this concept more thoroughly, we may also gain information about the origins of life.

The craft will reach Earth's moon in about nine hours and arrive in 13 months at Jupiter, where it will use the giant planet's gravity as a slingshot, shaving five years off the 3 billion mile trip.

## "Bus Only" Lane Concept Studied Further

With vast improvements in the city's mass transit systems still years, if not decades, away, the Beverly Hills City Council may

*briefs cont. on page 12*

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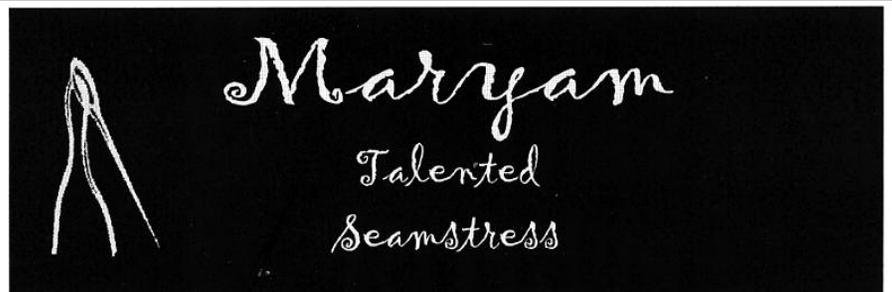
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initiate a process to test a "peak hour bus only lane" for six months on Wilshire Boulevard.

The lane would run 1.6 miles from either Robertson Boulevard or Doheny Drive eastward towards Fairfax Avenue in the City of Los Angeles and limit access to transit buses and passenger vehicles turning right during peak hours. According to Metropolitan Transit Authority (MTA) representatives who spoke at the informal meeting Tuesday, since-street parking is already restricted during peak hours along Wilshire Boulevard in Beverly Hills from 7 to 10 a.m. and 3 to 7 p.m., drivers would not be inconvenienced.

MTA officials said they are a little bit ahead of reaching out to businesses, but that will happen in the near future. They plan on walking Wilshire this week.

Due to the worsening of congestion, speeds have decreased and there have been an increase in MTA's operating costs. Officials at the meeting said according to their data, 50 percent of the time a bus is in service on Wilshire it is stopped. On Wilshire Boulevard alone, there are 60,000 bus boardings per day, which is equivalent to a rail corridor. In the near future, the MTA plans to implement more attributes to improve buses, including off-vehicle fare payment, exclusive lanes and high capacity buses, the latter of which will be put in service along Wilshire this year.

The Golden Triangle will not be included in the bus only lane test.

On November 30, L.A. County Supervisor Zev Yaroslavsky coordinated a meeting with Beverly Hills Vice Mayor Steve Webb, L.A.



Los Angeles Chapter of American ORT 2005 honorees: (L-R) Milton Widelitz, Hal Wiseman, Chapter President Roger Simon, Andrew Stevens, Murray Fischer, Stanley Black, Michael Schwab and Michael Broida.

Councilmembers Jack Weiss and Tom La Bonge, and members of the Metro staff to discuss the concept. According to Webb, the city is very interested in trying to reduce traffic congestion in the area.

Before the test is brought into fruition, Webb said that traffic engineers need to access the plan.

"We also have the right to terminate the test if it creates adverse traffic effects in the city," Webb added.

The meeting indicated that plans to test the bus only lane would begin in the summer of 2006 once construction of the Santa Monica Transit Parkway project is complete.

Webb said the council will hear from the MTA in the near future regarding any antici-

pated problems that may occur.

### Los Angeles Chapter of American ORT Celebrates Silver Anniversary At Chanukah Brunch

The Los Angeles Chapter of American ORT celebrated its Silver Anniversary at its Annual Chanukah Brunch Dec. 27, a major fundraiser that supports ORT's training and educational programs in struggling Jewish communities around the globe, with more than 350 people.

The Chanukah Brunch at the Beverly Hills Hotel honored the founders and past presidents of the Los Angeles Chapter, most of who are also national leaders of American ORT. Proceeds benefit the Sunflowers Project of American ORT and general pro-

grams. As part of ORT's commitment to values education, the Sunflowers Project trains more than 700 students to work and volunteer as tutors for children receiving treatment at oncology units in 11 Israeli hospitals.

KNX/CBS reporter Laura Ornest was the Master of Ceremonies and Supervisor Zev Yaroslavsky was the Special Guest Honoree.

Honorees included Chapter founder Stanley Black, Michael Broida, Murray Fischer, Andrew Stevens, Michael Schwab, Roger Simon, and its past two presidents, Hal Wiseman and Milton Widelitz.

Annual Chapter fund-raisers include a Chanukah Brunch, a Hollywood Bowl event, a golf tournament and Jurisprudence dinner. In 1995, Stanley Black's generosity made possible the purchase of a five-story building as the new and modern home for the Los Angeles ORT Technical Institute (LAOTI) known as The Joyce and Stanley Black and Family Building.

For information about American ORT, visit [www.aort.org](http://www.aort.org) or call (800) 364-9678.

### SoCal Jewish Sports Hall of Fame '06 Jan. 28

Los Angeles Clippers Owner Donald T. Sterling, TV/radio personality Jim Rome, volleyball player Rachel Wacholder and baseball star Gabe Kapler are among the 17-person Class of 2006 for induction to the Southern California Jewish Sports Hall of Fame. Inductions will take place during a gala benefit dinner on Saturday, Jan. 28 at the new JCC at Milken in West Hills.

Other inductees includes Cindy Bortz-

*briefs cont. on page 13*

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Gould (skating), David Bluthenthal (basketball), Brian Teacher (tennis), Eric Nick Bravin (fencing), Thelma "Tiby" Eisen (baseball), Hal and Stan Charnofsky (baseball), Robert Barnes, DPM (sports medicine), Max Gold (handball), Merton Isaacman (lawn bowling) and Larry Wein (football).

Los Angeles television/radio personality Steve Hartman will take time away from his on-air duties at KCBS-TV and XTRA sports radio to serve as Master of Ceremonies for the inductions.

The event will include dinner and a silent auction.

Tickets are tax deductible. For seating availability, call (310) 553-6325.

The Southern California Jewish Sports Hall of Fame honors outstanding Jewish sportsmen and sportswomen who have played a significant role in shaping the sports history of Southern California. It advocates the development of the community's youth through sports, and supports a variety of activities including the World Maccabiah Games in Israel, the JCC Maccabi Youth Games, the new JCC at Milken Sports Programs and the Alan Malamud Memorial Scholarship Fund.

**Sierra Club To Endorse Mike Feuer in 42nd Assembly Race**

The California Sierra Club has endorsed former L.A. City Councilmember Mike Feuer in the 42nd Assembly District Democratic Primary Election.

Feuer is also endorsed by the L.A. Police Command Officers Association, the L.A.



Mayor Linda Briskman (standing on right) welcomed Beverly Vista students to the new Local Government Program for middle school students held this month. Panelists included (L-R) BHUSD Assistant Superintendent Dr. Susan Liberati, City Manager Rod Wood and school board President Myra Lurie. Not pictured: Superintendent Dr. Jeff Hubbard.

Police Protective League and the Association for L.A. Deputy Sheriffs.

Labor support includes Laborer's International Union Local 300 and Local 777, NALC Letter Carriers Local 24, Operating Engineers Local 12 and Teamsters Joint Council 42. Democratic clubs include Democrats for Change and the Sherman Oaks Democratic Club.

In addition, Feuer is endorsed by the San Fernando Valley Chapter of NOW and the Mexican American Bar Association.

His primary election against West Hollywood Mayor Abbe Land takes place June 6.

**New Local Government Program For Middle School Students Starts This Month**

The Local Government Program for middle school students, designed to provide an overview of the city and BHUSD was introduced this month with Mayor Linda Briskman, City Manager Rod Wood, Board of Education President Myra Lurie, Superintendent Dr. Jeff Hubbard and Assistant Superintendent Dr. Susan Liberati leading interactive sessions with students at assemblies held at Beverly Vista, El Rodeo, Hawthorne and Horace Mann schools.

The members of the panel described the relationship and interrelationship between

the city and school district, explaining how the city and district function and how each serves the students in Beverly Hills. Students were given the opportunity to discuss a series of questions posed to them. Issues covered included the differences between the roles of elected officials and staff, the distribution of funds from the city to the district through the Joint Powers Agreement (JPA), how the district spends the JPA funds, the importance of revenues derived from sales and hotel taxes and business licenses which contribute 72 percent of the General Fund, cooperative services shared by the city and school district, and opportunities for students to become more involved in their community.

This program marks the third in a series of outreach efforts from the city to students in Beverly Hills schools. The first Youth in Government, a program for eighth graders, has been in place for 21 years.

"I was so impressed by the success of the Youth In Government program that when I became mayor and had the opportunity to identify and implement new programs, I made it a priority to expand the program," Briskman said. "With the support of my colleagues on the City Council, we added the Local Government Program for high school students in December. Based on the positive results of that program, we expanded it for middle school students. The importance of local government cannot be stressed enough. It is the closest and most responsive to people where everyone can be heard."

-- Compiled by Jennifer Kamm and Andrea Simpson



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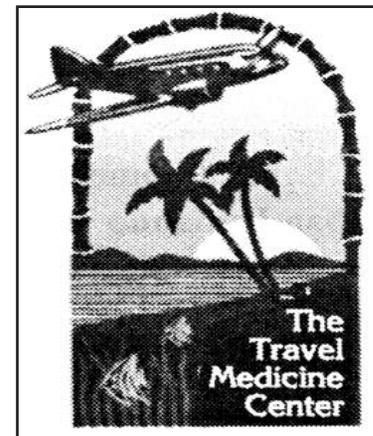
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## ONE GOES UP, ONE MUST COME DOWN

### Beverly Vista Building B and the Science & Tech. Center get final bid approvals for demolition and construction.

By Andrea Simpson

After years of ebbs and flows in the construction marketplace, sidetracking the momentum associated with the design and reconstruction of BV's historic Building B and the development of the new Science & Technology Center at the high school, the projects have been given the green light after the Board of Education approved a number of bids at last week's meeting.

With these recent approvals, more than 30 in total, most of the STC and BV Building B are complete, according to Facilities Director Karen Christiansen.



As Building B comes down, the bell tower will stay up.

At the meeting the board only approved the rejection of one bid for use of terra cotta tiles at the Science & Tech. Center.

Terra cotta is expensive material itself, and the way it was adhered to the building made it more costly, according to Christiansen.

"The terra cotta was a huge expense and there was a lot associated with affixing it to the building; a lot of structural things that had to go about to make that happen. It was suggested early on instead of going the terra cotta route they go with metals sidings, in lieu of the terra cotta. It would be in the front side of the building facing the street, as more decorative," Assistant Superintendent of Business Services Mick McClatchey said.

Currently the district is prepping for the construction of the Science & Tech. Center at Beverly High. The district has also already placed trailers and are in the process are getting bonds and insurance on all the contractors the board approved bids for on Building B. Building B demolition will begin in the next couple weeks.

As one of the three main construction projects in the district, representatives are now closing out the HVAC system project, and are in the process of balancing the rooms and setting the controls. In effect for the last couple months, Beverly High had been without central air and heat since the late 1990s.

Estimates were completed for each project about four years ago, but since then, rising construction costs have continued to alter the bids. The original budget was \$20 million for STC and is now set at about \$29 million. Building B, the eastern half of which will be preserved, started at \$8.6 and had many changes over the years and is now budgeted at about \$17 million due to changes in design, cost escalation, age of the building and DSA changes over the summer that added to the cost.

The HVAC bid was the only one of the three projects that came within a couple hundred thousand of its original price, at around \$5.5 million.

Board President Myra Lurie said she is cautiously optimistic that the district will have sufficient funding to complete all significant projects contained in Measure K.

"Obviously, our costs for the Beverly Vista Building B project have substantially exceeded the prior budget estimate," Lurie said. "This is primarily the result of skyrocketing construction costs-- a factor that is affecting building projects globally. Notwithstanding that overage, our Director of Facilities Karen Christiansen and Facilities Manager Mike Garcia have both assured me that there is still ample funding for modernization at Hawthorne, Horace Mann and El Rodeo and we expect to begin scoping that work this week."

According to Superintendent Jeff Hubbard, after the allocation of funds for each of the three main district projects, there may be approximately \$20 million left for modernization.

"To generalize like that is a little problematic because we're still doing value engineering on both the Science & Tech. and BV Building B project, and we're still out there getting additional funds," Hubbard said, including more than \$5.5 million in additional construction funding through state facilities hardship and modernization grants.

"How does Beverly Hills qualify for hardship money? We've been real smart about the way we've approached getting it, and, in truth, Beverly Vista went through an earthquake which damaged the building, we've had other issues that have arisen beyond the ability of us to control and we are very deserving of that money," Hubbard said.

Looming for years has been the concern that with cost escalations and the complexity of certain projects like Building B, that the district would not have enough money left over for modernization. The situation is now looking more optimistic.

"As I've been saying all along, the reason we chose to do the two big projects first was so that we could accurately come up with a modernization plan that fits the parameters of the budget as opposed to a Measure S [situation] where you had a shortfall," Hubbard said. "We're

not going to have a shortfall with Measure K. and it's clear now that we've done this work we're going to have enough money to accommodate the bulk of the modernization program."

Christiansen said that she is trying to get into that \$20 million range.

"We have to do a bunch of project closeouts and see what's left. We're still doing some value engineering on the two big projects to see how much we can save on those. It's hard to say at this point," Christiansen said.

McClatchey agreed, saying the district is closing in on a bottom line.

"That's an answer that's very vague right now because what they're going to be doing is that now that all the bids have been approved they're doing some value engineering. In other words, there may be some changes in that. So there's going to be adjustments in order to create savings and make more money for the modernization. So you can't say these bids are right here and that's it forever and ever. Plus, there are other funds that are going to be looked at," McClatchey said. "If there's a deferred maintenance program, so if we have something planned in deferred maintenance that was also planned as part of one of the modernization projects, then maybe we'll use deferred maintenance money and not use modernization money. Therefore, that would free up more modernization money for something else. But there's a lot of adjustments and we're a couple board meetings away from coming up with any kind of final figure."

Christiansen added that coming in on budget in order to complete as much of the modernization work as possible is always a concern. The last couple board meetings project managers for Rudolph & Sletten talked at length about the disparity between the initial estimates and how the bids are coming in. As a contractors market around the world, McClatchey said it's especially difficult in Beverly Hills because of the historic preservation of certain elements of Building B and the cost associated with maintaining that historic value makes it more challenging for a contractor.

"We're not looking at apples to apples; we're looking at a basket of fruit here," McClatchey said.

Christiansen says she thinks the district will be "perfectly fine."

"To say you're not concerned would be short-sided. We're definitely concerned; we want to

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make sure to monitor it closely," Christiansen said.

Christiansen added that with the money left over after the three main projects the district will be able to accomplish the modernization of the core facilities including auditoriums, restrooms and DSA changes.

"The most important will get done. A lot of the aesthetic fixes may not. There's been a large escalation in the construction industry; it's not so much that the projects weren't scoped appropriately for that time, but just the projects were planned years ago and then went crazy. We're still going to do the major intent of the project," Christiansen said.

Hubbard said having approved the multiple prime contractor method will better help in coordinating all the elements of the modernization phase.

"We're always looking for smarter ways to go about doing things which is one of the reasons we chose the multiple prime method because it gives us an opportunity to do that as opposed to just hiring a general contractor who comes in and says, 'We're going to handle it all,' and you have to negotiate, beg, borrow and plead with that person to try and reduce the cost in those areas," Hubbard said. "I've become a real believer in this multiple prime method after having gone through the bid process. We'll have to see how it plays out with the actual construction, but so far I think it's made good sense and it's going to allow us to have more

flexibility associated with our modernization projects as well as the big projects themselves."

Like the terra cotta, other cosmetic elements may have to be eliminated to save the district some money, but Hubbard says it should not impact construction and is currently being studied.

"We're not going to get everything I want to get, but we're going to get I believe what we promised our public when we out for the bond and every school is going to see the benefit of Measure K and our students are obviously going to be the beneficiaries of that," Hubbard said. "I think that we're really doing remarkably well and I'm really pleased because we've all been deeply concerned with these cost escalations and it seems like it's going to go okay."

The district is in the process of getting the modernization plans "bidable," Christiansen said.

"I don't want to overwhelm this district with too many construction projects at the same time either," Christiansen said. "It's a small district and small community and I don't want to cause too much upheaval so we're trying to lessen the impact on the schools sites; trying to pace it for the school district and the funds."

McClatchey will be meeting with principals in the next couple weeks to discuss modernization and what was prepared years ago.

Building B and STC are set to open on schedule in December 2007.

# BIG IDEAS FOR INDUSTRIAL AREA

## A newly completed master plan for the Industrial Area includes a new home for city services and long-awaited Maple Counseling Center.

By Jennifer Kamm

After lengthy deliberation and a complete change in design and location, a master plan has been created for the properties at Foothill Road and Third Street, which include the Maple Counseling Center, the Public Works Vehicle Shop and city offices.

The proposed plan would be located across the street from the Community Sports Center.

The current plan includes a three-story office structure designed to sit above one level of subterranean parking on Foothill Road, adjacent to the Public Works building at the corner of Third Street. Originally, the building was intended to be much smaller in size and built on a triangular shaped lot at the site of the former Transfer Station. But the budget was delayed due to budgetary concerns of the council.

"The small triangular building was so costly to build and it did not provide adequate parking for the structure. It was just a poor use of city funds," said Councilmember Barry Brucker, who along with Mayor Linda Briskman serves on the council subcommittee studying the project.

To create a more useable and cost-efficient space, architects decided to create a more square-shaped design in a more accessible location. Because of the vast increase in space at the new location, Brucker said the new plan has a completely different design.

"Whenever you have a building more squared off, the effectiveness for parking, design, office improvements and utilities have more efficient and productive use," Brucker said.

In addition to a change in location and design, a change in budget has also resulted. The new master plan projects a conceptual budget of \$53 million, of which \$44 million is designated for construction and \$9 million for design fees and contingencies. In the original budget, construction of the office building totaled approximately \$14 to \$15 million, whereas the new plan predicts costs of approximately \$21 million.

"What we want to explain to the council is that the building is bigger and we can lease out to other tenants. The goal is to have a building that has a source of income. In the end, we're hopeful that we'll be able to pay for this building through lease revenue," Schneider said.

The Capital Improvement Program budget includes \$18.3 million for the Vehicle Shop, which would require an additional appropriation of approximately \$32 million to complete the development.

When asked whether the substantial increase in budget will be problematic, Brucker said, "I think the city will hopefully look at it from a financial component first to see if it's affordable and to see how much of the costs can be offset by leasable rentable space."

To lessen the impact of the overall cost, "there could also be a phasing program, where we build it in different phases and spread it over time," Project Administration Director Alan Schneider said.

By locating the major building frontage on the Foothill Road side, which is far more "civic" in character, the building maintains the architectural standard that enhances the area and maximizes the potential of the leaseable commercial spaces, by providing views and pedestrian access, according to the staff report.

The ground level of the facility features a considerable paved area that sits beside a landscaped courtyard. The space on this level could potentially be used for offices or restaurants and cafes that wish to offer outdoor dining.

On the second floor of the building, an open floor plan has been designed for the Maple Counseling Center. Since opening in Beverly Hills in 1971, the Maple Counseling Center has been looking for a long-term, affordable solution to its housing needs. The Center has recently extended its lease in its current location for three years.



Foothill and Third may see new ground.

In the building's previous plan, the Maple Counseling Center was supposed to sit mid-block and the Vehicle Maintenance Center on the corner, according to former Maple Center President Tom Korey. In the new master plan, the center will reside on the corner and the Vehicle Shop will reside mid-block.

"It seems to make more sense from a design, development and cost perspective," Korey said.

Current Maple Center President Les Bronte said, "It's been a long time coming" and he "prays" the council continues with the project.

"The original design was too aggressive and wasn't functional for us. It had architectural niceties that were expensive and weren't functional, such as glass panels and external balconies," Bronte said. "All we need are office spaces for our therapists to meet with our clients."

A cable television facility would occupy the third floor, with the remainder of space available for commercial leasing.

Parking for the properties is available in a parking structure that fronts Third Street and adjoins the building. The structure is designed for multiple uses and contains four levels above-grade and one subterranean level. The subterranean level allows for 155 spaces for city-owned vehicles, with separate access from the city yard. In addition to the 266 spaces on the above-grade levels, 108 surface parking spaces are also available in the city yard for the Public Works operations and for heavy truck parking.

The Beverly Hills Federal Credit Union would be placed on the Third Street side of the street and the Vehicle Shop behind the Public Works building. According to the staff report, the location of the Vehicle Shop is advantageous because the main utilities and the fuel tanks do not have to be relocated.

Many of the support functions that were previously in the Vehicle Shop, including locker and training rooms, offices, work areas and storage, can now exist in renovated areas of the Public Works Building.

The council approved development of a cost analysis and the continuation of architectural design plans Tuesday. Councilmember Steve Webb recommended looking at the project as two separate properties, but at this time the council agreed to look at it as one master plan.

If design consultants are authorized to proceed with the development and preparation of construction documents in February, as indicated by the staff report, then construction of the Vehicle Shop and the Foothill and Third office building should be completed by August 2007 and November 2008, respectively. The design/bid documents for the Vehicle Shop should be completed by October 2006 and by March 2007 for the office building.

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# sports & scores



## BHHS Boys' Basketball Team Defeats Brentwood Again

Norman girls' basketball team defeats Brentwood again.

By Steven Herbert

Beverly High completed its comeback from a first-round loss with a 41-38 victory over Brentwood in the ninth-place game of the Maui Christmas Classic boys' basketball tournament Dec. 22 at the Lahaina Civic Center in Lahaina, Hawaii.

Ben Smyth made a three-point basket with 10 seconds to play and the Normans forced 10 turnovers and limited the Eagles to three free throws in the fourth quarter to win their third consecutive game.

Beverly Hills trailed 35-30 entering the fourth quarter, then outscored Brentwood, 11-3, over the final eight minutes as Smyth and George Medrano each scored four points.

The Normans (8-5) increased their use of traps and varying their defenses on each possession in the fourth quarter, coach Luis Turcios said.

"After the first game, we kind of had a feeling that we were going to go all the way in the consolation championship because... the kids got their legs back and started shooting better," Turcios said.

The victory was Beverly Hills' second over the Eagles (8-6) in 14 days. The Normans were 54-35 winners in a championship semifinal Dec. 9 in the Beverly Hills High School Winter Basketball Tournament at the Swim-Gym.

"It was tough playing them a second time," Turcios said.

Cosmo Morabbi scored 13 points, 12 over the first three quarters. Medrano, who was named to the all-tournament team, Daniel Leisner and Smyth each added nine and Meyer Linter one on a fourth-quarter free throw.

Morabbi and Smyth each made two

three-point baskets and Leisner one.

Beverly Hills outscored the Brentwood, 14-5, in the first quarter as Leisner and Morabbi both made three-point baskets. The Eagles took a 23-20 halftime lead by outscoring the Normans, 14-5, in the second quarter. Brentwood outscored Beverly Hills, 12-10, in the third quarter.

### What's Next?

The Normans are scheduled to play host to Inglewood Morningside Friday at 7 p.m. in the Swim-Gym and play at Culver City Wednesday at 7:30 p.m. in Ocean League games.

### Girls' Basketball

#### Beverly Hills 56,

#### Playa Del Rey St. Bernard 40

Allison Galer scored 14 points, freshman Sophie Payson 12 and Rosie McClaren 10 for the Normans in a nonleague game at the Swim-Gym Jan. 7.

McClaren scored six points as Beverly Hills outscored the Vikings 15-8 in the first quarter.

The Normans (7-4) increased their lead to 29-15 at halftime by outscoring St. Bernard, 14-7, in the second quarter with Payson scoring five points, including a three-point basket.

Beverly Hills led 44-22 entering the fourth quarter, outscoring the Vikings, 15-7, in the third quarter, with Payson and Bettina Shore making three-point baskets.

The Normans were outscored 18-12 in the fourth quarter.

Negin Mostadim added seven points, Didi Younesi five, Shore four, Lily Choi and Gwynne Evans two each.

### What's Next?

The Normans are scheduled to play at Inglewood Morningside Friday and play host to Culver City Wednesday at the Swim-Gym in Ocean League games beginning at 6 p.m.

### Boys' Soccer

#### Palos Verdes 5, Beverly Hills 0

The Sea Kings scored twice in the first half and three times in the second in a non-league game at Nickoll Field Jan. 6. Beverly Hills (1-4-3) played without two starters who were suspended by coach Steve Rappaport for being away from the team during Winter Vacation when it played in the South Torrance Tournament. Two other starters missed the game because of illness, Rappaport said.

"We were never in the game," Rappaport said. "[Palos Verdes] played fantastic. We weren't good enough to play them." Palos Verdes led in shots, 10-3. Norman goalkeeper Shaun Bolour made five saves.

### South Torrance Tournament

#### Manhattan Beach Mira Costa 0,

#### Beverly Hills 0

(Mira Costa advances on penalty kicks, 6-5)

Bolour made seven saves for the shutout in a consolation bracket game Dec. 21.

The Mustangs led in shots, 7-4.



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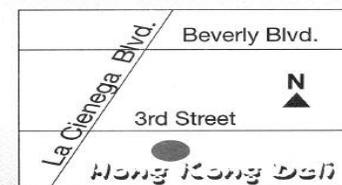
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"I thought we played them very well," said Rappaport, whose team lost to Mira Costa, 1-0, Dec. 15 in a nonleague game at Nickoll Field. "It was a much tougher field to play them on. When we played them here, we had a nice sized field and so their height didn't hurt us. We had to step up on a very small field, so it's a good experience for us to play a much bigger team where they were spending the whole game trying to create... and we were able to handle that."

Sweeper Evan Zarider, midfielder Sam Forrest, stopper Rashed Al Felaij "played really, really strong games," for the Normans, Rappaport said.

"I thought they were outstanding," Rappaport said.

### Beverly Hills 2, Wilmington Banning 0

Daniel Benabou scored in the 18th minute and assisted on Diego Guardia Villegas' 25th-minute goal in a Consolation Bracket D Game Dec. 21 and Bolour made two saves for his second consecutive shutout.

The Normans led 14-2 in shots.

#### What's Next?

The Normans are scheduled to play host to Inglewood Morningside Friday at 3 p.m. at Nickoll Field and at Culver City Wednesday at 6 p.m. in Ocean League games and play host to Los Angeles Milken Saturday at 7 p.m. in a nonleague game at Nickoll Field.

### Girls' Soccer

#### Manhattan Beach Mira Costa 1, Beverly Hills 0

The Mustangs scored in the 26th minute and the Normans were unable to convert on several late counterattack chances in a nonleague game at Mira Costa Jan. 4.

"Our defense was stellar, our goalkeeping was excellent again," Beverly Hills coach Ryan Franks said. "We frustrated the heck out of them-- playing good team defense, taking away dangerous passing channels. [I] couldn't be more proud of our team's performance."

The Normans (5-5-5) lost to Mira Costa, 6-1, in a South Torrance Tournament game Dec. 3.

"Losing 1-0 to Bay League powerhouse like Costa is a moral victory," Franks said. "I don't believe there is a team in our league as explosive as Costa."

#### What's Next?

The Normans are scheduled to play at Inglewood Morningside Friday at 2:30 p.m. and play host to Culver City Wednesday at 3 p.m. at Nickoll Field in Ocean League games.

### Girls' Water Polo

#### Anaheim Western Tournament Newport Beach Sage Hill 7, Beverly Hills 2

Grace Oh scored in the third and fourth quarters for the Normans in a pool play game at Savanna High School in Anaheim

Jan. 6.

Beverly Hills goaltender Marissa Srou made 11 saves.

The Normans trailed 1-0 at the end of the first quarter and 3-0 at halftime. The Lighting increased its lead to 5-0 before Oh scored with 1:35 left in the third quarter. Sage Hill led 5-1 entering fourth quarter and scored twice more before Oh scored the game's final goal with 2:43 remaining.

#### Santa Fe Springs Santa Fe 6, Beverly Hills 4

Oh scored the game's first two goals, but the Chiefs scored five consecutive goals from the second through fourth quarters in a 29th-place semifinal Jan. 7 at Loara High School in Anaheim.

Oh's third goal of the game with one second left in the first quarter gave the Normans a 3-1 lead. Santa Fe scored the only goal of the second quarter and trailed 3-2 at halftime.

The Chiefs took the lead by scoring with 31 seconds left in the third quarter. Santa Fe increased its led to 6-3 by scoring the first two goals of the fourth quarter before Oh scored the final goal of the game with 1:57 left.

Srou made 12 saves.

### Beverly Hills 7,

#### Fountain Valley Los Amigos 4

The Normans broke a 4-4 tie by scoring the final three goals in the 31st-place game Jan 7 at Loara High School.

Beverly Hills took the lead for good with

2:28 to play on Tiffany Zarrin's goal. Jackie Salgado scored insurance goals with 1:58 and 42 seconds remaining.

The Normans led 4-2 entering the fourth quarter, but the Lobos scored the next two goals, tying the score 4-4 with 5:12 left.

Beverly Hills (1-6) broke a 2-2 halftime tie as Oh scored twice in the third quarter.

The first quarter ended in a 1-1 tie with Justine Navid scoring for the Normans. Oh scored the Normans' goal in the second quarter.

Srou made 11 saves.

#### What's Next?

The Normans are scheduled to play host to Santa Monica today at the Swim-Gym and Culver City Tuesday at the Culver City Municipal Plunge in Ocean League games beginning at 3 p.m. and St. Lucy's Wednesday at 4 p.m. in a nonleague game at Damien High School in La Verne.

Beverly Hills is also scheduled to compete in the South Bay Tournament Friday and Saturday.

### Wrestling

Beverly Hills High School is scheduled to wrestle at Torrance today in an Ocean League meet beginning at 3 p.m.

### Girls' Golf

#### Beverly Hills 263, Santa Monica 277

Norman freshman Clair Choo and Alice Kim both shot team-low 12-over-par 47s for the Normans in an Ocean League match

*sports & scores cont. on page 18*

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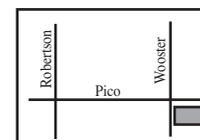
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sports & scores cont. from page 17  
at Rancho Park Golf Course Oct. 20.

#### Ocean League Finals

Sophomore Charlene Kim was the only Beverly Hills golfer to complete the 18-hole round, firing a 36-over-par 108 to finish last in the field of 24 completing the round Oct. 27 at the Harding Course at Griffith Park.

Choo was unable to complete the round because of illness, Norman coach Jason Newman said.

#### Girls' Tennis

##### Southern Section Individual Finals

Beverly High senior Tova Hausman won three matches at the Peninsula Regional before losing to eventual champion Hillary Barte of North Hollywood Harvard-Westlake.

Hausman defeated Tiffany Lecong of Whittier La Serna, 6-0, 6-1, Olivia Graham, 6-1, 6-0, and Rachel Manasse of

Manhattan Beach Mira Costa, 6-2, 6-2, at the Jack Kramer Tennis Club in Rolling Hills Estates Nov. 19.

Hausman lost to Barte, 6-1, 6-0, in a round of 16 match at the Seal Beach Tennis Center Dec. 1.

#### Boys' Water Polo

##### El Segundo 16, Beverly Hills 11

The Normans trailed 4-3 at the end of the first quarter and 7-6 at halftime, but the Eagles took control of the game by outscoring Beverly Hills, 6-2, in the third quarter in an Ocean League game at the Swim-Gym Oct. 26.

Danny Berk scored five goals, Andrew Hopp three, Mikey Lee two and Jason Lewis one.

Mike Sadigh made four saves and Isaac Bokhoor two for the Normans.

El Segundo was ranked third in the final Southern Section Division IV poll issued Nov. 7.

#### Beverly Hills 13,

##### Los Angeles Milken 10

The Normans held two seven-goal leads, then withstood the Wildcats' comeback attempt in an Ocean League game at the Swim-Gym Oct. 31.

Lewis scored the game's first two goals and Hopp scored the next three as Beverly Hills took a 5-0 lead at the end of the first quarter.

The Normans (11-12, 2-5 in league play) led 9-3 at halftime, as Berk scored twice in the second quarter and Berk and Ben Cousineau once each.

Beverly Hills led 10-3 and 11-4 in the third quarter on goals by Raz Ezer and Berk.

The Normans led 11-6 entering the fourth quarter. Milken cut the deficit to 12-9 with 1:30 left. Lewis scored an insurance goal with 44 seconds remaining.

#### Professional Baseball

Boomer Welles, a 2000 Beverly High graduate, has been signed by the Fort

Worth Cats of the independent American Association.

A third baseman, Welles completed his college career by hitting .340 in 38 games for the University of Texas at Arlington in 2005, with three home runs and nine runs batted in.

Welles also played for Glendale College and Oral Roberts University.

Welles holds the Beverly Hills career records for home runs (19), runs batted in (84), hits (101), total bases (188) and runs (82).

*Steven Herbert also covers sports for the Los Angeles Times and The Associated Press. He welcomes feedback and suggestions. He can be reached by e-mail at StvHerbert@aol.com, by telephone at (310) 275-7943 or by fax at (310) 273-4519.*

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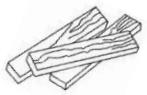
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FICTITIOUS BUSINESS NAME STATEMENT: 05-2996750  
The following person(s) is/are doing business as: CRC, COURT RECORD CONSULTANTS, 11024 Balboa Blvd, #128, Granada Hills, CA 91344. LIBERTY A MILLER, 11024 Balboa Blvd, #128, Granada Hills, CA 91344. CHER BUCKNAM, 11024 Balboa Blvd, #128, Granada Hills, CA 91344. The business is conducted by: A GENERAL PARTNERSHIP. The registrant commenced to transact business under the fictitious business name or names listed on: 12/7/05. Signed:

Liberty A. Miller, Cher Bucknam. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 8/29/05. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 12/22/05, 12/29/05, 1/05/06, 01/12/06 BHW-4125

FICTITIOUS BUSINESS NAME STATEMENT: 05-2757994  
The following person(s) is/are doing business as: INTERNATIONAL DISTRIBUTION; UNIQUE IMITATION JEWELRY, 5322 Strohm Ave, North Hollywood, CA 91601. GHAR MARTIROSIAN, 5322 Strohm Ave, North Hollywood, CA 91601. The business is conducted by: AN INDIVIDUAL. The registrant commenced to transact business under the fictitious business name or names listed on: 4/14/05. Signed: Ghar Martirosian. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 11/23/05. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 12/22/05, 12/29/05, 1/05/06, 01/12/06 BHW-4126

FICTITIOUS BUSINESS NAME STATEMENT: 05-3058758  
The following person(s) is/are doing business as: MY GYM CLOTHES, 10 Universal City Plaza, University City, CA 91608. MIKE LAMBERT, 10 Universal City Plaza, University City, CA 91608. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Mike Lambert. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 12/13/05. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 12/22/05, 12/29/05, 1/05/06, 01/12/06 BHW-4127

FICTITIOUS BUSINESS NAME STATEMENT: 05-3057305  
The following person(s) is/are doing business as: LA CLEANING AND RESTORATION; LA CARPET RESTORATION, 18541 Sherman Way #202, Reseda, CA 91335. AA ADVERTISING AND MARKETING, 18541 Sherman Way #202, Reseda, CA 91335. The business is conducted by: A CORPORATION. The registrant commenced to transact business under the fictitious business name or names listed on: 7/15/05. Signed: Avistar Gabli, President, AA Advertising and Marketing Inc. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 12/13/05. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 12/22/05, 12/29/05, 1/05/06, 01/12/06 BHW-4128

ty clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 12/22/05, 12/29/05, 1/05/06, 01/12/06 BHW-4128

FICTITIOUS BUSINESS NAME STATEMENT: 05-2806546  
The following person(s) is/are doing business as: CALAPP CONSULTING INC.; CALAPP & COMPANY, 11767 W. Sunset Blvd, #108, Los Angeles, CA 90049. CALAPP CONSULTING INC., 11767 W. Sunset Blvd, #108, Los Angeles, CA 90049. The business is conducted by: A CORPORATION. The registrant commenced to transact business under the fictitious business name or names listed on: 9/14/05. Signed: Brett D. Calapp, President, Calapp Consulting Inc. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 12/18/05. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 12/22/05, 12/29/05, 1/05/06, 01/12/06 BHW-4129

FICTITIOUS BUSINESS NAME STATEMENT: 05-3074207  
The following person(s) is/are doing business as: DREAM WORKS SLEEP CENTER, 19732 Archwood St, Winnetka, CA 91365. ALEXIS ARTURO ALVARADO, 19732 Archwood St, Winnetka, CA 91365. The business is conducted by: HUSBAND AND WIFE. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Alexis Arturo Alvarado, Jerry Patricia Alvarado. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 12/14/05. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 12/22/05, 12/29/05, 1/05/06, 01/12/06 BHW-4130

FICTITIOUS BUSINESS NAME STATEMENT: 05-3074223  
The following person(s) is/are doing business as: CONCERTO NETWORKS, 16834 Lahey St, Granada Hills, CA 91344. TEAM EXYPNOS LLC, 16834 Lahey St, Granada Hills, CA 91344. The business is conducted by: A LIMITED LIABILITY COMPANY. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Arsen Mirktyan. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 12/14/05. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 12/22/05, 12/29/05, 1/05/06, 01/12/06 BHW-4131

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tion of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 12/22/05, 12/29/05, 1/05/06, 01/12/06 BHW-4131

FICTITIOUS BUSINESS NAME STATEMENT: 05-3074234  
The following person(s) is/are doing business as: U-BIQUITY PHOTOGRAPHY, 3661 Vinton Ave, #4, Los Angeles, CA 90034. LATAASHA PROCTOR, U-BIQUITY PHOTOGRAPHY, 3661 Vinton Ave, #4, Los Angeles, CA 90034. The business is conducted by: A CORPORATION. The registrant commenced to transact business under the fictitious business name or names listed on: 9/1/05. Signed: Brett D. Calapp, President, Calapp Consulting Inc. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 12/18/05. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 12/22/05, 12/29/05, 1/05/06, 01/12/06 BHW-4132

FICTITIOUS BUSINESS NAME STATEMENT: 05-2754721  
The following person(s) is/are doing business as: MUSICALAS, 9941 Collett Ave, North Hills, CA 91343. JASON KOJI YOSHIDA, 9941 Collett Ave, North Hills, CA 91343. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: Jason Yoshida. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 12/15/05. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 12/22/05, 12/29/05, 1/05/06, 01/12/06 BHW-4133

FICTITIOUS BUSINESS NAME STATEMENT: 05-3074249  
The following person(s) is/are doing business as: ALEPH GENERAL CONTRACTORS, 6829 Lankershim Blvd, #13, North Hollywood, CA 91605. ALEPH CONSTRUCTION & WATERPROOFING INC, 6829 Lankershim Blvd, #13, North Hollywood, CA 91605. The business is conducted by: A CORPORATION. The registrant commenced to transact business under the fictitious business name or names listed on: 1/1/05. Signed: Victor Carpio Dominguez, CFO, Aleph Construction & Waterproofing Inc. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 12/14/05. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 12/22/05, 12/29/05, 1/05/06, 01/12/06 BHW-4134











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