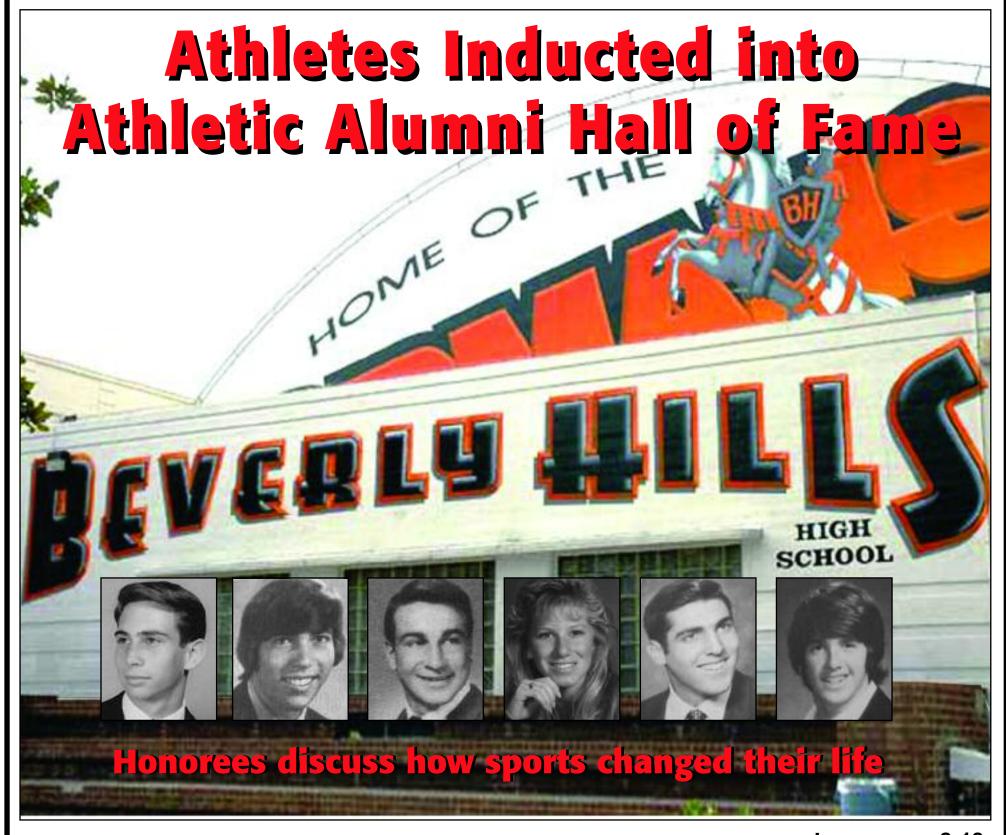


Issue 415 • September 13 - September 19, 2007



cover story • pages 9-10



WHAT'S ON YOUR MIND?

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

You can fax us at: 310.887.0789

email us at: editor@bhweekly.com



letters & email

"Runaway Permits in the BHUSD"

Has the BHUSD administration and this Board of Education allowed our school permit system to become a "runaway train" in the name of "needed funding" and "other circumstances" reasons? Has this "open door" policy of granting there precious permits allowed this current system to potentially overwhelm the dynamics that make us an autonomous district?

This valued treasure should exist and function for the sole purpose of educating the children of the resident of Beverly Hills as well as to accommodate the educational needs of our school staffs' children, as well as the children of the city staff such as police and fire fighters and the work-force of the city of Beverly Hills.

Our district has had a long standing

letters cont. on page 7



NOTICE OF COMMISSION VACANCY:

CITY CLERK BYRON POPE, CMC 455 NORTH REXFORD DRIVE BEVERLY HILLS, CA 90210-4817

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

NOTICE OF COMMISSION VACANCY:

HEALTH AND SAFETY COMMISSION

The Beverly Hills City Council is seeking qualified residents to fill seven (7) vacancies on the Health and Safety Commission. The initial term of office is for two years. At the discretion of the City Council, the Commissioner may be reappointed to a second term of four years. Each appointee will be required to file an initial and an annual "Statement of Economic Interests" financial disclosure.

In order that we may preserve the integrity of the application and interview process, please direct all inquiries to the City Clerk, City Manager or the Director of Emergency Management. Please DO NOT contact the City Councilmembers regarding the Health and Safety Commission vacancies.

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

The deadline for filing applications for this Commission is Friday, September 21, 2007 at 5:00 p.m.

BYRON POPE, CMC City Clerk



NORMAN SPIRIT

UCLA

Top row: Ashley Yoon '09, Candice Rabbie '09, Ashley Goldsmith '09, Lindsey Markley '09, Coach Heather Humphrey, Stephanie Charlin '09, Kimmie Horton '10, Daisha Bahadoor '09, Alejandra Robbins '09. Middle row: Sandy Jouthe '10, Lisette Curtis '09, Shellly Hong '09, Ashley Garcia '08. Bottom row: (Co-Captain) Kimberly Cho '08, Gina Park '08 (Captain), and (Co-Captain) Kaitlyn Dommers (Top All American Award) '08.

The All American Cheerleading Award was presented to members of the Beverly High Varsity Cheerleading Team at the National Cheerleaders Association (NCA) summer camp. Other team awards included The Herkie Team Award, the National Championship Bid Winner and the Top Team: Champion Chant Winner. The camp was hosted by UCLA from Sunday, August 19 to Wednesday, August 22.

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city & schools

Hawthorne API Scores Jump 13 Points

But the remainder of BHUSD schools received low or no API growth By Elisa Osegueda



Alex Cherniss

The Academic Performance Index (API) reports were released last week and revealed a 13 point growth for Hawthorne School with a new API of 898. The remainder of the BHUSD schools saw minor results. Beverly Vista, El

Rodeo and Horace Mann all had two point increases, while Beverly High had a -23 growth decrease.

Hawthorne School Principal Alex Cherniss said the results are welcoming news, but as a staff and as a district, there are always looking to improve their instructional strategies.

The API measures the academic performance and progress of schools in California. In 1999 the California legislature passed the Public Schools Accountability Act, making the

API a staple in the California public school districts. As a result of the Public Schools Accountability Act, the Standardized Testing and Reporting (STAR) test, California Achievement Test (CAT), and high school exit exams are required to be taken at public school. The API is another component of the system, but is used to measure progress.

For the 2005-2006 school year Hawthorne received an API growth of 885. This year the school obtained an API of 898, resulting in a 13 point increase. Last year Beverly Vista scored an API of 884, El Rodeo received an API of 885. Both schools this year only increased their API by two points. Beverly High scored an API of 824 compared to last year's API of 847.

Board of Education member Myra Demeter said Tuesday at the Board of Education meeting that the 2005-2006 API scores for Beverly High were a disproportionate increase. Demeter believes this years API results are a natural progression from the 2004-2005 school

year, in which Beverly High received an API of 815

Regarding Beverly High's API growth spike for the 2005-2006 school year, Assistant Superintendent of Educational Services Ilene Straus said, "[The 2006-2007 API results for Beverly High] went through a sharp decline but it was a sharp raise the year before. We don't know what caused the spike. They were at a steady raise. We don't know what happened, there has been a change in administration, and we are still analyzing what occurred the year prior."

According to Straus the API uses complex calculations and the weighing is different each year.

"We had a large percentage of 9th graders not completing Algebra 1 last year and that penalized us. You are penalized for students not finishing Algebra 1 by the end of 9th grade, there is a penalty for that at the high school level," said Straus.

This year the Board of Education is looking into ways to help students complete Algebra 1 by 9th grade. They will be adjusted curriculum course work, focusing on specific interventions, and making sure that students taking college preparatory curriculum.

Last year Hawthorne's professional development focused on establishing school-wide indicators of student learning. According to Cherniss, teachers developed a common list of student behaviors that exemplified optimum

student learning. After identifying those learning behaviors, teachers focused their instructional strategies to ascertain those behaviors.

Besides staff professional development and school wide indicators of student learning, Hawthorne emphasized to its students the learning variations available to them.

"In education, we all know that children learn differently, so it's our job as educators to stress to our students the fact that there are multiple ways to solve problems," said Chemiss.

This year Hawthorne hopes to provide students with opportunities to "not only show their understanding in multiple ways, but to enable students to explain their learning to peers, teachers, and parents," said Cherniss.

When asked how Hawthorne keeps its students and teachers motivated without burning them out Cherniss said, "I think that passion for teaching often equates to passion for learning."

Cherniss also believes that all BHUSD schools have had a tremendous amount of support from the district office.

"We are high performing district, our schools are all above 800 but that doesn't mean there aren't areas that we can approve on for students," said Straus.

Beverly High Principal J Guidetti did not return calls in time for the deadline.



NOTICE OF PUBLIC HEARING

CITY CLERK BYRON POPE, CMC 455 NORTH REXFORD DRIVE BEVERLY HILLS, CA 90210-4817

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

NOTICE OF PUBLIC HEARING

The City Council of Beverly Hills, at its regular meeting to be held on **Monday**, **September 17**, **2007**, **at 7:30 p.m.**, in the Council Chambers of the City Hall, 455 N. Rexford Drive, Beverly Hills, CA 90210; will hold a public hearing to consider:

AN UNCODIFIED ORDINANCE OF THE CITY OF BEVERLY HILLS AMENDING THE MINIMUM FRONT YARD SETBACK FROM 75 FEET TO 65 FEET FOR PROPERTY LOCATED ALONG THE **WEST SIDE OF THE 800 BLOCK OF ALPINE DRIVE.**

The Planning Commission at its hearing of July 12, 2007, recommended that the City Council approve the project. The City Council will consider whether or not to change the City's official records to modify the required front yard setback for the west side of the 800 block of Alpine Drive.

This project has been assessed in accordance with the authority and criteria contained in the California Environmental Quality Act (CEQA), the State CEQA Guidelines, and the environmental regulations of the City, and has been found to be categorically exempt from the provisions of CEQA pursuant to Section 15305 (Class 5) of the CEQA Guidelines.

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

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

If there are any questions regarding this notice, please contact the Community Development Department, Planning Division, at 310.285.1123. Copies of the proposed ordinance are available for review in the Planning Department, Room G-40, 455 N. Rexford Drive, Beverly Hills, California.

BYRON POPE, CMC City Clerk





Free Water Analysis... The City of Beverly Hills is working to ensure that you receive safe drinking water whenever you turn on the faucet. If your home or apartment was built before 1986, the City of Beverly Hills Public Works Department, invites you to participate in free water testing for lead and copper

In the same amount of time it takes to turn on a water faucet in the morning, you can get an analysis of the water in your home, and provide a valuable service to your community! You are eligible for free water testing if:

- Your home or apartment was built before 1986;
- And, you are a Beverly Hills Water Customer

Free lead and copper analysis is through September 21. Limited testing kits are available, so please call the Public Works Department (310) 285-2467 to make an appointment for delivery. Your test results will be mailed to you. If you are selected for this monitoring program, you may be asked to participate once a year.

Background: Lead and copper contaminants in your water usually come from the corrosion and wear and tear of materials containing lead or copper in the water distribution system and household plumbing. The U.S. Environmental Protection Agency estimates that 20% or more of a person's total exposure to lead comes from drinking water. In 1986, Congress banned the use of lead solder containing greater than 0.2% lead and restricted lead content in faucets, pipes and other plumbing materials to 8%.

Thank you for being a Partner in Environmental Protection

briefs



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Renaming of Beverly High Band Room Approved by Board of Education

The Beverly Hills E d u c a t i o n Foundation (BHEF) presented a naming opportunity for the Beverly High band room to the Board of

Education at Tuesday evening's Board meeting. The naming was unanimously approved by the Board.

The band room will be named the C. Frederick and Susan Wehba Band Hall. The donation of \$50,000 will be given in yearly installments over five years to support a jazz band and art program. No naming ceremony date has been announced.

Goldberg and Fenton Endorsed by the BHEA; Incumbents Rebuffed

The Beverly Hills Education Association (BHEA) announced Thursday, September 6 their endorsement for Board of Education candidates Brian Goldberg and Steven Fenton.

BHEA President Chris Bushee believes Goldberg and Fenton will "bring fresh ideas, new models for solving problems and will help foster mutual respect and a genuine sense of appreciation for the tremendous amount of work done by employees."

The BHEA represents approximately 450 certificated faculty, office staff, and classroom assistants throughout the BHUSD.

All four Board of Education candidates were interviewed by the BHEA, joining Goldberg and Fenton in the race are incumbents Myra Lurie, running for a second term and Alissa Roston, running for a third term.

At the BHEA representative council meeting held Thursday, Bushee says all candidates were given the same amount of time and were asked the same questions.

"We decided that the viewpoint and opin-

(310) 285-2400

FAX: (310) 385-0862

ions held by Goldberg and Fenton were more in line with our organizations interest and goals then those opinions expressed by Mrs. Roston and Mrs. Lurie," said Bushee.

According to Bushee there where two major issues that surfaced during the interview process led the BHEA to not support incumbents Lurie and Roston.

"There is also a general sense within the membership that certainly for the last few years some of the big issues that stand between the employees of the BHUSD and the management have not been effectively resolved."

Bushee says all candidates were asked about the administrative and teacher turnover rate within the district in the past few years.

"So we asked the current incumbents about this and although they were concerned with the loss of some institutional memory by losing experienced staff they also mentioned that the high rate of turnover is a global reality. That affordable housing is another reason that it has become difficult to retain staff," said Bushee.

The incumbents also believe that turnover allows for the opportunity of new

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NOTICE OF PUBLIC HEARING

CITY CLERK
BYRON POPE, CMC
455 NORTH REXFORD DRIVE
BEVERLY HILLS, CA 90210-4817

NOTICE OF PUBLIC HEARING

DATE: Monday, September 17, 2007

TIME: At 7:30 p.m., or as soon thereafter as the matter may be heard

LOCATION: City Council Chambers
Beverly Hills City Hall

455 North Rexford Drive Beverly Hills, California 90210

Project Description

The City Council of the City of Beverly Hills, at the above stated time and location, will hold a public hearing to consider:

REVIEW OF THE ARCHITECTURAL COMMISSION'S DECISION DENYING THE PRELIMINARY PLANS FOR A PROPOSED OFFICE BUILDING AT 8767 WILSHIRE BOULEVARD

At its meeting of July 11, 2007, the Architectural Commission denied the preliminary plans for the proposed project at 8767 Wilshire Boulevard on the basis that the project as designed is not in conformity with good taste and good design and, in general, does not contributes to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas, and high quality.

Background Information

On July 24, 2007, the City Council ordered review of the Architectural Commission's decision pursuant to Article 2 of Chapter 4 of Title 1 of the Beverly Hills Municipal Code.

This project was assessed 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, and no significant unmitigated environmental impacts were anticipated; therefore, a mitigated negative declaration was issued by the Planning Commission in conjunction with its conditional approval of the project. The Planning Commission's decision was appealed to the City Council, which affirmed the Commission's decision approving the project subject to certain conditions, as more fully set forth in Resolution RES#07-R-12273 adopted by the City Council on January 30, 2007.

Public Participation

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

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

If there are any questions regarding this notice, please contact the Community Development Department, Planning Division, at 310.285.1123. Copies of the plans, staff reports, environmental documentation and applications are available for review or purchase in the Planning Department, Room G-40, 455 N. Rexford Drive, Beverly Hills, California.

BYRON POPE, CMC City Clerk

NOTICE OF PUBLIC HEARING

CITY CLERK BYRON POPE, CMC 455 NORTH REXFORD DRIVE BEVERLY HILLS, CA 90210-4817

NOTICE OF PUBLIC HEARING

DATE: SEPTEMBER 27, 2007

TIME: 7:00 pm, or as soon thereafter as the matter may be heard

LOCATION: Commission Meeting Room A

Beverly Hills City Hall 455 North Rexford Drive Beverly Hills, California 90210

The Planning Commission of the City of Beverly Hills, at its REGULAR meeting on Thursday, September 27, 2007, will hold a public hearing beginning at 7:00 pm, or as soon thereafter as the matter may be heard, to consider:

PROJECT DESCRIPTION: Request for a Development Plan Review Permit and Tentative Tract Map (No. 69864) for construction of a four-story, seven-unit residential condominium structure at <u>9221</u> <u>Whitworth Drive.</u>

This project has been assessed in accordance with the authority and criteria contained in the California Environmental Quality Act (CEQA), the State CEQA Guidelines, and the environmental regulations of the City, and no significant environmental impacts are anticipated; therefore, a Negative Declaration has been prepared.

Any interested person may attend the meeting and be heard or present written comments to the Commission. Comments on the proposed Negative Declaration may be submitted in writing to the Planning Department within 20 days from the date of this notice and written or oral comments will be accepted at the Planning Commission meeting at the date and time noted above.

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

If there are any questions regarding this notice, please contact the Planning Department at 310.285.1123. Copies of the applications, plans, Negative Declaration, and all documents referenced in the Negative Declaration 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.

Peter Noonan Associate Planner ideas and that BHUSD is a stepping stone district and a reality that needs to be faced, said Bushee.

Based on the answers given by the incumbents, BHEA felt no new ideas were being generated to address the large staff turnover.

"We teachers and other educational support professionals believe that the large turnover is something that needs to be addressed and we believe school board members need to have fresh ideas as to how to turn things around," said Bushee.

While the incumbents felt the turnover rates was less in their control, the challengers according to Bushee, "Were adamant about wanting administrators to stay in Beverly Hills, they wanted to replace the 'us vs. them' mentality."

Candidates where also asked about management styles, specifically the top-down management approach.

"All of the candidates said that pure topdown management is not something that they are in favor of," said Bushee.

According to Bushee, there were several occasions where the incumbents witnessed the top-down approach being used and nothing was done to remedy it.

"Although, the incumbents talked about the fact that a top down management style is not the best style and that they want a collaborative environment with teachers that sort of collaboration has not taken place and the top down style of management that they report to reject has in fact been implemented and practiced," said Bushee. "so, there were some credibility issues that our representative council struggled [with] because the incumbents have overseen instances of top down management and have not addressed it."



Beverly Hills' Finest 'Flips for you' at their 11th Annual Pancake Breakfast

Beverly Hills Police Chief David Snowden, Beverly Hills Police Officers Association President Det. John Czarnocki, Beverly Hills Rotary President Michael Blumenfeld and members of the Beverly Hills Police Officers Assoc. gather at Porta Via's newly renovated dining room to get ready for their 11th annual Pancake Breakfast and Police Service Day for the Beverly Hills Community on Sunday, September 16.

The event will take place in the Plaza Courtyard, outside the Police Department at 464 N. Rexford Drive from 8:00 a.m. to 12:00 p.m. Parking is available in the adjacent city structure. The event is free and open to the public.

For more information about the Beverly Hills Police Association's 11th Annual

Pancake Breakfast contact FTA Events at (310) 288-1755.

Fenton Campaign to Kickoff Sunday

Steven Fenton will host his campaign kickoff on Sunday, September 16 for his candidacy for the Board of Education. The event will take place at the home of Gary and Linda Briskman from 1:00 p.m. to 3:00 p.m. Fenton will speak regarding his vision for the future of the school district at 1:45 p.m. and 2:45 p.m. For more information call the district at (310) 288-0663.

Roston Campaign Kickoff "Kick It Up A Nosh" Brunch

Board of Education candidate, Alissa Roston campaign kickoff "Kick It Up A Nosh" brunch will be on Sunday, September 16 from 10:30 a.m. - 12:00 p.m. at her home on Camden Drive. For more information, call 310-553-1983 or e-mail alissaroston@aol.com



Cynthia Lipscomb

Cynthia Lipscomb, Long Time School Secretary, Passes

For almost three decades, Cynthia Lipscomb served the BHUSD community as a school secretary. Lipscomb graduated from Beverly High in

Lipscomb died August 30. She was 54. The service was

attended by several Beverly Hills current and former staff and faculty members.

Beverly High vocational educational teacher and transition specialist Lorella Cargile delivered with an inspirational reading.

Beverly High Principal J Guidetti says Lipscomb was "a really good person. I had a very good relationship with her. I got to know her in a way different from other people. She was literally 20 feet from my office."

According to Guidetti, Lipscomb was always talking about his children to him and to other people.

When Lipscomb didn't report to work, Guidetti and the staff fact grew concerned.

"I actually went driving around looking for her around her neighborhood and I asked some people and they ultimately told me she was in the hospital," said Guidetti. "So, when I called her mom she said, 'oh, you are Mr. Guidetti, I understand you have five beautiful children,' and that was Cynthia to me."

The loss of Lipscomb is "unfortunately a fact of life and another loss," said Guidetti.

Crisis Counselor Volunteers Needed at Maple Counseling Center

The Maple Center Crisis Response Team is looking for volunteers interested in becoming a Crisis Counselor. Volunteers will go through a 10 week training beginning Thursday, October 4 at the Maple Counseling Center from 6:00 p.m. – 9:00 p.m.

The center provides low fee counseling to

people in need. Services include individual, couple, family therapy, bereavement groups, and support groups for a variety of special interests, parenting classes, senior adult programs, and crisis celebrating.

Center is located at 9107 Wilshire Boulevard, Lower Level, Beverly Hills, CA 90210. For more information call Judy Wu at (310) 271-9999 x252



Foldvary Appointed as Public Works Commissioner for Beverly Hills

New Public Works Commissioner Dr. Peter Foldvary received a certificate of appointment from Beverly Hills Mayor Jimmy Delshad at the Beverly Hills City Council meeting Tuesday, September 4.

Foldvary's son David was profiled in last week's cover story on new teachers in the BHUSD.







PLEASE JOIN ME FOR MY KICKOFF!

SUNDAY, SEPT. 16 1:00 - 3:00 PM 310.288.0663

ID #1299258 • Treasurer: Dan Yukelso

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September 13- September 19, 2007 • Page 5

fromthehillsofbeverly



Some Tales of the Bad Days

Local heroes don't take water breaks
By Rudy Cole

Somewhere there is this "average American" all the pollsters would love to identify and who contains a composite of all the virtues, prejudices and opinions they would want to measure and quantify.

If found, there are two questions I would ask this worthy; and I am reasonably sure of the answers:

"What country has the world's best system of government?" Unless my average guy turns out to have a doctorate in democratic institutions and gives Sweden as his or her response, I think it is more than reasonable to assume the response would be "America, of course."

Second question: "What do you think about our politicians?" Without even considering the contradictions, the response is almost sure to be: "They're all crooks."

Extending this incongruity even fur-

ther, while most Americans give Congress extremely low ratings, only a very small number are ever defeated for reelection.

Considering the mammoth reforms that have taken place at all levels of government, the low approval ratings are, at least, confusing. The big city machines have disappeared, the reforms that began with the work of muckrakers such as **Lincoln Stephens** at the turn of the last century, continued into the 1960s and beyond. State legislatures and Congress have tough ethics and open government rules that may not have eliminated malfeasance but has clearly made it easier to find and prosecute.

There are some wonderful stories about the days of dirty dealing, including a California example. When **Artie Samish** was the literal boss of the state legislature and before then Gov. **Earl Warren** clipped the legendary lobbyist's dominion of the state assembly, a "bought" assemblyman was in the middle of making a speech on a bill Samish had sponsored for some special interest – I think it was the railroads.

A shocked Samish heard his "owned" person mouthing all the wrong arguments – the corrupt were not always bright. Artie dashed onto the floor of the assembly, grabbed the dense one and literally screamed that "we are on the other side."

"No problem," the assemblyman said, proceeding with this speech: "What I have been saying are the arguments of those who have no understanding of the facts. Now, here's the real story about this bill." Saved for another day of generous campaign contributions and more.

Even Beverly Hills had its time of obvious conflicts of interest and closed door government by special interests, some very blatant.

When the Perpetual Savings and Loan Building was being considered by the city in the late 1950s, and it violated the then four story height limit, the president of the company, **George Davis**, served as a member of the council. In that era, and

before **Sooky Goldman** organized a resident revolt, the accepted method was to grant "variances."

The late **George Slaff**, then an entertainment industry lawyer who lived on Whittier north of Wilshire just opposite El Rodeo, appeared at the council hearing to protest the very obvious conflict of interest. Slaff had made his views known at prior hearings, but made one last effort on the evening of the vote.

When Slaff approached the podium, during this pre-Brown Act era, the councilmember said: "We know exactly what you are going to say and we have no interest in hearing your opinions again," the mayor ruling him out of order.

The variance was granted, but that probably led to Slaff's decision to run for council a few years later. The Perpetual building is one of the tallest on the south side of Wilshire, just east of Linden, but it does have good set backs and an attractive design. Perpetual Savings disappeared soon after, and the building has gone through at least one bankruptcy.

There was this great restaurant at Canon and Little Santa Monica called the Gourmet with a private room on the second floor where heavy decisions on land use were usually put together. One or two councilmembers would meet with the "right" lawyer and/or architect and deals consummated. Sadly, some of our best liked elected officials came out of this period, including a councilmember



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who sold floor coverings to structures that had needed city permits.

Even during this dark era, most councilmembers were above reproach, just often unable to block the "system." One other tale of the times involved the George Elkins building on Canon between big and little Santa Monica boulevards. Elkins was a pioneer realtor and true pillar of the community, but he had a tiny problem. When he completed construction on his new business home, the building department would not issue him an occupancy permit because the property was in the "T Zone" and not zoned for commercial use!

His only possible remedy was a nunc pro tunc or "now for then" ruling granting a variance by the city council. When Elkins made his case for council approval, then Mayor Hugh Darling said he was "astounded" by the request since Elkins was a respected realtor and even a former city commissioner. "How could you have gone this far without a variance?" he asked.

A distraught Elkins pleaded, "What do you suggest I do with my building? It is already built."

"Yes, I understand," Mayor Darling responded. "I suggest you begin removing it one brick at a time."

However, a council majority rescued Elkins and the variance was approved.

The paradox about political reforms and the much more open forms of government we have today on every level is that fewer, or the same low number of people, vote in local, state or national elections. Campaign and political reform have not translated into voter involvement.

Back to Beverly Hills. This disdain for government, even a city as sophisticated as ours, frequently leads to intemperate behavior by those for or against some city

A friend of mine, a good guy who wants only the best for his community, recently appeared at a council meeting to demand restrooms be created at the civic center plaza to accommodate visitors to concerts and events. He began with anger and ended with rage at this city failure to meet the needs of the bladders of the seniors who attend performances at the old "Boat Court."

Too often we forget that our elected and appointed officials are giving their time and their best judgments out of a sense of public duty, not just for recognition or a parking pass to city hall. A recent flap over plans for improvements at Roxbury Park drew far too much anger and personal venom when the issues were within the range of compromise.

Now that we have more open government, and all kinds of rules on ethics and conflicts of interest, could we show some more respect for those that serve us? We give far more consideration to staff, and that's a good thing, but we need to have a

don't get me started on the William Morris project.

Other quick notes: Since I am no longer involved with the city's restaurants, permit me to add a restrained view on the advertising campaign being proposed to promote our soon to be outdoor smoking ban: It is horrendous, he said mildly. Put another way, a total waste of tax dollars. However, the final product is better, and I use the word very advisably, to what the city's agency first suggested -I think something with coffins.

Prego has been sold, Morton's will be history at the end of the year and the replacement for the Hamburger Hamlet is still under construction.

Good restaurant news: Circa 55 at the Hilton has really upgraded itself into a fine dining venue with a wonderful new menu. Not that I would ever fit in, but the young and agile seem to have discovered the new Trader Vic's cocktail lounge, complete with old menu tid bits, next to the hotel pool and the restaurant.

Just as I suggest Michael at the Belvedere in the Peninsula, try to have John Robinson serve you at Circa 55. He brings that real professional touch of understanding the menu and making it come alive when you ask for suggestions, and he does it with a friendly style. No, this is not where the former SC great

be-kind-to politician's year as well. But landed. This Robinson is a winning food coach.

> LOCAL HERO: If you live in the canyon areas north of Sunset near Tower and Summit, you probably know that last weekend your home came close to losing water. It required fast, emergency repairs to underground pipelines and valves that could have meant decreases in water pressure or even a shut down of all serv-

> But thanks to some incredible efforts by city staff, water service was maintained. Literally working round the clock, the city struggled with what is really a national, state and municipal crisis: Decaying infrastructure. Two who exemplified the heroic efforts are our local heroes for this week: Kevin Walker, Water Operations Manager and Chris Theisen, Deputy Director of Public Works/ City Engineer. The Fire Department also came to the rescue, under the leadership of Battalion Chief Embry, the department improvised a hook up to a nearby hydrant with a unit pump to maintain pressure during the operation. A grateful city recognizes Kevin, Chris and their colleagues for their dedication to our community.

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

letters cont. from page 2

and active and respected permit program in place since 1972. It has worked well with minor adjustments over these many years.

It is felt by many that the current permit program, if allowed to continue on its explosive path will undermine the very structure of our school district. Approximately 875 students, or seventeen percent of the student body that attends Beverly Hills schools on permit. That, my fellow residents, is a huge number.

As a homeowner and proud resident of Beverly Hills over the past forty-nine years, I have taken great pride in knowing that nearly 80 years ago my children's paternal grandmother walked through her South Clark neighborhood, carrying a petition to help ensure and protect the rights of the citizens of Beverly Hills to have their own Unified School District within the city of Beverly Hills. Here three children were proud graduates, as were her three grandchildren, our children. The Beverly Hills school system is the finest of the fine. They were the very reason we moved here.

The granting of a permit should be a very special reward for those non-residents who work in or serve the city of Beverly Hills. The permit system for the schools must be monitored very closely

in order to preserve and maintain the privilege of residency that has prevailed over many years.

Clearly, now, during this election season, is the time for the administration and this Board of Education of our school district to place an immediate hold on the permit program as it is run today. Normal attrition should be the guiding rule for those currently enrolled in the permit program. However, a reasonable cap must be placed on any future program.

Our school system is what makes us unique as a desirable city in which to

Gloria Seiff Beverly Hills

"Beverly Hilton and 9900 Wilshire Blvd. Projects Hearing"

Last week, I attended the new homeowners' public forum on the Hilton expansion and the Robinson's-May developments. I intended to ask some tough questions during the meeting to counter the Hilton's costly and misleading advertising campaign. However, the audience was told by the moderator that only the panel would be allowed to ask questions during the public portion of

It seems to me that if anyone wants to

host a "public" information forum on any new proposed development, the developers should be forced to answer questions from members of the public in public. Nonetheless, I learned nothing new at this forum. But, the room was filled with many paid consultants, including two former mayors working for the Hilton.

The public should also know that the Hilton Hotel project is not a "revitalization" project as advertised. Rather, the Hilton/Waldorf Astoria proposed project is a massive "expansion" of almost double the square footage at the busiest intersection in the region in order to generate more profits for the Hilton owner. The proposed Waldorf Hotel tower will be 150 feet tall and will overlook residential homes.

But, one of Hilton's supporters, the publisher of the other newspaper, argues along with the Hilton that the Hilton's expansion will not generate more traffic, despite the increase in size from 543,537 square feet to 970,620 square feet. I encourage readers to judge for themselves by reviewing the Hilton draft Environmental Impact Report (EIR) which states that there will be an increase in traffic. Also, for those residents who live near the Hilton Hotel, you should know that the draft EIR claims that there is no parking intrusion into the residential areas when the Hilton

has events. I know residents who live in that area. There is no absolutely no evidence to support the EIR's claim on this

Larry Larson Beverly Hills

"Traffic Calming"

I recently stumbled across this program in my hometown in Massachusetts; the Pace Car program is designed to help traffic calming by having residents promise to drive the speed limit. I think it could be a good thing for our community to start a program like it: it could start with the stickers being put on city vehicles and be open to residents willing to sign the pledge.

With more and more of our side streets becoming freeways I think this would be a cheap and effective way to bring the idea of traffic calming further into the hands of the residents being affected.

http://www.northamptonma.gov/pace-

Tom Pease Beverly Hills

sports & scores



BHHS Football Team Ties Palos Verdes

Norman boys' water polo team wins tournament. **By Steven Herbert**

The Beverly High football team avoided a loss in Friday night's nonleague game against Palos Verdes by building a big enough lead to escape with a 15-15 tie at Nickoll Field, but did sustain a major one to its lineup.

Quarterback Dex Lucci is expected to be sidelined for at least two games because of a dislocated right shoulder sustained when he was hit throwing a pass, coach Carter Paysinger said.

Wide receiver Erik Munzer will replace Lucci as the Normans' starting quarterback, Paysinger said.

Following a scoreless first half, the Sea Kings took a 7-0 lead when a Beverly Hills pass went off the hand of one defender and the helmet of another, into the hands of Palos Verdes linebacker Michael Collins, who ran 46 vards for a touchdown.

The Normans (0-1-1) cut the deficit to 7-6 on Ramon Judkins' 17-yard touchdown run, but Monty Zimmerman's extra point kick was blocked.

Beverly Hills took a 12-6 lead later in the third quarter on Munzer's 20-yard touchdown pass to Nathan Forrest. The Normans' twopoint conversion attempt failed.

Beverly Hills increased its lead to 15-7 early in the fourth quarter on Zimmerman's 23-yard field goal.

Palos Verdes (0-0-1) tied the score with seven minutes to play on Marc Venning's 11yard touchdown pass to Matt Templin and Venning's two-point conversion pass to Adam Aranda.

The Normans began their final possession on their 20-yard line with 1:20 remaining and drove to the Sea Kings' 39, but Munzer was sacked on the game's final play.

"We played incredible in the second half," Paysinger said. "We showed a lot of character."

"Going into the game we had a number of injuries and sustained some important injuries during the game, but for the kids to fight back and play the way we did and inspired as they did was a credit to them.'

Munzer, linebacker Sae Bin Park and receiver Dominique Sandifer drew praise for their play from Paysinger.

What's Next?

The Normans are scheduled to play at Santa Barbara (1-0) Saturday in a nonleague game beginning at 7 p.m.

The Dons began their season by defeating Oxnard, 9-6, Friday, matching their victory total for 2006 when they were 1-9.

Boys' Water Polo Bell Gardens Tournament Beverly Hills 12, Santa Monica 10

Mikey Lee scored all five of his goals in the first half as the Normans took a 9-5 halftime lead, then withstood the Vikings' comeback attempt to win the tournament title with the victory Saturday in a championship pool game at Bell Gardens High School.

Michael Presas and Micah Smith each scored twice for Beverly Hills (5-0) which entered the tournament ranked third in the Southern Section Division VI preseason poll.

Norman goaltender Alex Rosenthal made 10 saves in the victory over a fellow Ocean League school.

Lee scored the game's first three goals. Beverly Hills led 5-2 at the end of the first quarter, also getting goals from Smith and Benji Koltai.

The Normans increased their lead to 9-4, one minute, 16 seconds before halftime, on Lee's two goals and one each by Smith and Jonathan Pony. The Vikings scored with six seconds left in the half, cutting the deficit to 9-5 at halftime.

Beverly Hills led 11-8 entering the fourth quarter, as Presas scored twice in the third quarter.

Tracy Ainlsie scored the final Norman goal, giving them a 12-9 lead with 3:23 left.

Beverly Hills 20, Anaheim Loara 6

Lee and Koltai each scored five goals Saturday in a championship pool game at Bell Gardens High School.

Daniel Ilinsky, Pony and Smith each scored twice for the Normans, while Ainlsie, Justin Brezhnev, Kevin Mead and Presas each scored once.

Rosenthal made 10 saves.

Beverly Hills led 3-0 at the end of the first quarter, 7-3 at halftime and 13-5 entering the fourth quarter.

Beverly Hills 22, Alhambra 4

Lee scored seven goals and Ilinsky, Koltai, Pony and Smith three each Friday in a classification game at Bell Gardens High School.

Christian Apt, Jonny Lavi and Presas each scored once for the Normans. Rosenthal made

Beverly Hills led 7-1 at the end of the first quarter, 12-3 at halftime and 19-3 entering the fourth quarter. The Normans scored 11 unanswered goals from late in the second quarter until the Moors scored with 2:01 left.

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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COVERSTORY ATHLETES INDUCTED INTO ATHLETIC ALUMNI HALL OF FAME

Honorees discuss how sports changed their life By Elisa Osequeda

The Beverly Hills Athletic Alumni Association (BHAAA) was founded by Beverly High graduate Steven Fenton to buy new uniforms, equipment and improve the athletic facilities at Beverly High. For the first time in its history, BHAAA will be inducting six alumni athletes to its Hall of Fame. Recipients will be honored at the First Annual Hall of Fame Dinner on Sunday, September 30 at The Beverly Hilton.

Here are their stories:



David Goldman Class of 1965 Vice-President & General Counsel, Executive Car Leasing

David Goldman reached beyond his athletic abilities while at

Beverly High, serving as President of five different organizations on campus. Captain of the Track and Cross-Country teams, All-League and MVP player, Goldman graduated Beverly High in 1965.

Honored to be an inductee of the first BHAA Hall of Fame, Goldman says high school athletics "was an enriching and formative component of my high school experience and that of my family."

Goldman and his late brother Joel, class of 1970, both competed in track and field & cross country while at Beverly High. Goldman was voted "Outstanding Distance Runner" by the Varsity Club. He was also elected Student Body President, Class President, and served as President of Knights, the ASB leadership and service club.

According to Goldman what he cherishes the most out of his high school athletic experiences are the long lasting relationships formed with his teammates.

"I am still close friends with two team members [Jeff Pop '65 and Jeffrey Goodman '65] with whom I jog regularly and I also see a number of others at alumni runs and other events," said Goldman.

Goldman remembers being mentored by his Coach George Egan, who was at the time coach for both Track and Cross County. He also remembers Athletic Director Walt Puffer, who later served as principal of Beverly Vista.

When Goldman began running Track and Cross Country he remembers that the sport was barely coming into its own.

Through the years he had the opportunity

to watch his son Max, class of 2006, go through the program and he can say with "certainty that the training is far more professional and better supervised than in my day. Some things never change, however. Distance running still attracts some of the highest academic achievers and most disciplined athletes. But then I'm prejudiced," said Goldman.

After graduation Goldman attended Yale University where he received a B.A. in English literature in 1969, and Stanford Law School receiving a J.D. in 1973. He joined the California Department of Justice as a Deputy Attorney General, specializing in environmental law. His son Max also attends Yale.

After years of private practice, he joined the family business, Executive Car Leasing Company, "where I've had the good fortune to work for the last thirty years with my father Sam Goldman," said Goldman.

Goldman is happy to see the birth of the BHAA

"I believe it can be a valuable means of increasing awareness and support for Beverly High's athletic programs, as well as serving as an additional way to raise funds for the Beverly Hills Education Foundation," said Goldman.

Goldman and his wife, Board of Education member Myra Lurie, are supporters of the Beverly Hills' athletics programs, both school and community based.

"I have coached and managed numerous teams and have served as President of our local soccer club. As School Board President, Myra [Lurie] was instrumental in forging a partnership with the city to construct the new artificial turf football field and track at the high school," said Goldman. "When Steven Fenton asked me to join the BHAA, I was naturally very enthusiastic. I am hopeful that this organization will serve to renew connections with the high school for many alumni and encourage them to support our programs. "



Lisa Harris (Posthumous) Class of 1989 BHHS Biology and Physiology Teacher

A Beverly High athletic and scholar legend, Lisa Harris continues to

receive accolades after her passing on Sunday, April 8, 2007. Lisa Harris graduated

Beverly High in 1989 and returned to the high school in the 1990's to work as a biology and physiology teacher.

"Lisa loved everything in sports," said former Beverly High Assistant Principal, Tanis Harris, Lisa's mother.

According to Harris, Lisa is the only Beverly High alumni athlete that has won both the athlete of the year award and the scholar award in the same year.

After graduating Beverly High she attended Brown University, where she participated in Varsity cross-country and track for four years. After finishing college she went to Central America and volunteered at a hospital in Costa Rica.

"She was always working with and for others," said Tanis Harris.

When she returned to Beverly Hills a year later, a teacher she had at El Rodeo, Steve Fisher, called Harris and asked if she could be a substitute science teacher because the science teacher at the time had been in an accident.

Harris decided to go back to school and obtained a Master degree from Loyola Marymount University in Biology. Besides teaching Biology and Physiology Harris also coached the cross-country team.

Tanis Harris says the Beverly High athletics department was a marvelous group and does an astonishing job at coaching.

Howard Edelman was Harris' coach since her freshman year at Beverly High.

Tanis Harris believes the creation of the Athletic Alumni Association is a great idea to obtain monetary help for the athletics department.

"Clearly in public education, even as wonderful as Beverly Hills is, there are not sufficient funds to run a quality program," said Tanis Harris. "The [association] is another way to seek [help] specially from the athletic alumni who gained so much from their experience and were part of such a wonderful program."



Lyn Konheim Class of 1966 Real-estate Commercial Developer

Freshman Athlete of the Year Award recipient for football and

wrestling Lyn Konheim cemented his athletic career at Beverly High early on. The 1966 graduate was part of the football and wrestling teams throughout his four years in high school. He played in the Varsity teams for three years and went to CIF. By his senior year Konheim was captain of the football team.

He had a mutual love for both sports. He started playing football his freshman year and in search for the ultimate workout he fell in love with wrestling.

Konheim began playing sports since his elementary years at Hawthorne. "I've always been involved in athletics. I was very fortunate. I loved it"

The Hall of Fame induction brings back many memories for Konheim.

"I am not one for accepting awards. I have always been that way. I am flattered and honored. I congratulate the recipients as well," said Konheim.

Sports for Konheim meant attaining gaining self-confident and learning about your body and yourself. He believes the Beverly High athletic department has "great coaches. They all have a passion and you can see it," said Konheim.

He remembers coaches Dick Keelor and Thomas Gutman, Ben Bushman, and Walt Puffer

After graduation he went to the Navy Reserve for two years and in 1968 attended USC. Konheim is now a real-estate commercial developer in Beverly Hills, Malibu and Brentwood.

One of the reasons why Konheim accepted the invitation was to stress the importance of raising money and giving back.

Konheim says "the whole purpose in doing this is to hopefully get more people in the community and friends to say 'look it's important to do something about it."

He believes in public education and "[although] Beverly High is almost like being in a private school [it's] still not fantastic," said Konheim. "The high school itself, when I saw the gym, it's a shame that it hasn't been fixed up."

Sports continue to play an important role in Konheim's life.

"I still feel very strongly about it today. I love where I am at now but I have very fond memories [of Beverly High]," said Konheim.



Gary Newman Class of 1972 Chairman of 20th Century Fox

Beverly High All Star player Gary Newman credits his high school basketball

years for many life lessons.

"I am really pleased. I was a good athlete and I enjoyed playing sports but I've always felt that a lot of the success I had in my life I can attribute to lessons I have learned playing the sports," said Newman.

By his sophomore year, Newman was moved to the Varsity basketball team where he played for two and a half seasons.

He believes his coaches, Richard Schreiber, Ben Bushman, Jack Reilly, and Gerald Carpenter were incredibly committed.

"I had coaches who were interested in our development as people as much a players. I think they realized that they were not coaching kids who were most likely to be having professional sports careers," said Newman. "They understood that our time in high school was about becoming a good as we could become but at the same time about becoming well rounded successful human beings."

"I had coaches who were very supportive and I really felt valued by them."

"It's a nice moment for me to be honored for playing sports and to be able to think about what a positive impact it had on me."

Newman credits sports for his personal development.

"I went from being a gawky freshman to by the time I graduated as a senior I was a far more confident self assure ball player and person."

Newman attended Yale after graduating Beverly High and played for the basketball team for four years.

He is now the Chairman of 20th Century Fox television. He oversees the division of Fox that produces TV series not only the Fox network but for other cable companies. He has been working for Fox for almost 18 years.

Newman agrees that sports played a major role in his life, helping him foster friendships, develop his relationship with his brother and attain self-confidence.

"My relationship with my brother, really began in many ways through sports, said Newman. "My brother [Jason, also an honoree] was a spectacular athlete from the youngest ages."

Newman remembers being a young boy and teaming up with his brother to play against four neighborhood kids.

"I would always look at him and think 'are

you crazy? There are four kids and three of them are older than me. What are you doing to me?' and he would just tell me to get out there and play and so I learned a lot about not being afraid of challenges and a very close bond was cemented by us taking on the neighborhood challenges," said Newman.

Newman says sports are a really important part of the development of young boys and girls.

"Unfortunately, in this day in age there are just limits to the resources that schools have."

He believes BHAAA is doing a great thing by reaching out to athletes who have experienced the challenges and successes at Beverly High. According to Newman it's important to raise funds to "make sure the athletics programs are done properly and for the resources to be first rate."



Jason Newman Class of 1969 Beverly High Golf Coach

Sports aficionado Jason Newman can play it all. Regardless of the sport, baseball, football, tennis, basketball or golf Newman follows his two

passions, athletics and teaching. As CIF First Team and Championship winner Newman graduated Beverly High in 1969.

Newman will be inducted into the BHAAA Hall of Fame along with his brother Gary.

"It's pretty overwhelming. It's clearly an honor and it is also a thrill and exciting for my brother to also be inducted and be given this honor together," said Newman.

Newman graduated from the University of Redlands and by 1976 he was working at Beverly High as assistant coach to Richard Schreiber, while attending USC to obtain his teaching credential.

He originally had plans to attend law school but his plans took an inspirational route when he discovered teaching. By 1982 he was coaching at Beverly High and has been there since. He is currently the boys and girls golf coach, prior to that he coached basketball for 25 years and tennis for 17 years. He also has a master's degree in marriage and family therapy from USC.

"Work" doesn't seem like the appropriate word to describe Newman's job.

"It's going to see your friends, your colleagues, and your students. The great thing about it is that over the 34 years that I have been teaching I can think back to all the kids that I have taught or coached," said Newman.

For each student, according to Newman, there is a great memory.

"The relationship that you develop with your kids when they are kids and then when they become adults, you get to see them move on with their families, it's been very rewarding," said Newman.

Some of Newman's fondest memories as a student at Beverly High come from the friendships formed through sports.

The friendships that "I made through sports are the ones that have lasted because sometimes you succeed together and sometimes you fail, but it's the bonds you form in the preparation during the practice time that help you become a family," said Newman.

After assisting Coach Schreiber in 1976, now as a Varsity Golf Coach Newman has the support of Schreiber as his assistant JV Golf Coach. He has known Schreiber for 42 years.

Newman has also worked with Beverly High Athletic Director and Head Football Coach Carter Paysinger for the past 30 years.

With athletics so close to heart, Newman says the creation of the BHAAA was something needed.

"I think it's fantastic what Steven [Fenton] and David Corwin and some of the guys have done," said Newman.

According to Newman there is a tremendous need to "update and restore the facility and beyond that there is really great potential to not only fundraise but to develop the fraternity aspect of [the organization]."

He believes Fenton has been terrific in executing the creation of the BHAAA.

"I'm really lucky to have a supporting wife who made it possible for me to pursue what I love to do," said Newman. "I feel very fortunate that my parents are alive and will be able to come to the dinner and see my brother and I receive this honor. It's hard to describe that feeling."



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Eric Tannenbaum Class of 1981 Television Producer, Founder of Tantamount

Besides dealing with the TV show 'Two and a Half Men,' television producer Eric

Tannenbaum dealt with an entire football

team during his Varsity years at Beverly High.

Tannenbaum played Varsity football for three years

"We had a great team and we played well," said Tannenbaum. "It was fun. It's the time of your life and you make friends and it was a positive time in my life."

According to Tannenbaum, team work and camaraderie are things that cannot be learned in the classroom.

"I learned great life lessons from these guys [coaches]. And it carries on in business and parenting," said Tannenbaum.

Tannenbaum remembers coaches Carter Paysinger, Jack Riley, Bill Stansbury, Ben Bushman and Hank Friedman.

"I had a lot of great coaches. The first guy was named Jack Riley, a big quarterback coach who went on to do college then the NFL. He was a very good guy," said Tannenbaum. "My final head coach was Bill Stansbury, who was there from the beginning. People respected him and liked him and wanted to play for him. He was a great coach."

All coaches have a lot to do with the "shaping of who you are and in teaching you respect and leadership. I wanted to play at a small college and it was very helpful to have learned from them," said Tannenbaum.

After graduating Beverly High, Tannenbaum attended Tufts University and played football there for four years. He obtained a B.A. in Political Science and graduated in 1985.

He believes the creation of BHAAA is fantastic because it will help update the athletics facilities, field and obtain proper uniforms.

"Everyone talked about it and then a guy like Steven Fenton comes along and actually takes charge and does it," said Tannenbaum. "It's tough to raise money, we are all inundated with charities, family, and our everyday, but [Fenton] was smart enough to know that the people who went through the program and cared about it and spent four years there would want the best."

Tannenbaum has been involved in the entertainment industry since he graduated college. He worked for Warner Brother as an executive for many years and then went on to work for Sony Television Studios where he was President. He began producing shows approximately six years ago, including, 'Two and a Half Men' on ABC. Three months ago he started his own production company based out of Sony Television Studios, Tantamount.

Tannenbaum's late grandfather David was Beverly Hills Mayor in the late 1950s. His family was profiled in the Weekly's issue #335 ("Council Kids: Part III").

The goal of BHAAA is to raise \$500,000 to help update the "deplorable conditions of the athletic facilities," said BHAAA Founder Steven Fenton. "I have enlisted the support of fellow alumni, to create BHAAA, to address these issues. Our High School deserves the best."

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FIGTITIOUS BUSINESS NAME STATEMENT: 2007/arx/avs/ The following person(s) is/are doing business as: ZILBERMAN ROOTING. 1424 N. Poinsettia Pt. #107. Los Angeles, CA smala ICOR ZILBERMAN. 1424 N. Poinsettia, Pt. #107. Los Angeles, CA 90046. The business is conducted by: AN INDIVID-



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September 13- September 19, 2007 • Page 13

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EMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME: 20072080328

If is # 20071674055

If is # 2007167405

If is # 20071674055

If is # 2007167405

If is # 200716740

OD. CA 90098

ansets being sold are generally described as: FURNITURE, FIXTURES, EQUIPMENT, GOODWILL, TRADENAME,
RESPLOLD, BAPROVEMENT AND NITREST, AND COVENENT NOT TO COMPETE: and is located at 8727 SANTA MANbut saids a intended to be consummated at the office of LUNTED ESCRIVO CO, 3449 WLLSHIRE BLVD, 800, LOS
GELES, CA 90010 and the anticipated said edue in COTOBER 1, 2007
but saids is subject to California Uniform Commercial Code Section 1912.

inly on: 8/13/2007. NOTICE - This fictitious name statement expires five years from the date it was filed on, in county derk. A new fictifious business name statement must be filed prior to that date. The filing of this state-itiself authorize the use in this state of a fictitious business name in violation of the rights of another under fed-nmon law (see Section 14411; et seq. B&P Code). Published: 9/13/2007, 9/2/2007, 9/2/2007, 104/2007

The date It was filed on, in the office of the county of 813/2007. NOTICE - This fictitious name statement agrees they seen since the date It was filed on, in the office of the county ofer. A new fictious business name statement must be filed prior to that date. The filing of the statement does not of filed admicrate the use in this state of clicitious business name in violation of the rights of another under federal state, or common law (see Section 1441), et seq., B8P Code.) Published: 913/2007, 92/2007. 92/27/2007, 104/2007 6424

ame or names in nation in the state

JE BUSINESS IMME STATEMENT, 2007 189728

EL TRUCKING, 14049 1/2 ARTHUR AVE. PARAMOUNT, CA 50723 JULIO LENCINAS, 24509 WEBSTER AV MORENO KORA, 2009 1/2 ARTHUR AVE. PARAMOUNT CA 50723 JULIO LENCINAS, 24509 WEBSTER AV MORENO KA 26253. The business is conducted by a General Partnershy. Registant has not by degan to transact befolious business name or names islad there in. Supela JUSE E. LENCINAS, JULIO E. LENCINAS. The registant befolious business name or names islad there in. Supela JUSE E. LENCINAS, JULIO E. LENCINAS. The registant befolious of the superior of the superior s unusual numbers of the statement is true and correct. Insi statement is filled with the County Cerk of Los County no: 81/32007. NOTICE: —This fills dison amme statement expires five years from the date it was filed on, in the the county clerk. A new ficilious business name statement must be filed prior to that date. The filing of this statement of itself authorise the use in this state of a fictificus business name in violation of the rights of nother under federal common law (see Section 14411, et seq., B&P Code.) Published: 9/13/2007, 9/20/2007, 9/27/2007, 10/4/2007 6427

FICTITIOUS BUSINESS NAME STATEMENT. 2007/1897337
The following person(e) liking doing business as: HullinX AND COMPANY, 259 PROSPECT AVE, LONG BEACH, CA 96803.
SYANNON PIORICA, 259 PROSPECT AVE LONG BEACH, CA 96803. The business is conducted by an Individual. Registrant has not yet began to bransact business under the follows business name or names listed here in: Signed SHANNON PIORI-CA. The registrantly occluded that all information in the sittement is the and corner. This statement is filled with the Court's filled on, in the office of the county clerk. A new follows business name statement must be filed prior to that date. The filling of the statement does not of listed affordive the use in this state of a follows business name in volation to the rights of another under federal state, or common law (see Section 14411, et see, B&P Code.) Published: 9/13/2007, 9/20/2007, 9/27/2007, 10/2/2007 61/2/2007 623.

IENT: 20071904824
inness as: TWENTY FOUR SEVEN SURGICAL SERVICES, 23654 VIA ANDORRA
BER, 23654 VIA ANDORRA VIA ENCIA CA 91355. The business is conducted by: ar
o transact business under the fictilious business name or names listed here in. Signer

county clerk. A new ficilitious business name statement must be filled prior to that date. The filling of this state fill state further than the filled prior to that date. The filling of this state of a fictilitious business name in violation of the rights of another under fed-mmon law (see Section 14411, et seq., B&P Code.) Published: 9/13/2007, 9/20/2007, 9/27/2007, 10/4/2007

TICULS BUSINESS NAME STATEMENT: 20071967861
flowing person(s) laivier doing business as K.C. CUSTOM FURNITURE: 5701 S. MAIN ST. 2ND FL. LOS ANGELES,
377 MARIO VELASQUEZ, 11/270 RINKOVOGO AVE. SANTA FE SPRING CA 90970. The business is conducted by: an
ual. Registrant has not yet began to transact business under the follows business name or names listed here in. Signed
VELASQUEZ. The registrantity is desired that all information in the statement is fine and convert. This statement is fine
VELASQUEZ. The and convert. The statement is fine and convert. This statement is fined
to the fine of the statement of the county clerk. A new fictificous business name statement must be filed prior to that
filed filed in the statement of the county clerk. A new fictificous business name statement must be filed prior to that
filed filed in the statement of the county clerk. A new filed filed business name in violation of the
famother under fided rail state, or common law (see Section 1441), et seq., B&P Code, Published: 9113/2007, 920/2007,
77. 104/2007 6927.

The Supermental Security on 287,000 NOTICE. This follows amendment on one and correct. Inits statement is filed with the first of los Angeles County on 287,2000 NOTICE. This follows name statement expires the years from the date of un, in the office of the county clerk. A new ficilitious business name statement must be filed prior to that date. The statement of the office of date flux or of the county of the rights of moder federal state, or common law (see Section 14411, et seq. B&P Code.) Published: 913/2007, 9/20/2007, 104/2007 653.

FICHTIOUS BUSINESS NAME STATEMENT: 2007/2009677

The following person(s) si/are doing business as: ALL OVER LOCKSMITH, 3921 S. ARLINGTON AVE, LOS ANGELES, CA 90008. FRANCISCO A. REVES, 3921 S. ARLINGTON AVE LOS ANGELES CA 90008. The business is conducted by: an individual. Residerant has not vet because to transact business under the follows business name or names listed here in. State of the control of the

NME STATEMENT: 2007/2009947
re doing business as: DIRECT LENDER FINANCIAL SERVICES, 5220 CLARK AVE #310, LAKEre dring business as: A011 ELIZABETH ST. COMPTION CA 90221. The business is conducted the company of the services of the servic

ment is filed with the County Clerk of Los Angeles County on: 8/28/2007. NOTICE - This fictitious name stayears from the date it was filed on, in the office of the county clerk. A new fictitious business name statement to that date. The filing of this statement does not of tiest alumbrate the use in this state of a fictitious busines of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Pt 9/20/2007/9.1/2007/07.1/04/2007 58-20.

FIGURIOUS, 1927-2007, 1927-2007, 1927-2007 beso.

FICTITIOUS BUSINESS NAME STATEMENT: 2007/2010/289

The following person(s) laizer doing business as: AMERICAN HOPE HEALTH CARE SERVICES, INC., 1644 WILSHIREE
BUIL, STE: 20. L. AC 80017. AMERICAN HOPE HEALTH CARE SERVICES, INC., CA. The business is conducted by a
Support SERVINGH. COVER. PRESSENT: The registantify objected that all instruments in the and corners
special SERVINGH. COVER. PRESSENT: The registantify objected that all instruments in the and corners
special SERVINGH. SER

OLOS BUSINESS NAME STATEMENT 2070011911 (1998) PUBLISHED 1876/1970 (1998) P

that date. The filing of this statement does not fit the rights of another under federal state 107, 9/20/2007, 9/27/2007, 10/4/2007 6560

FILE NO. 20072064106
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: DONUT FACTORY, 2225 N. SAN
FERNANDO RD, LOS ANGELES, CA 90065. The full name of registrant(s) is/are: LINA LIM HONG,
2060 WEST AVE, K-4, LANCASTER. CA 93536. This Business is being conducted by afar: INDIVIDUAL. The registrant commenced to transact business under the fictitious business name/names
isted above on: NA

JAL. The registrant commenced to transact business uneer the inclinate of above on: NA.

above on: NA.

above on: NA.

above on: NA.

are that all the information in this statement is true and correct. (A registrant who declares information which he knows to be false, is guilty of a crime).

INA LIM HONG

statement was filed with the County Clerk of LOS ANGELES County on SEPTEMBER 5, 2007.

The county of the stamp above.

is statement was need with a recomplished to the control of the co

Code). LA133573 BEVERLY HILLS WEEKLY 9/13, 20 27 10/4 2007

FILE NO. 20072072756
STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
Fictitious Business Name(s): HESPERIA HOME, 7862 HESPERIA AVE, RESEDA, CA 91335
The fictitious business name referred to above was filled on JUNE 16, 2006 in the county of LOS
ANGELES. Original file number, 06-1325236.
The full name of registrant: SACRED HEART HOMES, INC, 7862 HESPERIA AVE, RESEDA, CA
91335

91335
This business is conducted by: CORPORATION
I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to false is guilty of a crime)
Is SACRED HEART HOMES, INC BY: MARIBEL A. MARABEL
LATSS649 BEVERLY HILLS WEEKLY 9173, 20 27 10/4 2007

This statement was tilled with the County when the County indicated by file stamp above.
NOTICE-THIS FICHTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OPFICE OF THE COUNTY CLERK. A NEW FICHTITIOUS 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 statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions

FILE NO. 20072072745

FILE NO. 20072072745

FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: HESPERIA HOME, 7862 HESPERIA AVE, RESEDA, AC 91355. The full name of registrant(s) isfare: ALEXANDRA SEGURA,
10121 BURNET AVE, MISSION HILLS, CA 91345. This Business is being conducted by afan: INDIVIDUAL. The registrant commenced to transact business under the fictitious business name/names
isted above on: NIA.

I declare that all the information in this statement is true and correct. (A registrant who declares
true, information which he knows to be false, is guilty of a crime).

I/S ALEXANDRA SEGURA

This statement was filled with the County Clerk of LOS ANGELES County on SEPTEMBER 6, 2007.

Is ALEXANDRA SECURA
This statement was filed with the County Clerk of LOS ANGELES County on SEPTEMBER 6, 2007
indicated by file stainp above.
NOTICE: THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT
WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME
STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself
authorize the use in this state of a fictitious business name statement in violation of the rights of
another under federal, state, or common law (See Section 14411 et seq., Business and Professions
Code).

FILE NO. 2007/2055419
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: POUSHED, 1723 N. VICTORY
PL, BURBANK, CA 91502. The full name of registrant(s) is/are: GINA G. KIM, 11071 TAMBERLY
LN, TJULINGA, CA 91042. This Business is being conducted by afair. INDIVIDUAL The registrant
commenced to transact business under the fictitious business name/names listed above on: N/A.
I declare that all the information in this statement is true and correct. (A registrant who declares
true, information which he knows to be false, is guilty of a crime).

A.G. KIM
tement was filed with the County Clerk of LOS ANGELES County on SEPTEMBER 4, 2007
d by file stamp above.

indicated by file stamp above.

NOTICE:THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions).

Code). LA133547 BEVERLY HILLS WEEKLY 9/13, 20 27 10/4 2007

FILE NO. 2007/2064955
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: 1) EVENTS BY SHIDEH 2) A LITTLE PIECE OF HEAVEN, 10655 WILSHIRE BLVD, #301, LOS ANGELES, CA 90024. The full name
of registrant(s) sizer. SHIDEH SHAHRAIES, 10555 WILSHIRE BLVD, #301, LOS ANGELES, CA 9004. The full name
of registrant(s) sizer. SHIDEH SHAHRAIES, 10555 WILSHIRE BLVD, #301, LOS ANGELES, CA
90024. This Business is being conducted by afair. INDIVIDUAL. The registrant commenced to
transact business under the fetticus business name/names listed above on: NA.
I declare that all the information in this statement is true and correct. (A registrant who declares

true, information which he knows to be false, is guilty of a crime).

/// SHIDEH SHAHRAIES

This statement was filled with the County Clerk of LOS ANGELES County on SEPTEMBER 5, 2007 indicated by file stamp above.

NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code).

LA133996 BEVERLY HILLS WEEKLY 9/13, 20 27 10/4 2007

FILE NO. 20072013479
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: AQUA DIVINA, 2901 WHITTIER
BLVD, 8A, LOS ANGELES, CA 90023. The full name of registrant(s) is/are: EDUARDO LEON, 3260
E. 26TH ST, VERNON, CA 90023. This Business is being conducted by a/ari. INDIVIDUAL. The
registrant commenced to transact business under the fictitious business name/names listed above

A. re that all the information in this statement is true and correct. (A registrant who declares formation which he knows to be false, is guilty of a crime).

I declare that ail the intorrination in use a common like the form which he knows to be false, is guilty of a crime).

//s EDUARDO LEON
This statement was filed with the County Clerk of LOS ANGELES County on AUGUST 29, 2007 indicated by file stamp above.

NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code)

Code). LA133375 BEVERLY HILLS WEEKLY 9/6,13,20,27,2007

FILE NO. 20072020847
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: D & D LIQUOR, 247 E. MANCHESTER AVE. LOS ANGELES, CA 60003. The full name of registrant(s) is/are: DALJEET SINGH,
SUKHJIT KAUR, 12135 EDGECLIFF AVE. SYLMAR, CA 91342. This Business is being conducted
by ain: HUSBAND AND WIFE The registrant commenced to transact business under the fictious
business name/names listed above on: NIA.
I declare that all the information in this statement is true and correct. (A registrant who declares
true, information which he knows to be faise, is guilty of a crime).
Ay DALJEET SINGH, SUKHJIT KAUR,
This statement was filled with the County Clerk of LOS ANGELES County on AUGUST 29, 2007
indicated by file stamp above.
NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT
WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME
STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself
authorize the use in this state of a fictitious business name statement in violation of the rights of
another under federal, state, or common law (See Section 14411 et seq., Business and Professions
Code).

Code). LA133394 BEVERLY HILLS WEEKLY 9/6,13,20,27,2007

FILE NO. 20072020846
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: LUCKY SNACK SHOP, 239 E
57** ST, 455, LOS ANGELES, OA 80013. The full name of registrant(s) islare: JUBA CO, INC, 938
S, ARDMORE AVE, #204, LOS ANGELES, CA 90006. This Business is being conducted by afan:
CORPORATION. The registrant commenced to transact business under the fictious business name/names listed above on: NA.
I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crime).
JUBA CO, INC, SOO HEE LEE, PRESIDENT
This statement was filled with the County Clerk of LOS ANGELES County on AUGUST 29, 2007
indicated by file stamp above.
TASTEMENT MUST BE FILED PROKO TO HAT DATE. THE filing of this statement does not fisself authorize the use in this state of a fictious business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code).

LA133395 BEVERLY HILLS WEEKLY 9/6,13,20,27,2007

NOTICE OF APPLICATION TO SELL ALCOHOLIC BEVERAGES
Date of Filing Application: August 16, 2007. To Whom It May Concern: The Name(s) of the Applicant(s) Islaner MONTAGE HOTELS. & RESORTS LLC. The applicants listed above are applying to the Department of Alcoholic Reverage Control to sell alcoholic beverages at: 225 N. CANON DR. BEVERLY HILLS, CA 90210-5305.

Type of license applied for 48 -ON-SALE GENERAL EATING PLACE. Department of Alcoholic Beverage Control, One Manchester Bird. Sixth Floor Inglewood, CA 90306. 310/412-6311. BH Weekly 08/30/07, 09/06/07, 09/13/07

FILE NO. 20071970735

FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (APE) DOING BUSINESS AS: SHISEKI SUSHI, 12745-1/2
VENTURA BLUO, STUDIO CITY, CA 91604. The full name of registrant(s) lafare: KC INVESTMENT
ENTERPRISES, INC, 131 N REGAL CANYON DR, WALNUT, CA 91789. This Business is being
conducted by afan: CORPORATION. The registrant commenced to transact business under the fictitious business name/manes listed above on: N/A.
I declare that all the information in this statement is true and correct. (A registrant who declares
true, information which he knows to be false, is guilty of a crime).
47 KC INVESTMENT ENTERPRISES, INC, JUNG WON CHUN, PRESIDENT/SECRETARY
This statement was filled with the County Clerk of LOS ANGELES County on AUGUST 22, 2007
indicated by file stamp above.
NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT
WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME
STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself
authorize the use in this state of a fictitious business name statement in violation of the rights of
another under federal, state, or common law (See Section 14411 et seq., Business and Professions
Code).

Code). I A133204 BEVERLY HILLS WEEKLY 8/30, 9/6, 13, 20 2007

FILE NO. 2001/1969768
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: FRUITLAND COFFEE TIME,
1000 S MAPLE AVE #8, LOS ANGELES, CA 90015. The full name of registrant(s) isfare: YONG
SCOB KOINI, 4465 PACIFIC COAST HWY #8108, TORRANCE; CA 90005. This Business is being
conducted by afia: IRDIVIDUAL. The registrant commenced to transact business under the ficttious business name/names listed above on: NIA.
I declare that lithe information in this statement is true and correct. (A registrant who declares
true, information which he knows to be failse, is guilty of a crime).
3/9 YONG SCOB KOUN
This statement was filed with the County Clerk of LOS ANGELES County on AUGUST 21, 2007
indicated by file stamp above.

(ONG SELDS NOON) is statement was filed with the County Clerk of LOS ANGELES County on Access 2. statement was filed with the County Clerk of LOS ANGELES County on Access 2. Cated by file stamp above.

SPILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME ATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself horize the use in this state of a fictitious business name statement in violation of the rights of other under federal, state, or common law (See Section 14411 et seq., Business and Professions

E NO. 20071980885 TITTIOUS BUSINESS NAME STATEMENT TO LOWING PERSON(S) IS (ARE) DOING BUSINESS AS: SAN MARINO CLEA FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWIND PERSON(S) IS (ARE) DOING BUSINESS AS: SAN MARINO CLEANERS, 2285
HUNTINGTON DR, SAN MARINO, CA 91108. The full name of registrant(s) is/are: JEFFREY
DEOUTH MIRAFLORES, MARIA LOURDES MIRAFLORES, 7464 LIME AVE, FONTANA, CA
92336. This Business is being conducted by a/ar: HUSBAND AND WIFE. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.
I declare that all the information in this statement is true and correct. (A registrant who declares
true, information which he knows to be false, is guilty of a crime).
//s JEFFREY DIQUIT MIRAFLORES, MARIA LOURDES MIRAFLORES.
This statement was filed with the County Clerk of LOS ANGELES County on AUGUST 23, 2007
indicated by file stamp above.
NOTICE-THIS FICTITIOUS NAME STATEMENT EXPRES FIVE YEARS FROM THE DATE IT
WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME
STATEMENT MUST SE 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 statement in violation of the rights of
another under federal, state, or common law (See Section 14411 et seq., Business and Professions
Code).

Code). LA133192 BEVERLY HILLS WEEKLY 8/30, 9/6, 13, 20 2007

EATSITYS BEVENLY HILLS WEEKLY 8/09, 996, 13, 20 2007

FILE NO. 20071978818

FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: 1. CARNECERIA SUPERIOR 2.
SUPERIOR RABOB FACTORY, 13670 OXNARD ST, VAN NUYS, CA 91401. The full name of registrant(s) Islams: SUPERIOR ASBOB FACTORY, 13670 OXNARD ST, VAN NUYS, CA 91401. The full name of registrant(s) Islams: SUPERIOR TRADERS GROUP, INC, 11417 TWINN HILLS AVE, NORTHRIDGE, CA 91326. This Business is being conducted by Jane COPPORATION. The registrant commenced to transact business under the fictitious business name/names listed above on: N/A.
1 declare that the information in this statement is true and cornect. (A registrant who declares true, information which he knows to be failse, is guilly of a crime).
4/S SUPERIOR TRADERS GROUP, INC, XINSTITINE KARGANILLA, PRESIDENT
This statement was filled with the County Clerk of LOS ANGELES County on AUGUST 23, 2007
indicated by file stamp above.
NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT
WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME
STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself
authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code). Code). LA133230 BEVERLY HILLS 8/30, 9/6, 13, 20 2007

NOTICE TO CREDITORS OF BULK SALE AND OF INTENTION TO TRANSFER ALCOHOLIC BEVERAGE LICENSE(S)
(UCC Sec. 6101 et seq. and B & P Sec. 24073 et seq.)
Escrow No. 4598-D!
NOTICE IS HEREBY GIVEN that a bulk sale of assets and a transfer of alcoholic beverage license(s) is about to be made. The name(s), Social Security or Federal Tax Numbers and business address of the seller(s)/licensee(s) are: SAKETINI, INC, 340 N CAMDEN DR, BEVERLY HILLS, CA 90210

address of the seller(s)flicensee(s) are: SAKETINI, NC, 340 N CAMDEN DR, BEVERLY HILLS, CA 90210
Doing business as: SUSHI & SAKE BAR TIDACHI
All other business names(s) and address(es) used by the seller(s)flicensee(s) within the past three years, as stated by the seller(s)flicensee(s), is/are: NONE
The name(s), Social Security or Federal Tax numbers and address of the buyer(s)/applicant(s) is/are: NT FOOD DESIGN, INC, 340 N CAMDEN DR, BEVERLY HILLS, CA 90210
The assets being sold are generally described as: ECUID/PMENT, FIXTURES, AND FURNITURE, GOODWILL, TRADENAME, LEASE, LEASEHOLD, IMPROVEMENT, AND COVENANT NOT TO COMPETE and are located at: A40 N CAMDEN DR, BEVERLY HILLS, CA 90210
The type and number of license to be transferred is/are: Type: 41-ON-SALE BEER AND WINE-EATING PLACE, License Number: 41-425488 now issued for the premises located at: SAME
The bulk sale and transfer of alcoholic beverage license(s) is/are intended to be consummated at the office of: TIME ESCROW ING, 3056 WILSHIRE BLVD, STE 1150, LOS ANGELES, CA 90010
and the anticipated sale date is SEPTEMBER 21, 2007
The bulk sale is subject to California Uniform Commercial Code Section 6106.2.
The purchase price or consideration in connection with the sale of the business and transfer of the foliosens; it she unit of 255,000.000, including inventory estimated at \$1,000.00, which consists of the foliowing: DESCRIPTION, AMOUNT: CASH \$30,000.00 DEMAND NOTE \$220,000.00 TOTAL 250,000.00

It has been agreed between the seller(s)/licensee(s) and the intended buyer(s)/transferee(s required by Sec. 24073 of the Business and Professions code, that the consideration for trans the business and license is to be paid only after the transfer has been approved by the Depart of Alcoholic Beverage Control.

Dated: AUGUST 21, 2007
SAKETINI, INC, A CALIFORNIA CORPORATION, Seller(s)/Licensee(s)
NFT FOOD DESIGN. INC, A CALIFORNIA CORPORATION, Buyer(s)/Applicant(s)
PCTS LAT33182 BEVERLY HILLS WEEKLY

This statement was filed with the County Clerk of LOS ANGELES County on AUGUST 24, 2007 indicated by file stamp above.
NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code).

LA13298 BEVERLY HILLS WEEKLY 8/30,9/6,13,20,2007

FILE NO. 20071928368
FICTITIOUS BUSINESS NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: LAZY DAISY, 9010 WILSHIRE
BIVD, LOS ANGELES, CA 90048. The full name of registrant(s) isdare: MOONDI, LLC, 4115 GLENCOE AWE #307, MARINA DEL REY, CA 90292. This Business is being conducted by a/an: LIMITED LIABILITY COMPANY. The registrant commenced to transact business under the fictitious businesses ame/hamnes listed above on: N/A.
I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crime).
A/M MONI, LLC, DIERDRA MOON
This statement was filed with the County Clerk of LOS ANGELES County on AUGUST 16, 2007
indicated by file stamp above.
NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT MAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME
STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business annex statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code).

LAT3901'S BEVERLY HILLS WEEKLY 8/23, 30, 916, 13, 2007

FILE NO. 20071928367

FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: WILCOX LIQUOR & DELI, 1515

TA! N WILCOX AVE. LOS ANSELES, CA 90028. The full name of registrant(s) is/are. SAN JIP

CHOI, 29328 LAS BRISAS RD, VALENCIA, CA 91354. This Business is being conducted by a/an:

INDIVIDUAL. The registrant commenced to transact business under the fictious business name/names listed above on: NA.

I declare that all the information in this statement is true and correct. (A registrant who declares true, information which he knows to be false, is guilty of a crime).

I/S SAN JIP CHOI!

This statement was filed with the County Clerk of LOS ANGELES County on AUGUST 16, 2007 indicated by file stamp above.

This statement was filed with the Courty Constitution and disclated by file stamp above.

NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions

This statement was filed with the County Cierk of LOO ANGLES SHIP.

Indicated by file stamp above.

NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT

WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME

STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself

authorize the use in this state of a fictitious business name statement in violation of the rights of

another under federal, state, or common law (See Section 14411 et seq., Business and Professions

Code). LA133066 BEVERLY HILLS WEEKLY 8/23, 30, 9/6, 13, 2007

interested person files an objection to the petition and shows good cause why the court should tgrant the authority. IEARING on the petition will be held on 09/21/07 at 9:15AM in Dept. R located at 1725 Main St., nat Monica. CA 94041

September 13- September 19, 2007 • Page 17

FILE NO. 20071989303
FILETHOLOSHIES NAME STATEMENT
THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: BRENTWOOD VILLAGE
CLEANERS, 1722 BARRINGTON CT, LOS ANGELES, CA 90049. The full name of registrant(s)
Islam: BYUNG CHUL JU, MYUNG SOOK JU, 196 ANETHYST CIR, GARDENA, CA 90248. This
Business is being conducted by aira: HUSBAND AND WIFE. The registrant commenced to transact business under the fictitious business name/names listed above on: NA.
I declare that all the information in this statement is true and correct. (A registrant who declares
true, information which he knows to be false, is guilty of a crime).

// BYUNG CHUL JU, MYUNG SOOK JU,
This statement was filed with the County Clerk of LOS ANGELES County on AUGUST 24, 2007
indicated by file stamp above.

LA133298 BEVERLY HILLS WEEKLY 8/30,9/6,13,20,2007

LA133013 BEVERLY HILLS WEEKLY 8/23, 30, 9/6, 13, 2007

FILE NO. 20071917174
STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
FIctitious Business Name(s): SKY-MAX CO. 513 S LOS ANGELES ST, LOS ANGELES, CA 90013
The fictitious business name referred to above was filed on JULY 30, 2003 in the county of LOS
ANGELES. Original file number, 03 2183127.
The full name of registrant: YOUNG MOK PARK, 513 S LOS ANGELES ST, LOS ANGELES, CA

90013
This business is conducted by: INDIVIDUAL
I declare that all the information in this statement is true and correct. (A registrant who declarinformation which he knows to be false is guilty of a crime)
Sir yOUNG MOK PARK
LA132958 BEVERLY HILLS WEEKLY 8/23, 30, 9/6, 13, 2007

NOTICE OF PETITION TO ADMINISTER ESTATE OF:
CHARLES WILLIAM HAYDEN AKA BILL HAYDEN
CASE NO. SP007175
To all heirs, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the WILL or selficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the WILL or Selficiary of LOS ANGELES.
THE PETITION POR PROBATE requests that AMY ALPERN be appointed as personal representative to administer the estate of the decedent.
THE PETITION requests the decedent will and codicils, if any, be admitted to probate. The WILL and any codicils are available for examination in the file kept by the court. THE PETITION requests authority be administrate the setate under the Independent Administration of Estates Act. (This authority will allow the personal representative to take many actions without obtaining court approval. Before taking certain very important actions, however, the personal representative will be required to give notice to interested persons unless they have waved notice or consented to the proposed action.) The independent administration authority will allow the proposed action.) The independent administration authority will allow the proposed action.) The independent administration authority will allow the proposed action.) The independent administration authority will be court should not grant the authority.

*YOU OBJECT to the granting of the petition, you should appear at the hearing and state your bjections or file written objections with the court before the hearing. Your appearance may be in

objections or file written objections with the court before the hearing. Your appearance may be in person or by your attorney.

IF YOU ARE A CREDITOR or a contingent creditor of the deceased, you must file your claim with the court and mail a copy to the personal representative appointed by the court within four months from the date of first issuance of letters as provided in Probate Code section 9100. The time for filing claims will not axpire before four months from the hearing date noticed above. YOU MAY EXAMINE the file kept by the court. If you are a person interested in the estate, you may file with the court a Request for Special Notice form DE-159 if the filing of an inventory and spraisal of estate assets or of any petition or account as provided in Probate Code Section 1250. ARequest for Special Notice form the count clerk.

DIEDRE WACHBRIT

THEL AW OFFICE OF DIEDRE WACHBRIT APC.

CNS-1192751#

NOTICE OF PETITION TO ADMINISTER ESTATE OF:
ALICE JOSEPHINE HAMILTON
CASE NO. 8P10631
To all heirs, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the WILL or estate, or both of ALICE JOSEPHINE HAMILTON.
A PETITION FOR PROBATE has been filed by THOMAS S. SALINGER in the Superior Court of California, County of LOS ANGELES.
THE PETITION FOR PROBATE requests that THOMAS S. SALINGER be appointed as personal representative to administer the estate of the decedent.
THE PETITION requests the decedent's WILL and codicilis, if any, be admitted to probate. The WILL and any codicils are available for examination in the file kept by the court.
THE PETITION requests althought to administer the estate under the Independent Administration of Estates Act. (This authority will allow the personal representative to take many actions without obtaining court approval. Before taking certain very important actions, however, the personal representative will be required to give notice to interested persons unless they have waived notice or consented to the proposed action.) The independent administration authority will be granted unless an interested person files an objection to the petition and shows good cause why the court should not grant the authority.

A HEARING on the petition will be held on 1003/07 at 8:30AM in Dept. 11 located at 111 N. HILL ST. LOS ANGELES. CA 90012.

IF YOU DRIECET to the granting of the petition, you should appear at the hearing and state your objections or file witten objections with the court before the hearing. Your appearance may be in person or by your attorney.

because it to the granting of the petition, you should appear at the hearing and state your objections or file written objections with the court before the hearing. Your appearance may be in person or by your attorney. If YOU ARE A CREDITOR or a contingent creditor of the deceased, you must file your claim with the court and mail a copy to the personal representative appointed by the court within four months from the date of first issuance of letters as provided in Probate Code section 9100. The time for filing claims will not expire before four months from the hearing date noticed above. YOU MAY EXAMINE the file kept by the court, if you are a person interested in the estate, you may file with the court a Request for Special Notice (form DE-154) of the filing of an inventory and appraisal of estate assets or of any petition or account as provided in Probate Code Section 1250. A Request for Special Notice form is available from the court clerk.

ESKANDER, MARK B. 9107 WILLIS, CA 90210 996, 9113, 920007

CNS-1193975#

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- 140-Health Aids 145-Lost Items 150-Found Items 155-School and Classes 160-Adult Entertainment
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- 170-Caregive
- 200-299 Services

- 200-299 Services
 201-Accounting
 202-Acoustics
 204-Additions
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310-Rooms
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316-Garages Storage
318-Office Space

322-Resort Property 325-For Lease

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402-Condominiums 404-Commerical/Industrial

408-Income Property

410-Lots For Sale

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