

# Beverly Hills Weekly

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SERVING BEVERLY HILLS • BEVERLYWOOD • LOS ANGELES

Issue 469 • September 25 - October 2, 2008



## Designing Woman

**Architectural Commission chair Fran Cohen keeps the city's buildings looking sharp**



# letters & email

## “BHEF’s \$3 million deal with Hilton draws fire” [Issue #468]

I just received the beautiful nine page brochure titled “The Beverly Hilton Revitalization Plan.” It is really gorgeous!

It even included the suggestion that we write a Letter to the Editor (in support). I am almost following the suggestion.

The only thing I liked about the revitalization brochure is on the back page... it says “Printed on recycled paper with soy-based inks.”

**Herbert L. Wallerstein**  
Beverly Hills

As an octogenarian, I am probably one of the few people still around who was in the Council Chamber the night that the original Hilton application for development of the “Old Nursery Triangle” was considered. Marion Weinstein, her daughter Muriel Finerman (of blessed memories), and their Carmelita neighbors persuaded the Council to preserve their prime residential homes.

That Council listened, and only approved the project with the condition that the Hilton applicant would “NEVER AGAIN ask for increasing the commer-

cial development along Wilshire Boulevard.”

The Citizens Right to Decide’s successful referendum gives today’s Carmelita residents, and the rest of us one last chance to show that we still value residential quality of life more than revenue. How will you vote?

**Jim Simon**  
Beverly Hills

What was former Mayor Richard Stone thinking when he dumped a Yes on Measure H sign into the bushes? Not only is he a former Mayor, but a former President of the School Board, a practicing lawyer as well as leader of the opposition to Measure H! His actions speak volumes about the disrespect the opposition really has for the citizens of Beverly Hills they claim to represent.

The Citizen’s Right to Decide is trying to disrupt and muddle this election with phony facts and scare tactics. Their methods are disgraceful and should be repudiated once and for all on November 4th.

**Lisa Sockolov**  
Beverly Hills

### RICHARD A. STONE RESPONDS:

This letter is in response to and correction of the record of [The Beverly Hills Courier’s] unsigned front page story in the September 19, 2008 issue and the editorial which accompanied it. The story and editorial were used as a springboard to attack those in opposition (including

me) to Measure H on the November 4 ballot which would permit the Beverly Hilton to, among other things, build the tallest building ever in Beverly Hills. I do hope you will publish this letter as prominently, and without editing, as you gleefully printed the photos accompanying your story (which were not very flattering)..

There were two signs, not one.

They were illegally hung in the bushes on the public right-of-way in Beverly Garden Park just west of Carmelita.

I advised your Senior Editor, who called me, that the sign was a trespass on public property and should not have been there, and I acted like good citizen should. That statement is not in the article.

I am not “a leader of opposition” to the Hilton Project. I simply do not like the sweetheart project which violates every rule of zoning in Beverly Hills.

The signs were not removed; they were simply turned around, left in the bushes, but the lettering was no longer visible from the street or walking path.

To juxtapose an incident where the signs were turned around with a series of alleged incidents of theft is bad reporting, but good lobbying for the Hilton.

As the story says at its end, it is a crime to steal political signs (or anything else); however, the very first paragraph of the story states that the signs in question were simply left in the bushes. Another example of editorial reporting.

*letters cont. on next page*

## WHAT’S ON YOUR MIND?

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Beverly Hills, CA 90212

You can fax us at:  
310.887.0789

email us at:  
editor@bhweekly.com

Cover Photo: Architectural Commissioner Zale  
Richard Rubins, Zale Photo



## SNAPSHOT



### HOT ROD BEVERLY BOULEVARD

Robotics Team member Angel Say and over 50 other members of the Beverly High Robotics Team volunteered at the Beverly Hills Education Foundation (BHEF) car show recently at Mercedes-Benz of Beverly Hills. The team demonstrated a robot and worked at various locations throughout the show, which benefits BHEF and their work for Beverly Hills schools.



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# briefs

## Gunman robs at-home couple and steals car

Police are searching for a gunman who allegedly robbed a couple's home while they were at home entertaining guests and then stole the couple's silver 2001 Mercedes-Benz 430S on Tuesday around 10:30 p.m.

Police arrived at the scene on the 9900 block of Sunset and the victims were escorted off the premises and treated for minor injuries. Police did not reveal how much money was stolen.

A patrol officer found the couple's car miles away from the scene "several hours" later, police said.

The Beverly Hills Police Department continues to conduct an investigation into the crime.

## Jewish Unity Network reception honors Levian's memory

The Jewish Unity Network's sixth annual dinner reception will posthumously honor 25-year-old Daniel Levian, who died in a drunken driving accident in July.

The dinner will be held at Lilly and Iraj

Levian's North Hillcrest Drive home on Oct. 5 at 7 p.m.

For more information, call (310) 657-4152.

## Fox honored for creating Broadcasters' Education Foundation



Marcellus Alexander, left, and Robert Fox

Beverly High Alumni Association past president Robert Fox was recognized for creating the National Association of Broadcasters' Education Foundation at the "Service to America" black-tie dinner event in front of an audience of 700 that included members of Congress, the FCC, the legal

profession and industry leaders in June.

The Education Foundation provides internships for students interested in the broadcasting industry and recognizes individuals and broadcast stations that make outstanding contributions to their communities and society.

"Bob Fox, former Chairman of Radio Board of the NAB, developed the idea for the NAB Education Foundation. He also promised to raise the initial money for the foundation. In spring of 1994 he raised \$102,500 for fellowships for students to work at broadcast stations during summer months. The money that he raised continues to enable the Foundation to support a summer fellowship every year. We are grateful to you, Bob for starting it all," said Education Foundation president Marcellus Alexander, as he presented Fox with a plaque.



## BHUSD's Lambert takes job in Glendale

Beverly Hills Unified School District's director of pupil personnel Dr. Amy Lambert will be leaving her post to go to Glendale Unified

School District as instructional support services director 1 in two weeks.

Lambert's office handles BHUSD's permit policy, which recently faced controversy when some permit students were displaced from the schools they had previously attended.

Lambert was not available to comment by press time.

No one has yet been named to take her place in the district.



## Asst. Superintendent Plotkin's contract extended one year, instead of two

The Beverly Hills Unified School District's Board of Education voted

4-1 to extend assistant superintendent Cheryl Plotkin's contract until June 30, 2010, a year shorter than the agenda's proposed contract extension to 2011. Board member Steven Fenton voted no.

Board member Myra Lurie made the motion to amend the agenda item with Board member Brian Goldberg seconding her motion.

*briefs cont. on page 4*

*letters cont. from previous page*

With respect to Clif Smith's editorial, I am grateful that he considers me to be a "pillar of the community" although I have never viewed myself as such. His editorial states I removed a sign which his story contradicts.

I am sorry my actions caused Clif to "suffer distress and even sorrow." I regret that Clif does not care for ex-mayors in shorts and t-shirts. I regret even more that Cliff editorializes about my "throwing away signs" when his own story says that I left the sign.

From my perspective, none of this is personal. I like and admire Clif as a valued member of our community even though he is clearly wrong on his editorial position with regard to the Hilton and ex-mayors.

Perhaps all of us can learn a good lesson from this episode.

The proponents of "Yes on H" will stop putting signs on the public right-of-way.

If I see signs on the public right-of-way, I will simply call the police and refrain from turning them around so they are not visible to the public.

The Courier will get its facts and editorials accurate.

4. We should all find a little humor in the situation, particularly the photos.

## "Is the \$334 Million School Bond a Blank Check?" [Issue # 464]

The "Yes on E" mailer raises more questions than it answers. Mainly...

If Measure E is such a good idea, why do they have to lie about it?

Odd omission: They don't say how much Measure E will cost. Strange. They want us to vote for a bond measure

and not a single mention of how much the bond is for? Are they hiding something? Are they embarrassed? Well, if you haven't heard, the proposed bond is \$334,000,000. How did they come up with \$334 million? Is it the estimate for making our schools earthquake safe? No, not even close. It's the legal limit of what they are permitted to raise. In other words, they're playing Texas Hold 'em with our tax money, and they're "all in".

Half-truth 1: They say Measure E won't raise current taxes. TRUE! But they don't say that Measure E extends a prior tax increase until 2060, when today's kindergarteners will be 57 years old. Nor do they say that if you vote "No on E", your taxes will drop sharply. (Guess they forgot.)

Half-truth 2: They say Measure E will bring tax dollars back to Beverly Hills. TRUE! But they don't say that a much smaller bond of only \$21 million would bring back just as much. (Guess they forgot.)

Half-truth 3: They say that the law requires an independent citizen's oversight committee to insure that all projects are completed as approved. TRUE! But what are the projects? What do they cost and what are they for? They don't tell you. I wonder why.

And finally, The Big Lie: "Quality Education = High Property Values"

Truth: Measure E has nothing to do with quality education. In fact, the quality of education in Beverly Hills has declined shamefully during the tenure of Measure E's sponsors. Not one dollar of the \$334 million is earmarked for better teacher pay or for better instructional programs. Measure E is a pork barrel windfall for construction companies and facil-

ities management insiders. Economists know that higher property taxes lower property values unless they deliver benefits at least equal to their cost. Measure E is mostly waste.

Beverly Hills people are generous.

We love our kids and our schools. But we're not stupid.

Don't be fooled. Vote "No on E".

Steven Spitz  
Beverly Hills

## Summer's Over – Don't Stop, Save a Drop

City Council has requested Voluntary Conservation



## Things You Can Do:

Water your lawn only between dusk (8pm) and dawn (8am)

Only request water at restaurants if that is your beverage of choice

Fix all leaks as soon as possible

Take Shorter Showers

Think Out Side the Sink...  
Conserve Water



briefs cont. from page 3

There was no discussion among the Board before the final vote.

**New bill gives schools authority to punish cyber-bullying**

A new bill that would give schools the authority to punish or expel students who engage in "cyber-bullying" could corroborate Beverly Vista School officials who face a 'freedom of speech' lawsuit for suspending a student who posted a video on YouTube of classmates degrading another student last year.

Assembly bill 86, introduced by Assembly member Ted Lieu (D-El Segundo) and backed by the American Federation of State, County and Municipal Employees and the California Teachers Association, passed in the Senate by a 21-11 vote in August. The bill is on its way back to the California Assembly and awaits Gov. Arnold Schwarzenegger's signature.

Assembly bill 86 "adds bullying committed by means of an electronic communication device to the list of activities that school districts, law enforcement agencies and agencies that serve youth are encouraged to prevent," the bill's analysis reads. The bill defines "electronic communication" as any communication "transmitted by wire, radio, optical cable, electromagnetic or other similar means."

The bill will also provide for cyber-bullying prevention education and implementation by school/law enforcement and the statewide safety cadre with no additional cost to the state or schools.

Teller himself has created several behind-the-scenes films including one for the film "The Crow," in which he interviewed the film's star Brandon Lee only hours before the young star's unexpected death.

The California Yacht Club's "Bookmates" book group chose this novel for their November reading selection.

Teller's book signing will be at Barnes and Noble, 13400 Maxella, Marina Del Rey, on Oct. 5 at 1 p.m. For more, contact Desiree Bowie at (310) 306-3213.

**DUI drivers now charged for police costs**

In addition to the expense of lawyers, court fines and increased insurance rates, intoxicated drivers can now expect to foot the bill for police officers and firefighters who respond to their collisions under Beverly Hills' new DUI cost recovery system.

Beverly Hills recently implemented a state-authorized program to recover the costs of public safety response to incidents caused by drivers who are arrested under the influence of alcohol and/or drugs (DUI). The cost is separate from any fines or restitution ordered by a court in a criminal prosecution. Typically, DUI incidents involve collisions where the impaired driver is at fault and when DUI drivers are located after police receive 911 calls reporting possible DUIs or reckless drivers.

After the costs of a qualifying incident have been calculated, the driver will receive a personal invoice that could up to total several thousands of dollars and cannot be assigned to an insurance carrier.

An estimated \$280,000 in DUI invoices have been sent out retroactively to cases over the last three years and about \$50,000 has been recovered in payments thus far. The Police Department is also considering a plan to list the names of overdue accounts

**30 Years After rally for political awareness**



30 Years After held an all-day rally aimed at encouraging the Persian community to become more politically active titled The Iranian Jewish Community at Crossroads Sept. 14 at the Beverly Hilton. Approximately 1,000 people showed up for the event, which was marked by such speakers as Beverly Hills City Councilmember Jimmy Delshad, Department of Water and Power CEO David Nahai, Rabbi Marvin Heir, and many other prominent figures.

*Pictured: 30 Years After's Board of Directors: Bottom row (right to left): Raymond Zolekhian, Sam Yebri, Ben Pezeshki, Michael Yadegaran, Jonny Yagoubzadeh, David Duel, Ronen Khordi, Jason Massaband. Standing (right to left): Parisa Leviadin, Kimia Sehati, Shirley Pakdaman, David Peyman, Elham Makabi, Diana Cohanzad, Sara Sarshar, Jasmine Oberman, Tabby Tavoodi, Debbie Farnoush, Natalie Kashefi, Rozalin Rabieian, Daniella Kahen, Josephine Meirzadeh, Ziba Banafsheha. Standing in the back (right to left): Ramin Rabieian, Rona Ram, Diana Negin Massaband, David Ghalchi*



Ira Teller

**Teller to host book signing**

Former Beverly Hills resident Ira Teller will be holding a book signing for his recently published novel, a "fictional thriller" loosely based on his over 30 years of experience in the film

business, titled "Master of Disaster: A Behind the Scenes Mystery."

The book travels between Beverly Hills and Augusta, Ga., while chronicling protagonist Irv North's experience producing a "Making Of" documentary for a major film.

on the City's Web site.

**Leukemia survivor bikes 508 miles for Maximum Hope**



Beverly Hills resident and leukemia survivor Vinne Tortorich is training to bike in a 508-mile race to raise money for Maximum Hope Foundation, a non-profit organization that provides financial assistance to families who have been devastated by the excessive costs and problems associated with caring for a terminally ill child or adult.

The race, called the Furnace Creek 508, will take place Oct. 4 through 6, beginning in Santa Clarita, stretching across the Mojave Desert, through Death Valley, ending in 29 Palm.

"Even with insurance, cancer is a very

expensive illness and not everyone is insured and not everyone has someone to turn to. Completing this race is my way of showing my gratitude for the love and care I received and for the second chance that I have been given," said Tortorich.

**The celebration of Israel's 60th anniversary**



*Pictured (left to right): Los Angeles Mayor Antonio Villaraigosa, founder of CECI Parviz Nazarian, Beverly Hills City Councilmember Jimmy Delshad and Lonnie Delshad.*

The Citizens' Empowerment Center in Israel (CECI) organization and the Israeli consulate honored famed director Arnon Milchan with Legacy of Citizen award on Sept. 18.

Over 800 guests, including many celebrities and government officials, attended the

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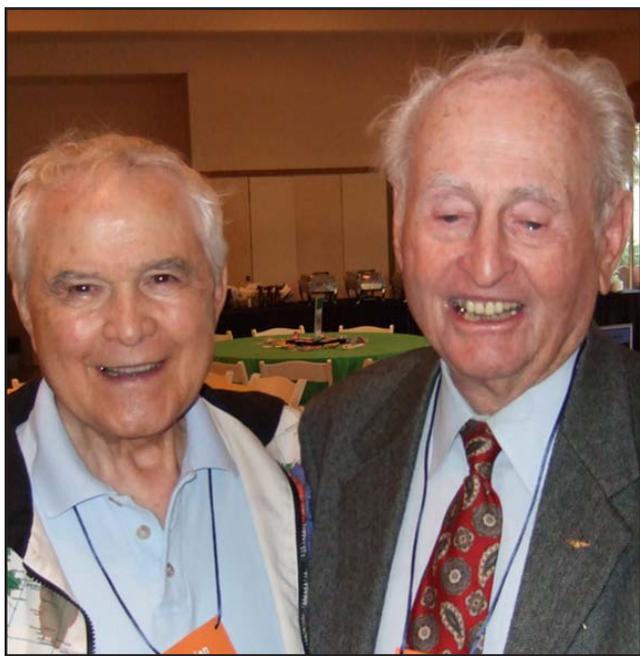
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Sept. 13 at the Beverly Hills Women's Club



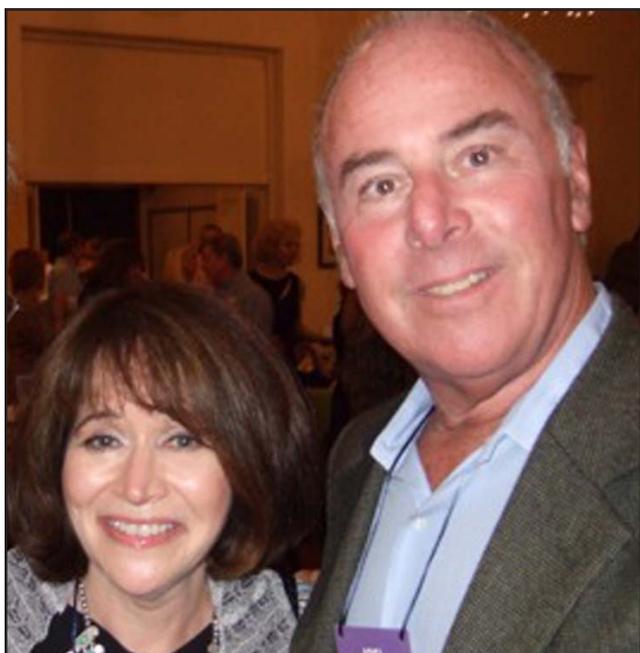
Former science teacher Adrian Bal and former principal F. Willard Robinson



Bobby Roth and Ilene Segalove



Former coach Margaret Leeds, Geri-Ann Galanti and former coach Tanis Harris



Natalie Hoffman and Joel Davidman



Joan and former art teacher Lyle Suter



Phyllis Ziman and Shari Horowitz



Susan and George Ziegler, Sharon Rosenroth, Shelley Daniels



Brian Hersh, Sharon Rosenroth and Dr. Larry Koplin

# from the hills of beverly



## Stone And Lawn Signs Of The Times

Hilton Vote: tax dollars do matter  
By Rudy Cole

Elections, including those in our own village, can have distractions that have nothing to do with the realities of the campaign or substantive issues, but somehow impact voter attitudes.

Think **Dukakis** on a tank and former Mayor **Richard Stone** and lawn signs.

Or **Dan Quayle** being compared to **John Kennedy**. Well, maybe forget Quayle.

Would I have spread pictures of Stone supposedly removing signs, and apparently there is real doubt this is what was happening, in a banner on page one if I owned a newspaper? No, not really. This is hardly page one news or worthy of that much ink. However, that goes with the perks of owning a newspaper, even in Beverly Hills, and the Courier is not likely to ask my advice.

However, there is a tradition we used to follow: Hit hard, but hit fairly.

I don't often agree with Stone, and I

certainly don't on the Hilton referendum, but he has long served our city with distinction and merits some respect, even when he is dead wrong. (Translation: When we disagree.)

As for respect, most of my emails on the Hilton Measure H were from partisans of both sides. Hardly any from undecided voters. One was really vicious, and unsigned. Such language! If the No on H people know who "anonymous" is they should maybe curb his enthusiasm and ask him or her to play by the rules of fairness too.

Before getting back to some important questions on Measure H, some other historical distractions: One of the most divisive fights in our city was over a proposed condominium development in what was then called the Industrial Area. You think emotions run high now, think millions of dollars of law suits by both sides of this battle.

In the middle of a campaign, which had, until then drawn a collective yawn in the community, the city council decided to fire Traffic and Parking Commissioner **Betty Harris** because her name was on one of the law suits.

Even a strong supporter of the condo project, former Mayor **George Slaff**, condemned the council for trying to intimidate an opponent. The side issue drew more sympathy and support for the No Condos supporters than their own issues. The No won overwhelmingly.

At the risk of rubbing old wounds, the condo project, had it been approved, would have created far less congestion and traffic in that area than what has followed, including massive office buildings. Some of the largest in our city.

More on lawn signs: If having the most and best placed won elections, **Steve Webb** would still be sitting up there. He had the best designed, far more than his opponents and very strategically placed. He also had the best endorsements: Fire and Police Associations, both newspapers and more community leaders – didn't help.

I do remember the first time I had lawn signs in a city election, and it was at the request of the candidate and not something previously used. The candidate and I were attending last weekend campaign rallies set in four elementary school areas of the city. It went well and later we returned to our campaign headquarters feeling fairly confident. Only one volunteer remained, but the office was filled with our lawn signs and their stakes.

"What are all these?" I asked the volunteer. "We went all over and took them down," he replied.

"Why," the candidate and I demanded to know. The explanation was that the office had received a call from a voter who proclaimed that he would never vote for a candidate who was cluttering our whole city with these ugly signs on our beautiful lawns.

We spent the next few hours trying to put them back up. He won anyway.

What are the purposes of lawn signs? Not just to advertise the voter's name, really a secondary reason: But to give the family that places the signs a sense of involvement and commitment and to let neighbors know, and hopefully the voter is friendly with the Jones, that they are among the supporters of the candidate or issue. Larger numbers matter if you need credibility too. If you have many choices, and don't want to waste a vote, a showing of strength is persuasive.

Back to the Hilton. One of the arguments in a mailer by the NO side was on heights and claimed that it was out of proportion to surrounding buildings.

The mailer denied that there were taller structures in neighboring areas, but then failed to offer any proof. It was ignored.

It doesn't take a degree in architecture

to see how many far higher structures surround our city. Buildings three to four times taller can be seen within a mile of the proposed Hilton condos. The Hilton is at a city extremity, not smack in the middle of our business area or even abutting residential.

Actually, if we are concerned about massive construction around Beverly Hills, the Hilton project could deter growth elsewhere. Even though it is of far less height and fewer units, it will, because it is in Beverly Hills, actually deter new, competing condos. There is a limit to the market possibilities in all of Western Los Angeles. So, vote for the Hilton and maybe one less monster in Century City and Westwood.

Didn't hear this from the Hilton people, and they probably wouldn't want it even brought into the debate, but some Los Angeles city officials are anxiously watching the results of the campaign. Why? If **Beny Alagem** can't actually build a Waldorf=Astoria here, they would send a city limo to invite him to construct it in LA. Some of the No Sayers may say "let him go," but is that in our real interests?

It would be totally irresponsible for us, as voters, not to consider the financial impacts of the Hilton election. Mammoth up front fees and the transient occupancy tax, a great scheme to let visitors help pay for services we enjoy, are one element of the benefits.

However, hotels are key to a very important part of our whole tax base. Hotel guests are shoppers, they dine in our restaurants and they spread the word of our city as a tourist destination. Not quite the same for visits to medics. Hotel guests do shop on Rodeo, they dine at Spago and The Grill and that too means dollars for cops and firefighters.

How do we continue to provide funding for needs that help define us as a city including the best in police and fire protection unless we continue to support a vibrant business sector? We can't. So, when you cast your vote think street repairs, money for the schools through the JPA and paramedics, not just catch phrases such as "too big" which it isn't.

More thoughts on traffic. Last week, we wrote about the difference in peak hour traffic and the traffic generation from offices, banks and medical compared to hotels and condos, and they are highly significant. Small point about hotel condos: Not year round residents therefore even less automobile movement.

Let's not lose a great addition to our city. Minimum in pain, maximum in pleasure and benefits.

This election should set records for turnout. Normally, ballot measures suffer a voter drop, as much as 20 percent, but probably not this year. The Hilton and the no people are very active as are all the volunteers working for passage of E, the school bonds. Prediction: At least 14,500 voters, almost 4,000 more than normal for a presidential vote.

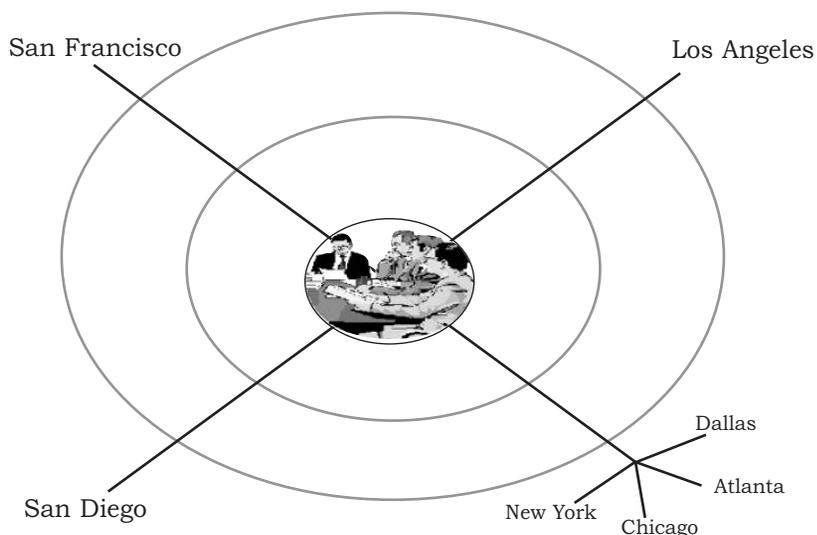
*rudy cont. on next page*

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briefs cont. from page 4  
event at Paramount Studios.

### Women's Health Day held for Iranian Jewish Women

The Iranian-American Jewish Center's new Health and Wellness Committee will hold a Women's Health Day event, in both English and Farsi, on Oct. 26 in West Hollywood.

Starting at 10 a.m., the day's events include lectures in the fields of nutrition, cancer, menopause, mother and baby health, heart disease and other topics. There will be free and reduced-cost mammograms, free food, an art exhibit, boutique gifts and more.

The event, at 1317 N. Crescent Heights Blvd., is free and transportation is available from the San Fernando Valley. Parking reservations are recommended and valet costs \$8. For more call, (323) 654-4700 or e-mail [sundayoctober26@gmail.com](mailto:sundayoctober26@gmail.com).

### Entertainment District to be added to General Plan

Beverly Hills' Planning Commission has requested that the "Entertainment Business District" (EBD), bounded by Civic Center Drive on the west, Santa Monica and Beverly boulevards on the north, Maple Drive on the east and the alley north of Burton Way on the south, be incorporated into the city's draft General Plan, which would guide city development for the next few decades.

The EBD, formerly known as the 'industrial area,' has been considered a separate entity for the purposes of the draft General Plan and has received a "much more focused look, which is one of the reasons why it was separate from the General Plan," according to Beverly Hills' City Planner Jonathan Lait. The EBD, currently home to

### Beverly High welcomes new ninth-grade parents



Pictured: Cory Schwab, Alice Gold and Leslie Wachtel

The Beverly High School PTSA hosted a social evening for parents of incoming ninth graders to meet each other and high school staff. Over 250 parents, teachers, and administrators attended the event held at the Gagosian Gallery in Beverly Hills last week.

city facilities and entertainment-based companies, is being evaluated for future use and for new zoning codes to allow for redevelopment in the 43-acre area.

But at the Planning Commission's meeting last week, it became clear that the EBD project and draft General Plan needed to inform each other if they were to work in harmony.

"The EBD Environmental Impact Review [EIR] identified some specific impacts in residential areas and [the Planning Commission] noted that the General Plan EIR did not carry forward those same impacts into its document so they wanted to fold in the level of traffic analysis that was done for the EBD and incorporate that into

the General Plan EIR," said Lait.

The EBD's EIR noted an increased traffic impact to surrounding residential areas.

Lait and his team will separate out the policy statement in the EBD project from the specific zoning standards, including the policies for the EBD in the Plan.

The Planning Commission also requested more traffic analysis and a report on how these policies may affect residential areas

briefs cont. on page 9

rudy cont. from previous page  
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You have to admire poll takers, there is a consistency of irrelevance. All recent polls insist that the Congress has very low approval ratings, falling below fifty percent. Guess what? At least 65 percent will be reelected no matter their party identification. The polls need to ask one more question.

Will you vote against your own congressman? That's the only reliable poll.

**Henry Waxman**, I think your seat is safe.

Last week we pointed out how often both **John McCain** and **Sarah Palin** boast about the number of times they fought their own party. Now, McCain is running so far from **George Bush** on the economy he has lapped himself. However, McCain supported almost all of the president's tax measures and economic plans and embraces his position on staying in Iraq

I felt the Palin choice was smart politically: energizing the right wing, grass roots Republicans, but that was before I really heard her speak. This tops the Quayle choice in political blunders. Her inexperience, her lack of compassion and inept approach to almost every issue,

mostly foreign affairs, could be the reason McCain loses. This time the veep choice could matter.

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Another great coup for Theatre Forty. They have brought **Kristin Lazarian's** "Push" to the **Reuben Cordova** Theater beginning on Oct. 11 along with the companion play, "Halo." Always a fun evening of entertainment, a community gem, take the family and support our only professional Beverly Hills Theatre. For information: 310.364.0535.

Final note to Anonymous: Same to you brother, although your suggestion would be difficult to perform and hardly enjoyable. But keep reading, I don't have enough to lose even you, or so the wife tells me.

P.S. Happy anniversary **Josette**. Your twenty years of staying the course makes you the second French martyr.

*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](mailto:Rudy@bhweekly.com).*

Fred Segal

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## BHHS Football Team Defeats Santa Barbara For First Victory Of 2008

College assistant named new Normans' boys' basketball coach.

By Steven Herbert

The Beverly High football team got its first victory of the year Friday night, but lost a quarterback.

Sophomore Josh Newman suffered a broken collarbone as the result of a late hit in the third quarter of a 37-28 victory over Santa Barbara in a nonleague game at Nickoll Field and will be sidelined at least four-to-six weeks, Normans coach Carter Paysinger said.

Newman started in place of senior Dex Lucci.

Quarterbacks coach Robbie Countryman thought Newman should start because Lucci "has not been playing well," Paysinger said.

Paysinger likened the move to taking a basketball "point guard out for a few plays" to "see some of the things we're seeing from

the sidelines."

The plan was to have Lucci enter the game at the start of the second half, but Countryman decided Newman should stay in the game "a little longer," Paysinger said.

Newman's absence means the Normans are now "struggling at that position," Paysinger said.

"We thought we were pretty solid at that position," Paysinger said.

As had been planned before Newman's injury, Lucci will start in Friday's game Valencia West Ranch. Junior Jon Davidi will become the backup quarterback, Paysinger said. He was the starter on the 2006 freshman team.

Beverly Hills (1-2) scored the game's final 20 points to defeat the Dons (0-2).

Its comeback began when tight end Alex Komlos recovered teammate Kenny Bassett's fumble in the end zone for a touchdown with one minute, 46 seconds left in the third quarter, cutting Santa Barbara's lead to 28-23.

The Normans took a 29-28 lead on David Saedi's one-yard touchdown run with 2:55 left in the fourth quarter. Bank scored the game's final touchdown 21 seconds later on a two-yard run. Erik Munzer recovered a Saedi fumble in the end zone for a two-point conversion.

The Dons took a 14-0 first-quarter lead on John Uribe's 14- and four-yard touchdown passes to Roberto Nelson and Bryson Lloyd.

The Normans scored their first touchdown in the second quarter on Saedi's one-yard run. Santa Barbara reclaimed a 14-point lead on Uribe's four-yard touchdown pass to Nelson. Bank ran three yards for a touchdown, 40 seconds before halftime.

Erik Munzer's 35-yard field goal with 7:50 left in the third quarter pulled Beverly Hills within four, 21-17, before Uribe ran two yards for what proved to be the Dons final touchdown.

The Norman defense intercepted five of Uribe's passes. Bassett ran for 128 yards on 28 carries and Saedi 75 yards on 20 carries. Newman completed eight of 17 passes for 120 yards and had one pass intercepted while Lucci completed four of 12 passes for 24 yards.

"I thought we played hard the entire game," Paysinger said. "The intensity we had grew as the game went on."

Bassett, Newman, Saedi and the Beverly Hills defense and offensive line drew praise from Paysinger for their play.

### Long Beach Jordan 28, Beverly Hills 13

The Norman offense was shut out after scoring two early touchdowns in a nonleague game Sept. 12 at Long Beach Jordan.

Beverly Hills took a 13-0 lead on Brandon Bank's 30-yard first-quarter touchdown run and a 10-yard touchdown run by Saedi in the second quarter.

The Panthers (1-0) scored two touchdowns later in the second quarter to take a 14-13 halftime lead and scored two more in the fourth.

"I didn't think we executed well throughout the game," Paysinger said after his team fell to 0-2 for the seventh time since he became coach in 1990, the first since 2004.

"I don't think we were very consistent on either side of the ball."

Long Beach Jordan was "able to get pressure on our pass game which made us one dimensional," Paysinger said.

The Norman rushing game was stymied by the absence of Bassett, who rushed for 126 yards on 13 carries in its season-opening 23-20 loss to Marshfield (Mass.) Sept. 6.

Bassett was limited to one carry against the Panthers because of an ankle injury sustained against Marshfield.

Bank and Saedi, who both also play linebacker, drew praise from Paysinger for their play on both offense and defense. Paysinger also praised the play of offensive lineman Jon Jun and wide receiver Steven King.

### What's Next?

The Normans are scheduled to play host to Valencia West Ranch Friday at 7 p.m. in a nonleague game at Nickoll Field.

The Wildcats are 1-1, including a 52-28 loss to Notre Dame Sherman Oaks Friday.

### Boys' Basketball

Derek Boldon has been named as Beverly Hills' new coach, succeeding Luis Turcios, who resigned to accept a position coordinating basketball camps in Mexico, athletic director Carter Paysinger said Wednesday.

Boldon was an assistant coach at Pasadena City College and played at Central Michigan and in the Continental Basketball Association and Europe, Paysinger said.

### Girls' Tennis

#### Corona Del Mar 11, Beverly Hills 7

Brittney Morgan won all three of her singles sets, while Marie Zalameda and Zarina Pisnoy both won two of their three for the Normans in their season-opening nonleague match Sept. 16 at Corona Del Mar.

Corona Del Mar was ranked second in the Southern Section Division I poll released Monday, while Beverly Hills was ranked first in Division II.

### Girls' Cross Country The Great Cow Run

Jamie Bratman was the top Beverly Hills finisher in the season-opening varsity race, finishing seventh, completing the 3-mile course at Cerritos Regional Park in 18 minutes, 46 seconds Sept. 13, four seconds behind Los Alamitos sophomore Katherine

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Velicki, who finished sixth.

Norman junior Raquel Hefflin was eighth in 18:54.

Long Beach Poly sophomore Dynasty Gammage won in 17:47.

Beverly Hills was seventh in the team competition with 162 points, 13 more than sixth-place San Bernardino Cajon. Orange El Modena won with 54.

### Boys' Cross Country The Great Cow Run

Alex Cascante was the top Beverly Hills finisher in the season-opening varsity race, finishing 34th, completing the 3-mile course at Cerritos Regional Park in 16:12 Sept. 13, three seconds behind Orange El Modena senior Anthony Katsivalis who finished 33rd.

Los Angeles Loyola sophomore Elias Geydon won in 14:40.

The Normans finished sixth in the team competition with 199 points, 73 more than fifth-place Huntington Beach Marina. Loyola won with 24.

### Boys' Water Polo Western Tournament

Beverly Hills 13, Fresno San Joaquin

Memorial 9

Tracy Ainsie scored four goals and Michael Presas three as the Normans opened their season with a victory in a first-round game Friday at Western High School in Anaheim.

Beverly Hills goaltender Alex Rosenthal made 20 saves.

The Normans led 2-1 at the end of the first quarter, 7-2 at halftime and 9-6 entering the fourth quarter.

Justin Ezor and Daniel Ilinsky both scored twice for Beverly Hills. Justin Brezhnev and Kevin Youssefzadeh each scored once for the Normans.

### Beverly Hills 8, Redondo 4

Ainsie scored all three of his goals in the fourth quarter in a championship quarterfinal game Friday at Western High School in Anaheim.

The Normans led 4-2 at halftime, with Ilinsky scoring twice in the second quarter and Christian Apt once. Ilinsky scored the only goal of the third quarter.

The first quarter ended in a 1-1 tie with Apt scoring for Beverly Hills.

Rosenthal made 12 saves.

### Torrance 7, Beverly Hills 5

Ainsie's goal with 3:23 to play gave the Normans a 5-4 lead, but the Tartars scored three times in the final 2:33 for the victory in the third-place game Saturday at Kennedy High School in La Palma.

Torrance scored the tying goal with 2:33 to play, took a 6-5 lead 13 seconds later and scored the game's final goal with 28 seconds remaining.

Beverly Hills led 2-1 at the end of the first quarter on goals by Ilinsky and Apt. Ainsie scored one second before halftime, increasing the Normans' lead to 3-1.

Apt scored in the third quarter as Beverly Hills led 4-2 entering the fourth quarter.

Rosenthal made 10 saves.

### Beverly Hills 11, La Palma Kennedy 7

Apt scored five goals and Ainsie three in the third-place game Saturday at Kennedy High School in La Palma.

The Normans trailed 4-3 at halftime, but Apt and Ilinsky both scored twice and Ainsie once in the third quarter, giving Beverly Hills an 8-5 lead entering the fourth quarter.

Goals by Ainsie and Presas in the fourth quarter, increased the Normans' lead to 10-5

with 3:30 to play. Ainsie scored Beverly Hills' final goal with 2:11 left.

Apt scored three goals as the Normans led 3-2 at the end of the first quarter. The Fighting Irish scored twice in the second quarter to take a 4-3 halftime lead.

Rosenthal made 14 saves.

### College Football Oregon 32, Purdue 26

Linebacker Spencer Paysinger, a 2006 Beverly Hills graduate, made a team-high equaling eight tackles, in Oregon's overtime victory in a nonconference game at West Lafayette, Ind. Sept. 13, as the Ducks improved to 3-0.

### UC Davis 38, Portland State 24

Brandon Rice, a 2004 Beverly Hills graduate, caught eight passes for 137 yards, both game highs, for UC Davis (1-2) Sept. 13 in a nonconference game at Davis.

*Steven Herbert has covered Beverly Hills sports for the Beverly Hills Weekly since 1999. He welcomes feedback and suggestions. He can be reached by e-mail at [StvHerbert@aol.com](mailto:StvHerbert@aol.com), by telephone at (310) 275-7943 or by fax at (310) 273-4519.*

*briefs cont. from page 7*

and street segments. Lait said that analysis should take a "couple of months" to complete.

### City urges residents to prepare for disasters

Given the wave of recent disasters sweeping the U.S., Beverly Hills officials are urging all residents to take action now to be prepared for emergencies. Officials say they hope to increase public awareness about the importance of planning for disasters as part of National Preparedness Month.

National Preparedness Month is a nation-

wide campaign held each September to encourage Americans to take simple steps to prepare for emergencies in their homes, businesses and schools.

"The City of Beverly Hills has been hosting a series of events for residents and businesses and providing information on how community members can prepare," said Mayor Barry Brucker. "Planning and preparing before a disaster occurs can greatly reduce the devastating impact of a large scale event as well as the rate of recovery from the incident."

To be adequately prepared for an emergency, residents are encouraged to be pre-

pared to be self-sufficient for five to seven days as a major disaster could overwhelm emergency and city service resources, delaying attention to those in need.

To be prepared, City officials suggest:

- **Make A Kit**—Have a seven-day supply of nonperishable food and water on hand. Keep a First Aid Kit, battery powered flashlight and extra batteries available. Make sure you have cash, clothing, medications, personal hygiene, important documents and pet supplies in your kit.

- **Make A Plan**—Establish a plan for your family and make sure everyone knows what they should do, where to go or meet in case

of emergency—and practice your plan.

Know your children's school evacuation plan. Out-of-state contact information should be shared with family members so messages can be relayed to loved ones if local communications are not available.

- **Be Informed**—Become a trained member of the City's Citizen Corps to provide assistance during an emergency. Visit the City's website at [www.beverlyhills.org/preparedness](http://www.beverlyhills.org/preparedness) for more information on life-saving steps to prepare for a disaster and joining the Citizen Corps.

# police blotter & arrest summary

Beverly Hills Police Department  
Arrest summary for the month of  
September

Angelo Pedro, 38, of Los Angeles, was arrested on Sept. 21, 2008, for a Beverly Hills misdemeanor bench warrant.

Keyvan Amirianfar, 49, of Beverly Hills, was arrested on Sept. 21, 2008, for obstructing/resisting/etc. a public/peace officer.

Anne Garton Lichtig, 50, of Culver City, was arrested on Sept. 21, 2008, for driving under the influence of alcohol/drugs.

Sasan Limodim, 22, of Beverly Hills, was arrested on Sept. 22, 2008, for indecent exposure.

Kathy Marie Close, 47, of Sherman Oaks, was arrested on Sept. 21, 2008, for driving under the influence of alcohol/drugs.

Edgar Hernandez Luna, 24, of Los Angeles, was arrested on Sept. 20, 2008, for driving without a license.

Efren Balderas Ruiz, 24, of Los Angeles, was arrested on Sept. 19, 2008, for driving under the influence of alcohol/drugs.

Brittany Gardner Bussian, 22, of Los Angeles, was arrested on Sept. 19, 2008, for driving under the influence of alcohol/drugs.

William Saghian, 19, of Beverly Hills, was arrested on Sept. 19, 2008, for possession of marijuana (1 oz or less)

while driving.

Galdino Serna Cruz, 43, of Bell, arrested on Sept. 19, 2008, for driving while having a suspended license.

Brennan Carl Swain, 37, of Santa Monica, arrested on Sept. 19, 2008, for driving under the influence of alcohol/drugs.

Laurie Ann Best, 50, of Los Angeles, was arrested on Sept. 18, 2008, for driving under the influence of alcohol/drugs.

Glen Michael Hunsberger, 40, of Beverly Hills, was arrested on Sept. 18, 2008, for driving under the influence of alcohol/drugs.

Tiana Tiene Wah Tsang, 34, of Los Angeles, was arrested on Sept. 18, 2008, for battery with serious bodily injury.

Stella Rache Glattholtz, 24, of Los Angeles, was arrested on Sept. 18, 2008, for an outside warrant/misdemeanor.

Zosimo Montegrejo, III, 18, of Van Nuys, was arrested on Sept. 18, 2008, for possession of controlled substance paraphernalia.

Jeffery Baumgardner, 29, of Marina Del Rey, was arrested on Sept. 17, 2008, for driving under the influence of alcohol/drugs.

Argusties McGlothlin, 23, of Los Angeles, was arrested on Sept. 17, 2008, for outside warrant/misdemeanor.

Sergey Levin, 34, of Los Angeles, was arrested on Sept. 17, 2008, for burglary.

Mehran Araji, 48, of Glendale, was arrested on Sept. 11, 2008, for selling liquor to a minor.

Prescious Raqueal Griffin, 36, of Los Angeles, was arrested on Sept. 16, 2008, for grand theft auto.

Don Ray Burton, 52, of Los Angeles, was arrested on Sept. 16, 2008, for burglary.

James Scott Clary, 42, of Los Angeles, was arrested on Sept. 16, 2008, for an outside warrant/felony.

Consuelo Rosales, 59, of Los Angeles, was arrested on Sept. 15, 2008, for driving without a license.

# coverstory

# DESIGNING WOMAN

## Architectural Commission chair Fran Cohen keeps the city's buildings looking sharp

By Jacquelyn Ryan

### **BH Weekly: So what exactly do you do in the Architectural Commission?**

*Fran Cohen:* The Architectural Commission reviews and provides recommendations and makes decisions about specifics of the architecture and development of commercial and multi-family buildings in the city of Beverly Hills. We basically work with the applicant and developer to apply for new buildings or renovations within the city.

The Architectural Commission looks at about 150 different projects each year so they really shape the city's design fabric from signs to landscaping to remodels and entirely new buildings.

We are a seven member commission. When the applicant comes and presents their plan, they sometimes get seven different points of view. If there's an alternative to the design, which might work well with the city, [we tell them.] So for example, an alternative for the door would be where the door is positioned or how the design works better in terms of façade. The commission does not have purview inside the building. It's just the storefront and within 5 feet inside. We review that, so we can give alternatives as to how the store is positioned.

### **Explain how that works.**

First, the applicant applies to the city for a change. For example, a minor 'front of store' change on Rodeo Drive [would be] if they want to change the front façade. They apply for that and work with the planner within the city. The planner gives them the guidelines for the design and the codes for the city. They get an appointment and [the Architectural Commission] meets once a month in the city, every second Wednesday of the month. The applicant comes before us with the design and we make comments accordingly. On conditions, we approve them so they can either come back to the commission or go to the staff and finalize it.

### **What do you look for during your reviews?**

Basically, to enforce city of Beverly Hills criteria in relation to construction and design. That is, the design should conform to the highest standards and contribute to the image of Beverly Hills and that it's a place of beauty, spacious-

ness, balance and high quality within not only the local arena but the international [arena] as well.

The preferred building or structure is in harmony with its surroundings and it conforms to the standards and codes. We like to promote a unique blend of interaction, fixing an exceptional shopping experience and tourist pathways. Perhaps this is one of the biggest challenges that we face — to have the balance there. In addition, the commission tries to accommodate the applicant and approve the project in a timely manner and we always try to have clear communication and give viable alternatives.

### **How did you come into this line of work?**

About three years ago, I saw an ad in the newspaper and thought this is exactly what I did in the past and it fit with my background and thought I could be a help if I volunteered myself.

My formal education and professional experience includes a cross or multidiscipline of business, architecture and real estate. I have two masters' degrees, a master's of science in architecture from Massachusetts Institute of Technology and a master's in business administrative from Purdue University. I have bachelor's of arts in architecture from Southern California Institute of Architecture. I have about 28 years of experience in architecture, design, urban planning, real estate, construction and management so I thought it would be a good opportunity for me to volunteer and get involved with the city.

My father is a civil engineer. He doesn't practice anymore but that's what I grew up with. I remember always seeing plans and trying to read the plans at 7 or 8 years old. It was very interesting to see how everything works and that's probably why I decided to study architecture.

### **How did you come to Beverly Hills?**

I was born in Iran and moved to Los Angeles in 1979. In the '80s, I moved to the East Coast to attend MIT. After Boston, I went to Israel for a while, then I moved to the Midwest, to Indiana.

My husband and I decided to look for a city that my family can grow and live for a long time to come. Beverly Hills, we decided was the place.

My sisters live in Beverly Hills and my parents just live a few blocks away in Los Angeles so that was one of the reason: I wanted my kids to grow up with family.

We moved here two weeks before 9/11. I'm not sure if we had waited that we could have ever moved. Because of 9/11, my family wouldn't have separated. I moved with the children here and my husband stayed at Purdue until he retired from Purdue. So for a number of years I lived with the children here and until my husband could retire from Purdue and join us here. He has been retired for about three years now. It was very difficult for me and the children but now both my children go to dormitories so it's just me and him now. It's an adjustment. At the beginning, it's hard but they tell me it gets easy and I'll enjoy it.

### **Tell us about your family.**

My son, David, is 21, or will be 21 in a couple months. He is a junior at UCLA and studying civil engineering. My husband, Menashi, is a civil engineer, who got his PhD from Stanford. He is a developer in Los Angeles. Also he is a professor emeritus from Purdue University. He taught for 28 years or so.

We met in California when I was a bachelor's student. He was a professor at Northeastern [University] and I moved to Boston and we married there while I was a graduate student. It was 1984.

Then [my husband] got a job at Purdue University so we relocated. My son was born in Indiana in Lafayette. Purdue is in West Lafayette. West Lafayette and Lafayette are just so close to each other. My daughter was also born there. Her name is Sandra. She is a freshman at UC Berkeley and studying civil engineering as well.

### **Where did your children go to school?**

My kids changed several schools before we moved to Beverly Hills. For a couple years, they went to the public schools in Beverly Hills, but they graduated from Harvard Westlake. My daughter went to Hawthorne and El Rodeo and my son went to Hawthorne and Beverly High. He just went to Beverly High for one year and then he transferred to Harvard-Westlake. My daughter went at

ninth grade to Harvard-Westlake.

### **What other work do you do?**

I worked in different occupations [in Indiana] then I opened a chain of retail stores in 1992.

It was interesting. I like interaction with people on a daily basis and I had stores in California and Indiana. We were selling electronic music-related items and cell phones, DVDs and video games. [The stores] were called CD Land Corp.

I still have one store in Indiana that I try to manage from here; it's kind of hard to manage a retail store long distance.

I practice in the field of architectural construction and urban planning and I think the future is to work in construction of green buildings and that's the field I'm interested to work in. I believe green buildings, besides the environmental and economical benefits, we get satisfaction by using or recycling the natural resources. So that's the field which I'm interested in getting into eventually. I'd like to get back into the field of architecture and design. I help my husband and work with him at different design projects.

I give recommendations to people who approach me but I don't have an office. My husband has one and the construction that he does when we do the projects together for an optimum design. He also is a general contractor so he fields the projects. It's mostly commercial projects that we work with.

### **Do you have any hobbies?**

I went high Etefagh High School in Tehran, Iran. It was a private Jewish community school in Iran. I have a group of friends from high school, which we get together. After I moved here, I tried to find my friends from high school and we get together once or twice a week and we get together and get lunch or go to movies and do other things. That's one of the things I look forward to every week.

I have my sisters are here and try to spend a lot of time with them and my parents, which are elderly. I try to attend to their needs and try to spend as much time as possible with them.

My parents came in the late '80s to Los Angeles, but at that time I was living in Indiana. And my sisters— in the '80s, they moved here. I moved to Boston in 1982.

### **What's in the future?**

I like to be more involved in architecture and more designs and open my own office. That's what I'm hoping for.

I enjoy the Architectural Commission very much and I love the people I work with so I'll definitely stay. It's very gratifying to see the designs complete and know what's going on in the city.

-Jacquelyn Ryan

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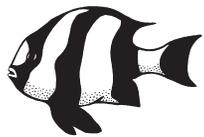
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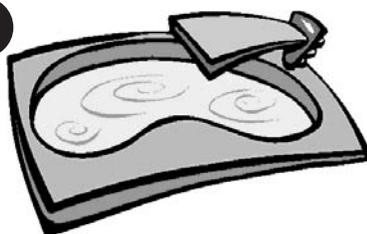
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FICTITIOUS BUSINESS NAME STATEMENT: 2008154001  
The following person(s) is/are doing business as: THE NAMELESS FELLOWSHIP, 13236 Mira Mar Dr. Sylmar, CA 91342. MATTHEW BODDEN, 13236 Mira Mar Dr. Sylmar, CA 91342. ROCHESTER BROWN, 3710 Camelot St. 9207, Torrance, CA 90503. The business is conducted by: A GENERAL PARTNERSHIP. Registrant has not yet begun to transact business under the fictitious business name or names listed here on. Registrant has not yet commenced business. Signed: Maria Moura, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 9/26/08. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/4/08, 9/11/08, 9/18/08, 9/25/08 - 2127

FICTITIOUS BUSINESS NAME STATEMENT: 20081540161  
The following person(s) is/are doing business as: ZETFOON GROCERY, 1101 E. Chevy Chase, #L, Glendale, CA 91216. KAD-JIBERON SHOSHANIAN, 1238 S. Orange St. Glendale, CA 91204. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here on. Registrant has not yet commenced business. Signed: K. Shoshanian, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 9/26/08. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/4/08, 9/11/08, 9/18/08, 9/25/08 - 2128

FICTITIOUS BUSINESS NAME STATEMENT: 20081540401  
The following person(s) is/are doing business as: STAR PRO BUILDING MAINTENANCE, STAR PRO MAINTENANCE, 10730 Swinton Ave. #3, Granada Hills, CA 91344. MARIA MOURA, 10730 Swinton Ave. #3, Granada Hills, CA 91344. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here on. Registrant has not yet commenced business. Signed: Maria Moura, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 9/26/08. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/4/08, 9/11/08, 9/18/08, 9/25/08 - 2129

FICTITIOUS BUSINESS NAME STATEMENT: 20081540160  
The following person(s) is/are doing business as: GIANT REBUILT PARTS, 13228 Sherman Way #9, North Hollywood, CA 91605. ENA G. LEMUS, 13228 Sherman Way, #9, North Hollywood, CA 91605. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here on. Registrant has not yet commenced business. Signed: Ena G. Lemus, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 9/26/08. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/4/08, 9/11/08, 9/18/08, 9/25/08 - 2126

and correct. This statement is filed with the County Clerk of Los Angeles County on: 9/26/08. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/4/08, 9/11/08, 9/18/08, 9/25/08 - 2130

FICTITIOUS BUSINESS NAME STATEMENT: 20081540634  
The following person(s) is/are doing business as: OMNI PREPAID CA, 805 Alvarado St. Los Angeles, CA 90057. YOUNG CHO YU, 3522 Bridgehampton Way, Camarillo, CA 93012. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here on. Registrant has not yet commenced business. Signed: Young Cho Yu, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 9/27/08. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/4/08, 9/11/08, 9/18/08, 9/25/08 - 2131

FICTITIOUS BUSINESS NAME STATEMENT: 20081540634  
The following person(s) is/are doing business as: OMNI PREPAID CA, 5223 Wilshire Blvd. Los Angeles, CA 90026. YOUNG CHO YU, 3522 Bridgehampton Way, Camarillo, CA 93012. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here on. Registrant has not yet commenced business. Signed: Young Cho Yu, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 9/27/08. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/4/08, 9/11/08, 9/18/08, 9/25/08 - 2132

FICTITIOUS BUSINESS NAME STATEMENT: 20081540631  
The following person(s) is/are doing business as: MARKET READY, 10361 Sophia Ave., Granada Hills, CA 91344. MARKET READY INC, 10361 Sophia Ave., Granada Hills, CA 91344. The business is conducted by: A CORPORATION. Registrant has not yet begun to transact business under the fictitious business name or names listed here on. Registrant has not yet commenced business. Signed: Jorge A. Santiago, CEO. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 9/27/08. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/4/08, 9/11/08, 9/18/08, 9/25/08 - 2133

FICTITIOUS BUSINESS NAME STATEMENT: 20081540636  
The following person(s) is/are doing business as: MARKET READY, 10361 Sophia Ave., Granada Hills, CA 91344. MARKET READY INC, 10361 Sophia Ave., Granada Hills, CA 91344. The business is conducted by: A CORPORATION. Registrant has not yet begun to transact business under the fictitious business name or names listed here on. Registrant has not yet commenced business. Signed: Jorge A. Santiago, CEO. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 9/27/08. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/4/08, 9/11/08, 9/18/08, 9/25/08 - 2134

FICTITIOUS BUSINESS NAME STATEMENT: 20081540709  
The following person(s) is/are doing business as: RITZ HOME AND PET, 1716 Hudson St. Los Angeles, CA 90042. RHONDA LYNN SUDBRINK, 1716 Hudson St. Los Angeles, CA 90042. The business is conducted by: A CORPORATION. Registrant has not yet begun to transact business under the fictitious business name or names listed here on. Registrant has not yet commenced business. Signed: Rhonda Lynn Sudbrink, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 9/27/08. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/4/08, 9/11/08, 9/18/08, 9/25/08 - 2135

FICTITIOUS BUSINESS NAME STATEMENT: 20081540410  
The following person(s) is/are doing business as: BULLDOG ANALYTICS, 350 N. Palm Dr. #206, Beverly Hills, CA 90212. THE LEADER GROUP INC, 350 N. Palm Dr. #206, Beverly Hills, CA 90212. The business is conducted by: A CORPORATION. The registrant has not yet commenced to transact business under the fictitious business name in. Signed: Judy Ellen Holt, President. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 9/27/08. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/4/08, 9/11/08, 9/18/08, 9/25/08 - 2136

FICTITIOUS BUSINESS NAME STATEMENT: 20081540410  
The following person(s) is/are doing business as: K9 KATS, 4325 Bernman Ave. Apt. 1, Los Angeles, CA 90066. MEGAN HICK- EY, 4325 Bernman Ave. Apt. 1, Los Angeles, CA 90066. The business is conducted by: AN INDIVIDUAL. The registrant has not yet begun to transact business under the fictitious business name or names listed here on. Registrant has not yet commenced business. Signed: Megan Hick-Ey, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 9/27/08. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/4/08, 9/11/08, 9/18/08, 9/25/08 - 2137

FICTITIOUS BUSINESS NAME STATEMENT: 20081540870  
The following person(s) is/are doing business as: BULLDOG ANALYTICS, 350 N. Palm Dr. #206, Beverly Hills, CA 90212. THE LEADER GROUP INC, 350 N. Palm Dr. #206, Beverly Hills, CA 90212. The business is conducted by: A CORPORATION. The registrant has not yet commenced to transact business under the fictitious business name in. Signed: Judy Ellen Holt, President. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 9/27/08. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/4/08, 9/11/08, 9/18/08, 9/25/08 - 2138

FICTITIOUS BUSINESS NAME STATEMENT: 20081540000  
The following person(s) is/are doing business as: THREE STARS PORTABLE TOILETS, 4210 1st St. Suite 102, Santa Ana, CA 92703. SUPERIOR SEWER INC, 4210 1st St. Suite 102, Santa Ana, CA 92703. The business is conducted by: A CORPORATION. The registrant has not yet commenced to transact business under the fictitious business name in. Signed: Superior Sewer Inc, President. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 9/26/08. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/4/08, 9/11/08, 9/18/08, 9/25/08 - 2139

FICTITIOUS BUSINESS NAME STATEMENT: 20081539899  
The following person(s) is/are doing business as: A COMMON THREAD APPAREL, 834 S. Broadway Suite 600, Los Angeles, CA 90014. DDA HOLDINGS, INC, 834 S. Broadway Suite 600, Los Angeles, CA 90014. The business is conducted by: A CORPORATION. The registrant has not yet commenced to transact business under the fictitious business name in. Signed: Manabhai Varvashyan, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 9/26/08. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/4/08, 9/11/08, 9/18/08, 9/25/08 - 2140

FICTITIOUS BUSINESS NAME STATEMENT: 20081546710  
The following person(s) is/are doing business as: CALIFORNIA ROOTERS, 6000 Elswanda Ave. Tazewell, CA 91356. MANUSHAK VARVASHYAN, 6000 Elswanda Ave. Tazewell, CA 91356. The business is conducted by: AN INDIVIDUAL. The registrant has not yet commenced to transact business under the fictitious business name in. Signed: Manabhai Varvashyan, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 9/26/08. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/4/08, 9/11/08, 9/18/08, 9/25/08 - 2141

FICTITIOUS BUSINESS NAME STATEMENT: 20081540159  
The following person(s) is/are doing business as: ARTS ACHO WHOLESALE, 6829 Footfall Blvd. Tujunga, CA 91042. ARDAY SHOSHANIAN, 6829 Footfall Blvd. Tujunga, CA 91042. The business is conducted by: AN INDIVIDUAL. The registrant has not yet commenced to transact business under the fictitious business name in. Signed: Arday Shoshaniana. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 9/26/08. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/4/08, 9/11/08, 9/18/08, 9/25/08 - 2142

FICTITIOUS BUSINESS NAME STATEMENT: 20081546836  
The following person(s) is/are doing business as: NATURAL SOLUTION, 9525 Elwood St. Reseda, CA 91335. JOHNNY SHOSHANIAN, 9525 Elwood St. Reseda, CA 91335. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here on. Registrant has not yet commenced business. Signed: Johnny Urias, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 9/26/08. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/4/08, 9/11/08, 9/18/08, 9/25/08 - 2143

FICTITIOUS BUSINESS NAME STATEMENT: 20081540443  
The following person(s) is/are doing business as: NEXT GEN ELECTRICAL SERVICE, 7017 Coyote Ln. Winnetka, CA 91306. PAUL NIEVES, 7017 Coyote Ln. Winnetka, CA 91306. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here on. Registrant has not yet commenced business. Signed: Paul Nieves, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 9/26/08. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/4/08, 9/11/08, 9/18/08, 9/25/08 - 2144

FICTITIOUS BUSINESS NAME STATEMENT: 20081540442  
The following person(s) is/are doing business as: SWISS CLEANERS, 10130 Topanga Cyn. Chatsworth, CA 91311. JUAN AGUILAR, 1237 Vanowen St. #9, North Hollywood, CA 91605. The business is conducted by: AN INDIVIDUAL. Registrant has not yet begun to transact business under the fictitious business name or names listed here on. Registrant has not yet commenced business. Signed: Juan Aguilar, Owner. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 9/26/08. NOTICE - This fictitious business name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) Published: 9/4/08, 9/11/08, 9/18/08, 9/25/08 - 2145





(9) The last day for filing claims is: OCTOBER 10, 2008.

(10) The bulk sale is subject to California Uniform Commercial Code Section 6106.2.

(11) All other business name(s) and address(es) used by the seller(s) within the past three years, as stated by the seller(s), is/are: NONE.

Dated: SEPTEMBER 5, 2008

KUMAR FOODS INC, Seller

SUMER SURJI, Buyer

PTS LA144034 BEVERLY HILLS WEEKLY 9/25/08

#### FILE NO. 20081629790

##### FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: SWAN CLEANERS, 3881 PACIFIC COAST HWY, TORRANCE, CA 90505 (LOS ANGELES). The full name of registrant(s) is/are: JAE GYUN YANG, 3109 SEACREST AVE APT HS, MARINA, CA 93933. This Business is being conducted by a/an: 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).

/s/ JAE GYUN YANG, OWNER

This statement was filed with the County Clerk of LOS ANGELES County on 9/10/08 indicated by file stamp above.

NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST 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).

LA143709 BEVERLY HILLS WEEKLY 9/18, 25, 10/2, 9, 2008

#### FILE NO. 20081623625

##### FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: CAT'S LIQUOR, 7217 S. BROADWAY, LOS ANGELES, CA 90003 (LOS ANGELES). The full name of registrant(s) is/are: KYUNG IL PARK, 800 S. BRONSON AVE, LOS ANGELES, CA 90005. This Business is being conducted by a/an: 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).

/s/ KYUNG IL PARK, OWNER

This statement was filed with the County Clerk of LOS ANGELES County on 9/9/08 indicated by file stamp above.

NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST 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).

LA143724 BEVERLY HILLS WEEKLY 9/18, 25, 10/2, 9, 2008

#### FILE NO. 20081640548

##### FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: TROPICS YOGURT, 3015 S. FIGUEROA ST, LOS ANGELES, CA 90007 (LOS ANGELES). The full name of registrant(s) is/are: GENUINE NATURAL VENTURE LLC, 3015 S. FIGUEROA ST, LOS ANGELES, CA 90007. This Business is being conducted by a/an: LIMITED LIABILITY COMPANY. 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/ GENUINE NATURAL VENTURE LLC, BY: SU HYEONG NO, PRESIDENT

This statement was filed with the County Clerk of LOS ANGELES County on 9/11/08 indicated by file stamp above.

NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST 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).

LA143782 BEVERLY HILLS WEEKLY 9/18, 25, 10/2, 9, 2008

#### FILE NO. 20081615986

##### FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: COFFEE HYANGGEE, 3195 W. PLYMPC BLVD, LOS ANGELES, CA 90006. The full name of registrant(s) is/are: YOON HWAN OH, 5972 SUNFLOWER ST, SIMI VALLEY, CA 93063. This Business is being conducted by a/an: 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).

/s/ YOON HWAN OH, OWNER

This statement was filed with the County Clerk of LOS ANGELES County on 9/8/08 indicated by file stamp above.

NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST 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).

LA143619 BEVERLY HILLS WEEKLY 9/18, 25, 10/2, 9, 2008

#### FILE NO. 20081578986

##### FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: PALOS CLEANERS 26640 WESTERN AVE, HARBOR CITY, CA 90710. The full name of registrant(s) is/are: GARBIS CERAH AND TANYA CERAH 325 CORDOVA ST #232, PASADENA, CA 91101. This Business is being conducted by a/an: 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/ GARBIS CERAN, OWNER

This statement was filed with the County Clerk of LOS ANGELES County on 9/2/08 indicated by file stamp above.

NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST 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).

LA143551 BEVERLY HILLS WEEKLY 9/11, 18, 25, 10/2, 2008

#### FILE NO. 20081589407

##### FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: BAJA FRESH #200, 23697 CALABASAS PWKY #100, CALABASAS, CA 91302 (LOS ANGELES). The full name of registrant(s) is/are: ARZ

PARTNERS INC., A CALIFORNIA CORPORATION 11331 MODENA LN, PORTER RANCH, CA 91326. This Business is being conducted by a/an: CORPORATION. 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/ ARZ PARTNERS INC. BY: SYED RAZA, PRESIDENT

This statement was filed with the County Clerk of LOS ANGELES County on 9/3/08 indicated by file stamp above.

NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST 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).

LA143564 BEVERLY HILLS WEEKLY 9/11, 18, 25, 10/2, 2008

#### FILE NO. 20081605841

##### FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: PARADISE RANCH MARKET, 13654 BURBANK BLVD, SHERMAN OAKS, CA 91401 (LOS ANGELES). The full name of registrant(s) is/are: GAM CORPORATION (A CA CORP), 7348 YARMOUTH AVE, RESEDA, CA 91335 (CALIFORNIA). This Business is being conducted by a/an: CORPORATION. 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/ GAM CORPORATION, BY: MASOOD M. FARDMANESH, PRESIDENT

This statement was filed with the County Clerk of LOS ANGELES County on 9/5/08 indicated by file stamp above.

NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST 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).

LA143631 BEVERLY HILLS WEEKLY 9/11,18,25,10/2,2008

#### FILE NO. 20081605840

##### FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: FREEMAN MARKET, 11733 FREEMAN AVE, HAWTHORNE, CA 90250. The full name of registrant(s) is/are: CHUN HEE SONG, 22716 GREENWOOD AVE, TORRANCE, CA 90505. This Business is being conducted by a/an: 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).

/s/ CHUN HEE SONG, OWNER

This statement was filed with the County Clerk of LOS ANGELES County on 9/5/08 indicated by file stamp above.

NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST 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).

LA143609 BEVERLY HILLS WEEKLY 9/11,18,25,10/2,2008

#### FILE NO. 20081579534

##### FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: AIRLINE LIQUOR 11924 AVIATION BLVD, INGLEWOOD, CA 90304 (LA). The full name of registrant(s) is/are: MEHERBAN SACHDEVA, 7711 ROSEMEAD BLVD #110, PICO RIVERA, CA 90660. This Business is being conducted by a/an: INDIVIDUAL. The registrant commenced to transact business under the fictitious business name/names listed above on: 8/1/08.

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/ MEHERBAN SACHDEVA, OWNER

This statement was filed with the County Clerk of LOS ANGELES County on 9/2/08 indicated by file stamp above.

NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST 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).

LA143518 BEVERLY HILLS WEEKLY 9/11, 18, 25, 10/2, 2008

#### FILE NO. 20081579530

##### STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME

Fictitious Business Name(s): AIRLINE LIQUORS, 11924 AVIATION BLVD, INGLEWOOD, CA 90304

The fictitious business name referred to above was filed on DECEMBER 21, 2005 in the county of LOS ANGELES. Original file number, 05-3150383.

The full name of registrant: VILLAGE TANDOOR INC. 18202 SHEFFIELD LN, NORTHBRIDGE, CA 91326, (CALIFORNIA) 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 be false is guilty of a crime)

/s/ VILLAGE TANDOOR INC BY: GURBACHAN S. GREWAL

LA143519 BEVERLY HILLS WEEKLY 9/11, 18, 25, 10/2, 2008

#### FILE NO. 20081588930

##### FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: RAINBOW BAKERY, 424 W. COLLEGE ST #E, LOS ANGELES, CA 90012 (LOS ANGELES). The full name of registrant(s) is/are: LE HO MAI, 424 W. COLLEGE ST #E, LOS ANGELES, CA 90012. This Business is being conducted by a/an: INDIVIDUAL. The registrant commenced to transact business under the fictitious business name/names listed above on: 9/2/08.

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/ LE HO MAI, OWNER

This statement was filed with the County Clerk of LOS ANGELES County on 9/3/08 indicated by file stamp above.

NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST 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).

LA143577 BEVERLY HILLS WEEKLY 9/11,18,25,10/2, 2008

#### FILE NO. 20081551134

##### FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: POPPIN', 321B E. PICO BLVD, LOS ANGELES, CA 90015 (LOS ANGELES). The full name of registrant(s) is/are: CHUNG HAK LEE, 500 S. BERENDO ST #413, LOS ANGELES, CA 90020. This Business is being conducted by a/an: 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).

/s/ CHUNG HAK LEE, OWNER

This statement was filed with the County Clerk of LOS ANGELES County on 8/27/08 indicated by file stamp above.

NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST 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).

LA143433 BEVERLY HILLS WEEKLY 9/4, 11, 18, 25, 2008

#### FILE NO. 20081550333

##### FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS: POPPIN', 323 E. PICO BLVD, LOS ANGELES ,CA 90015 (LOS ANGELES). The full name of registrant(s) is/are: CHUNG HAK LEE, 500 S. BERENDO ST #413, LOS ANGELES, CA 90020. This Business is being conducted by a/an: 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).

/s/ CHUNG HAK LEE, OWNER

This statement was filed with the County Clerk of LOS ANGELES County on 8/27/08 indicated by file stamp above.

NOTICE-THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST 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).

LA143474 BEVERLY HILLS WEEKLY 9/4, 11, 18, 25, 2008

#### NOTICE OF PETITION TO ADMINISTER ESTATE OF: JOHNNY BITTO ADAMS CASE NO. BP112414

To all heirs, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the WILL or estate, or both of JOHNNY BITTO ADAMS. A PETITION FOR PROBATE has been filed by STEVE ADAMS in the Superior Court of California, County of LOS ANGELES.

THE PETITION FOR PROBATE requests that STEVE ADAMS be appointed as personal representative to administer the estate of the decedent.

THE PETITION requests authority to administer the estate under the Independent Administration of Estates Act. (This authority will allow the personal representative to take many actions without obtaining court approval. Before taking certain very important actions, however, the personal representative will be required to give notice to interested persons unless they have waived notice or consented to the 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 09/30/08 at 8:30AM in Dept. 5 located at 111 N. HILL ST., LOS ANGELES, CA 90012

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

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

In Pro Per Petitioner

STEVE ADAMS

3766 MOTOR AVENUE

LOS ANGELES, CA 90034

9/11, 9/18, 9/25/08

**CNS-1423167#**

#### NOTICE TO BIDDERS

for the  
2008-2009 STREET RESURFACING - VARIOUS LOCATIONS

within the City of  
BEVERLY HILLS, CALIFORNIA  
00000

**BIDS** - Sealed proposals for the 2008-2009 STREET RESURFACING - VARIOUS LOCATIONS within the City of Beverly Hills, California, will be received up to the hour of 2:00 p.m., on Tuesday **October 21, 2008** at the office of the City Clerk of said City, located in Room 190 at 455 North Rexford Drive, Beverly Hills, California. Bids will be publicly opened at 2:00 p.m. on the above-mentioned date in the office of the City Clerk of said City Hall and award of the contract will be made during a subsequent meeting of the City Council.

**SCOPE OF THE WORK** - The work to be done shall consist of furnishing all the required labor, materials, equipment, parts, implements and supplies necessary for, or appurtenant to, the construction and completion of the

project indicated above in accordance with Standard Drawings and the Specifications prepared for this project.

In general terms, the contract work for this project shall consist of the following items of work:

SECTION I - Cold Mill & AC Overlay, Weekday Work			
ITEM NO.	ESTIMATED QUANTITY	UNITS	ITEM DESCRIPTION
1	1	LS	Mobilization (20K max.)
2	1	LS	Engineered traffic plan/traffic control/message boards (20K max.)
3	24,000	TON	Full width cold mill, 2" (average) AC leveling course & overlay 2" (average)
4	1	LS	Crack seal
5	120	TON	Pavement spot repairs - full depth, root removal & 8" AC pavement on 8" CMB
6	600	LF	Pavement spot repairs - full depth, root removal & 8" PCC pavement on 8" CMB
7	800	LF	Remove and Replace 8" curb w/ 18" gutter
8	80	EA	Remove and Replace Water Meter Box
9	15	EA	Traffic loops - standard round
10	6	EA	Traffic loops - rectangular
11	1	LS	Striping & markings

SECTION II - Cold Milling & ARAM-ARHM, Weekend Work			
ITEM NO.	ESTIMATED QUANTITY	UNITS	ITEM DESCRIPTION
12	1	LS	Mobilization/Traffic Control (10K max.)
13	41,000	SY	Full width cold mill, 2" (average)
14	41,000	SY	Asphalt Rubber Aggregate membrane ARAM
15	4,500	TON	Asphalt Rubber Hot Mix overlay 2" (average) ARHM
16	1	LS	Crack seal
17	100	TON	Pavement spot repairs - full depth, root removal & 8" AC pavement on 8" CMB
18	300	LF	Remove and Replace 8" curb w/ 18" gutter
19	5	EA	New concrete Bus Pad
20	8	EA	Remove and Replace Access ramps
21	10	EA	Traffic loops - standard round
22	15	EA	Traffic loops - rectangular
23	1	LS	Striping & markings

Copies of the Specifications and Proposal Form may be inspected and obtained at the office of the City Engineer, 345 Foothill Road, Beverly Hills, CA 90210. There is no charge or deposit required for this material; therefore, they are not to be returned to the City for refund. Each bidder shall furnish the City, the name, address, and telephone number of the firm requesting Specifications.

References in the project specifications to specific sections of the Standard Specifications refer to the book of "Standard Specifications for Public Works Construction", 2006 Edition, written by a Joint Cooperative Committee of the Southern California Chapter of the American Public Works Association and Southern California district of the Associated General Contractors of California. Contractors wishing to obtain this book may purchase copies directly from the publisher, Building News, Inc., 1612 South Clementine Street, Anaheim, CA, 92802. There is no charge or deposit for the other items listed above.

**AMENDMENTS** - The second paragraph of Section 3-2.2.1 "Contract Unit Prices", of the Standard Specifications for Public Works Construction is deleted.

The fourth paragraph of Section 3-2.2.1 "Contract Unit Prices", of the Standard Specifications for Public Works Construction is deleted and replaced by the following: "Should any Contract item be deleted in its entirety, no payment will be made to Contractor for that Bid Item."

The following is in addition to the provisions of Section 2-9.1 of the Greenbook:

The Contractor is required to locate and tie out survey monuments in the project area prior to construction involving street and highways, and to file with the County Surveyor a Corner Record of any such work. Prior to the issuance of a completion certificate, the Contractor is required to file a Corner Record for survey monumentation that is replaced. All such survey work shall be performed under the supervision of a California licensed Land Surveyor or a Civil Engineer authorized to perform such work.

The Contractor shall provide the City a copy of the office calculations and documents submitted to the County for filing in connection with the aforementioned work.

The payment for surveying, related professional services, office calculation, and furnishing all labor, materials, equipment, tools and incidentals, and for doing work involved shall be considered as included in the various items of work, and no additional compensation will be allowed therefore.

Section 3-3.2.2 shall be changed as follows:

(a) Labor. The costs of labor will be the actual cost for wages of workers performing the extra work at the time the extra work is done, plus the employer payments of payroll taxes, health and welfare, pension, vacation, apprenticeship funds, and other direct costs, resulting from Federal, State, or local laws, as well as assessments or benefits required by collective bargaining agreements.

The following will revise Section 3-3.2.3 of the Greenbook:

(a) Work by Contractor. An allowance for overhead and profit shall be added to the Contractor's cost as determined under 3-3.2.2 and shall constitute the full and complete markup for all overhead and profit on extra work performed by the Contractor. The Contractor shall be compensated for the actual increase in the Contractor's bond premium caused by the extra work. For costs determined under each subsection in 3-3.2.2, the markup shall be:

a) Labor	20%
b) Materials	15%
c) Tools & Equipment Rental	15%
d) Other Items	15%

(b) Work by Subcontractor. When any of the extra work is performed by a Subcontractor, the markup established

Subcontractor's costs as determined under 3-3.2.2. An allowance for the Contractor's overhead and profit shall be added to the sum of the Subcontractor's costs and markup and shall constitute the full and complete markup for all overhead and profit for the Contractor on work by the Subcontractor. For Contractor markup of Subcontractor's costs, the allowance shall be 10% on the first \$2,000 or portion thereof, and 5% on costs in excess of \$2,000.

**LIQUIDATED DAMAGES** - There will be a Five Hundred Dollar (\$500.00) assessment for each calendar day that work remains incomplete.

**PREVAILING WAGES** - In accordance with the provisions of Section 1770 et seq., of the Labor Code, the Director of the Industrial Relations of the State of California has determined the general prevailing rate of wages applicable to the work to be done. The Contractor will be required to pay to all workers employed on the project sums not less than the sums set forth in the documents entitled "General Prevailing Wage Determination made by the Director of Industrial Relations pursuant to California Labor Code Part 7, Chapter 1, Article 2, Sections 1770, 1773, 1773.1".

A copy of said documents is on file and may be inspected in the office of the City Engineer, located in 345 Foothill Road, Beverly Hills, California 90210.

Attention is directed to the provisions of Sections 1777.5 and 1777.6 of the Labor Code concerning the employment of apprentices by the Contractor or any subcontractor under him. The Contractor and any subcontractor under him shall comply with the requirements of said sections in the employment of apprentices.

Information relative to apprenticeship standards and administration of the apprenticeship program may be obtained from the Director of Industrial Relations, San Francisco, California, or from the Division of Apprenticeship Standards and its branch offices.

**PAYROLL RECORDS** - The Contractor's attention is directed to Section 1776 of the Labor Code, relating to accurate payroll records, which imposes responsibility upon the Contractor for the maintenance, certification, and availability for inspection of such records for all persons employed by the Contractor or by the Subcontractors in connection with the project. The Contractor shall agree through the Contract to comply with this section and the remaining provisions of the

Labor Code.

**INSURANCE AND BOND REQUIREMENTS** - The Contractor shall provide insurance in accordance with Section 3-13 of the City of Beverly Hills, Public Works Department, Standard Contractual Requirements, included as part of these Specifications. In addition, the Contractor shall guarantee all work against defective workmanship and materials furnished by the Contractor for a period of one (1) year from the date the work was accepted in accordance with Section 2-11 of the Standard Contractual Requirements. The Contractor's sureties for the "Performance Bond" shall be liable for any work that the Contractor fails to replace within a specified time.

**GENERAL INSTRUCTIONS** - Bids must be submitted on the Proposal Form prepared for this project and shall be delivered at the office of the City Clerk within a sealed envelope supplied by the City and marked on the outside as follows: "2008-2009 STREET RESURFACING - VARIOUS LOCATIONS".

THE CITY RESERVES THE RIGHT TO REJECT ANY BID OR ALL THE BIDS AND TO WAIVE ANY INFORMALITY OR IRREGULARITY IN ANY BID, BUT IF THE BIDS ARE ACCEPTED, THE CONTRACT FOR THE IMPROVEMENT WILL BE LET TO THE LOWEST RESPONSIBLE BIDDER FOR THE PROJECT AS A WHOLE.

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

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

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

THE PETITION FOR PROBATE requests that Dana Shprung be appointed as personal representative to administer the estate of the decedent.

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

THE PETITION requests authority to administer the estate under the Independent Administration of Estates Act. (This authority will allow the personal 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 Oct. 24, 2008 at 9:15 AM in Dept. No. R located at 1725 Main St., Santa Monica, CA 90401.

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

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

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

**Attorney for petitioner:**  
**DINA B CHERNICK ESQ**  
**SBN 110318**

433 N CAMDEN DR  
STE 600

BEVERLY HILLS CA 90210

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

**NOTICE TO CREDITORS OF BULK SALE**

(Secs. 6104, 6105 U.C.C.)  
Escrow No. #1241-08

Notice is hereby given to creditors of the within named transferor(s) that a bulk sale is about to be made of the assets described below.

The name(s) and business address(es) of the transferor(s) is/are:

Pizza Rustica, 9497 South Santa Monica Blvd., Beverly Hills, CA 90210

The location in California of the chief executive office or principal business office of the transferor(s) is/are:

10535 Wilshire Blvd., Suite 603, Los Angeles, CA 90024  
All other business names and addresses used by the intended transferor(s) within three years last past so far as known to the transferee is/are:  
Pizza Rustica, 231 N. Beverly Dr., Beverly Hills, CA 90210

The name(s) and business address(es) of the intended transferee(s) is/are:

P & S Pizza, LLC  
C/O Nass Law Firm  
Attn: Ed Nass

9454 Wilshire Blvd., Suite 711, Beverly Hills, CA 90212  
That the property pertinent hereto is described in general as:

Furniture & Fixtures, Trade Name And Good Will and is located at: 9497 South Santa Monica Blvd., Beverly Hills, CA 90210

The business name used by the said transferor(s) at said location is: Pizza Rustica

That said bulk transfer is intended to be consummated at the office of Commerce Escrow Company, 1545 Wilshire Blvd., Suite 600, Los Angeles, CA 90017, on or after October 15, 2008.

This bulk transfer is subject to California uniform commercial code section 6106.2.

The name and address of the person with whom claims may be filed is: Commerce Escrow Company, 1545 Wilshire Blvd., Suite 600, Los Angeles, CA 90017, Attention: Robert Minsky, Reference: Escrow #1241-08 and the last day for filing claims by any creditor shall be: October 14, 2008, which is the business day before the consummation date specified above.

Dated: September 19, 2008

P & S PIZZA, LLC  
By: Simon Fari, Manager

9/25/08  
**CNS-1434379#**

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- 130-Legal Notices
- 135-Beauty Aids
- 140-Health Aids
- 145-Lost Items
- 150-Found Items
- 155-School and Classes
- 160-Adult Entertainment
- 161-Escort
- 165-Massage
- 170-Caregiver

**200-299 Services**

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- 202-Acoustics
- 204-Additions
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- 208-Asphalt Paving
- 210-Bath Tub Repair/Reglazing
- 212-Bookkeeping Services
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- 215-Building

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- 306-For Rent
- 308-Condominiums
- 309-Recreational For Rent
- 310-Rooms
- 312-Rentals to Share
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- 316-Garages Storage
- 318-Office Space
- 320-Commercial
- 322-Resort Property
- 325-For Lease

- 400-499 Real Estate**
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- 401-Real Estate
- 402-Condominiums
- 404-Commercial/Industrial
- 406-Mobile Homes
- 408-Income Property
- 410-Lots For Sale
- 412-Farms/Ranches
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- 416-Lakeshore Property
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# What A No Vote **REALLY** Means

BENY ALAGEM

Dear Neighbor:

For the past two and a half years, I have worked with the Planning Commission and City Council to develop this project. The opposition would have you believe that a "No" vote just means I will come back with a smaller project.

**If Measure H is defeated, that is the end of the project.**

Let me explain why.

There has not been a luxury hotel built in the United States in over a decade that did not have a residential component or a major government subsidy. That is the only way luxury hotels are economically viable.

If Measure H is not approved – I will not be coming back with a smaller project because it would not be economically feasible.

Simply, the Hilton will stay the same. The ugly parking structure on Santa Monica and the hotel rooms set right on the street along Merv Griffin Way will remain. There will not be 4.5 acres of open space and gardens at the Western gateway to the City.

**Without Measure H, the City will not receive \$12 million in new revenue each year.**

**Without Measure H, I cannot dedicate property for new traffic lanes to reduce congestion. \$5 million will not be spent to synchronize traffic lights and make other traffic improvements in the city.**

**Without Measure H – The Beverly Hills Education Foundation and PTA's will not receive a \$3 million endowment or \$3.13 million in upfront development fees.**

Don't be fooled. This is exactly what a "No" vote means. Did the Four Seasons Hotel come back after it was defeated? No. It went to Los Angeles and Beverly Hills lost millions in revenue, but got all the traffic impacts.

Measure H is the result of 10 Planning Commission and 9 City Council meetings and numerous community meetings. The majority of elected officials in this City voted for this project. I hope you will join them in voting YES on Measure H.

Sincerely,



Beny Alagem  
Owner of The Beverly Hilton

P.S. If you have any questions, please don't hesitate to call me on my cell phone – 310.993.9503.  
Thank You.

