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Issue 571 • September 9 - September 15, 2010



High-Tech Guy

**Information Technology Department
Chief Information Officer David Schirmer
discusses the ever changing world of
Beverly Hills technology**

cover story • page 8



letters & email

“What’s going on with the preschool Part II” [Issue #569]

I have been a Beverly Hills resident for 20 years; my husband and I have four wonderful kids ages eighteen, fourteen, eleven, and three.

We had our first child in a well known private preschool since she was three, but after first grade she was transferred to a Beverly Hills elementary school and she was not only below average, she wasn’t even ready to face the challenges.

We tried a different approach for our second and third kids. They both started in Roxbury preschool with three great teachers: Pam, Kathy, and Annie.

We had a whole different experience not only were the staff caring and loving, they were very educated and very up to date in every aspect. All the kids are treated the same and equal regardless of background or color, not like the private schools which pick their favorite according to the donation they make.

In the city Preschool the kids have playing time, sharing time, circle time which they learn their abc’s numbers, and shapes.

They make different projects, learn and talk about different subjects, and the real world out there. All of these aside, the staff knows exactly how to treat the kids so they grow up to be successful in a school, to have very high self esteem, will power, self respect, integrity, and discipline.

By the time my kids started kindergarten, they knew the alphabet, shapes and colors, and even sign language. They were very well able to follow all routines and directions as well as great listeners. The staff made sure every child gets all the attention they deserve, they even take extra time to get to know each individual if they have any problem, physical or emotional, in order to accommodate them. My kids are very well spoken, great in communication

with parents, teachers, companions, all thanks to the wonderful staff in preschool.

Preschool is the beginning of the journey of education for any kid, that’s the reason, us as parents, want the absolute best for our kids and most of us who had kids that had the experience of Bevely Hills preschool are very happy and pleased to have that opportunity to send them there and they are ready for kindergarten.

When I had my fourth child, I knew he was going to start in one of the four preschools in Bevely Hills so he would have a good base to start with.

*Elham Jaoby
Beverly Hills*

WHAT’S ON YOUR MIND?

You can write us at:
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Beverly Hills, CA 90212

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310.887.0789

email us at:
editor@bhweekly.com



SNAPSHOT

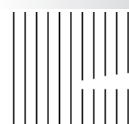


“TEARFUL,CHEERFUL,HILARIOUS...”

A THINKING MAN’S COMEDY
WEST COAST PREMIERE

THE MEN OF MAH JONGG
BY RICHARD ATKINS

THRU SEPTEMBER 26
WED-SAT 8 PM; SUN. 2PM
SEPT. 26 2 & 7 PM
NO PERF. SEPT. 17



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Photo: Jessica Meshkani

WE ALL SCREAM FOR ICE CREAM
WHITTIER DRIVE

Scott Mendelsohn-Bass and kindergartner Lauren Mendelsohn-Bass eat ice cream at the El Rodeo New Families Ice Cream social, in the El Rodeo quad Tuesday night.

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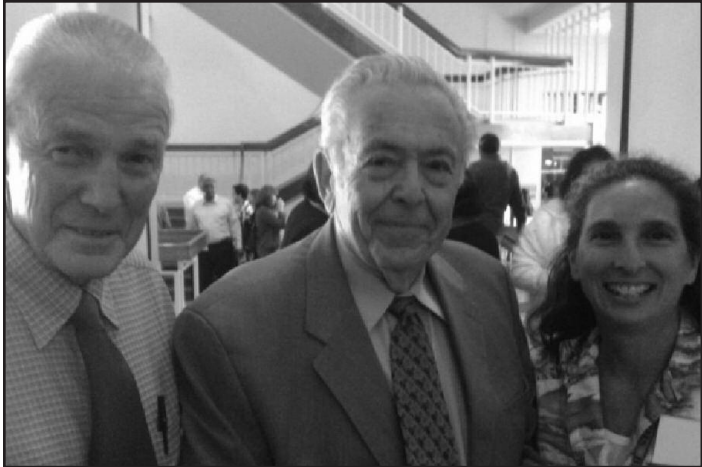


OUR DATA SPEAKS VOLUMES



briefs

Superintendent welcomes principals, teachers and staff back to school



Beverly High Assistant Principal Chuck Kloes, Former Superintendent (1990-1998) Sol Levine and Beverly High Math Department Chair Jane Wortman.

The BHUSD principals, teachers and staff gathered at Beverly High last Thursday September 2 to welcome in the new school year

“For the first time since I’ve been on the Board, there was a really positive vibe when you walked in the room,” Board of Education member Goldberg said. “People were genuinely excited to be back and excited about what the future has to hold. That’s a different feel from previous years.”

BHUSD Superintendent Dick Douglas delivered a speech to the BHUSD faculty and staff.

“I wanted to create an atmosphere where people felt we were all headed in the same direction,” Douglas said. “That’s really what I felt was very important and the themes that I had talked about [were] leadership, teamwork and trust. I was hoping that people would walk away with the feeling that this is in fact the direction of this district and I think people felt that.”

Board of Education President Steven Fenton said he was moved listening to Douglas and former Superintendent (1990-1998) Sol Levine.

“I am so proud to be a member of the Beverly Hills Board of Education,” Fenton said. “There’s not a doubt in my mind that we are firmly planted on the right track. The energy has shifted, morale is very high, our employees are excited about working for BHUSD once again.”

Douglas said he thought bringing in prominent people from the BHUSD’s past would help staff to develop a connection to BHUSD’s past to move forward in the future.

“People become engaged as a result when there is this connection to the past, to see how that plays out now,” Douglas said. “When you have a connection, when you are connected to your organization, I think that is what it will eventually result in. If you see it has happened in the past, people have believed in a vision and that vision has been carried out and there have been great results over a long period of time, people say, ‘There’s people that have come before me and there will be people that come after me and I want to leave this place

even better than it was when I found it.”

In his presentation to the BHUSD, Douglas outlined four ways the district can improve. He said first, the district must promote a specific type of leadership from the Board of Education, district office, school sites and in the classroom. Second, the district must make sure the right people are in the organization, posi-

tive people who are looking to achieve the goals of the district. Third, the BHUSD as a whole must confront the facts about the current situation, looking at student data to see where the district currently is versus where they would like to be. Fourth, the district will need to create a simple and direct vision to address the problems found by looking at student data. Finally, the district must establish a culture of self discipline, so people can be held accountable for their actions and what they say they are going to do.

“I think it is a good district, I think there are pockets of greatness and I think it can be even better than it is,” Douglas said. “The second a district gets to thinking that they’re great, at that point they start to slip into mediocrity. I think you always want to be stretching yourself and moving forward.”

The noticeable change in moral amongst faculty and staff and inspiring leadership should be able to help the district restore its former greatness said Board of Education Vice President Lisa Korbatov.

“We are good, no doubt, but we can be great once again,” Korbatov said. “That was the message I took away. I think Dick really shed light on what has been our problems systemically and with Dick’s leadership, we’re going to have a road map and it’s going to bring us, in many respects, back to our ‘glory days’ while going forward into the future.”

The BHUSD used to be considered a “Lighthouse District,” which means it was one of the best district’s in the state. While the district has currently fallen short of that, Korbatov said she thinks the changes seen with the staff, new superintendent, new principals and current Board of Education can restore the district’s prestige.

“I’m very excited for this next school year,” Korbatov said. “I think we’re embarking on the days of being a Lighthouse District and today was the first tangible evidence of that.”

Suspect allegedly confesses to triple homicide

After being arrested August 31, 31-year-old Harold Yong Park allegedly confessed to murdering three men in West Hollywood, said Lt. Patrick Nelson with the Los Angeles Sheriff’s Department.

2001 Beverly High graduate Bernard Khalili, 27; and brothers, 2001 Beverly High graduate Pirooz “Petey” Moussazadeh, 27 and Shahriar Moussazadeh, 38; were found in the West Hollywood Apartment shot at approximately 9:18 p.m. All three were pronounced dead at the scene.

Pirooz and Shahriar shared in an apartment in the 600 block of North Kings Road, where Khalili was visiting the night of the murders.

Nelson said the murders were over a marijuana deal, worth over \$20,000, gone wrong.

“It ultimately [led to murder],” Nelson said. “I don’t know that it was intended to start out that way. But I think it’s safe to say the murders were over the marijuana.”

Although police have not yet substantiated how, they are certain Pirooz and Khalili dealt in marijuana.

“They were either purchasing for dispensaries, from cultivators, or buying marijuana from dispensaries and selling it on the streets,” Nelson said. “This may have been some kind

of side deal but we don’t have any verification of that yet, just what sources have told us.”

Shahriar is not suspected to have been involved, just “in the wrong place at the wrong time,” Nelson said.

Police found Park after a thorough investigation. By talking with witnesses and getting a basic description of the suspect’s appearance, the police were able to deduce that Park was involved. Authorities then put Park’s license plate number into the wanted vehicle system and a patrol car with a automated license plate

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NOTICE OF CONTINUED PUBLIC HEARING

DATE: September 16, 2010

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

LOCATION: Council Chambers, Room 280 A
Beverly Hills City Hall
455 North Rexford Drive
Beverly Hills, CA 90210

At its meeting of July 8, 2010, the Planning Commission continued the public hearing on this matter to allow the applicant to further revise the project. This continued hearing will be held on Thursday, September 16, 2010 at 7:00 p.m., to consider the following:

A request for a Development Plan Review and a Variance application to allow construction of an approximate 40,050 square foot, 3-story, 45-foot tall new medical and general office building to be located at **121 - 123 San Vicente Boulevard**. Approval of a Development Plan Review is required for construction of new buildings. The project as proposed would provide 183 parking spaces at the ground floor and within a four-level subterranean garage and with a separate ingress and egress located at San Vicente Boulevard. The proposed parking spaces would be a combination of tandem and standard parking spaces, and would rely on a valet operation. The City’s municipal code does not allow tandem parking spaces, and the applicant has requested approval of a variance to allow the proposed tandem parking system to satisfy the code required parking. In addition, a second variance is also requested to allow the ground floor parking and circulation areas to be excluded from the total floor area calculation. The Beverly Hills Municipal Code allows parking at the ground floor to be excluded from the definition of floor area provided that not less than forty feet (40’) of the ground floor be devoted to retail or offices uses and at least one full level of parking below grade is provided. The project proposes a partial office use at the ground floor which does not provide a minimum depth of forty feet (40’) as required by code.

This project has been assessed in accordance with the authority and criteria contained in the California Environmental Quality Act (CEQA), the State CEQA Guidelines, and the environmental regulations of the City, and no significant unmitigated environmental impacts are anticipated; therefore, a mitigated negative declaration has been prepared, subject to review by the Planning Commission.

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

If there are any questions regarding this notice, please contact Rita Naziri, Senior Planner in the Community Development Department, Planning Division at 310.285.1136 or by email at rnaziri@beverlyhills.org. Copies of the applications, plans, Mitigated Negative Declaration, and all documents referenced in the Mitigated Negative Declaration are on file in the Planning Department, and can be reviewed by any interested person at 455 N. Rexford Drive, Suite 100, Beverly Hills, CA. 90210.

Jonathan Lait, AICP, City Planner
Mailed and published: September 3, 2010

people & pictures



Taste of Beverly Hills 9-02-10 Event



Mayor Jimmy Delshad, Board of Education President Steven Fenton and Leeza Gibbons



Daniel Nazarian, Sharona Nazarian, Jonah Nazarian and Aaron Nazarian



Wolfgang Puck and Mayor Jimmy Delshad



(L to R) Former Mayors Charles Aronberg, Barry Brucker, Allan Alexander, Nancy Krasne, Vicki Reynolds, Donna Garber, Les Bronte, Honoree Janet Salter and Mayor Jimmy Delshad



Event headliner Natasha Bedingfield, Mayor Jimmy Delshad and Lonnie Delshad

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Haunted Crystal Ball

honoring

Andy Cohen, Gensler

Crystal Award for Community Excellence

Peter Garland, Porta Via

Crystal Award for Community Spirit

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Mel Feuer, TMCC Community Circle

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The
Maple
Counseling
Center

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recognition system found his vehicle. Nelson said the automated license plate recognition system aided in the quick detaining of Park.

"[We probably would have] been able to find him, but it wouldn't have been so quickly," Nelson said. "Obviously we had a good idea of what vehicle he might have been in, but there's no telling how long it might have been before someone found his car or ran it on the regular system."

When arrested, Park wasn't initially charged with murder.

"He was originally arrested for possessing several pounds of marijuana in his car," Nelson said. "After he was arrested, he was interviewed [by] our homicide team about his involvement in the murders."

Park will be arraigned September 14. If convicted, Park could face the death penalty.



Larry Wiener

Beverly Hills City Attorney assisting in Vernon

Although the news of officials in The City of Vernon allegedly mishandling money came to light last week, Beverly Hills City Attorney Larry

Wiener has been working for them for the last year.

"About a year ago, Vernon came to our [law] firm, Richards, Watson and Gershon

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(RW&G), and asked for our assistance in terms of helping to ensure that from that point forward Vernon followed the course of the law and best practices with regard to local government" Wiener said. "It was less about what they've done before and more about making sure that from this point forward they were following the proper practices."

According to the LA Times, Wiener will be investigating high paid Vernon officials such as Donal O'Callaghan, a Vernon administrator who, in addition to his annual salary of more than \$380,000, received \$243,989 in consulting payments from the city.

Vernon is an small industrial city with approximately 100 residents. It's located about five miles southwest of the City of Bell.

Beverly Hills contracts with RW&G for city attorney services. Although Wiener is the appointed city attorney, anyone from the firm can assist when necessary.

"The city contracts with the and then one individual is pointed as the city attorney to serve in that official capacity," Wiener said. "I take the lead for Beverly Hills and I'm there at the council meetings. But the whole firm is at the disposal of the city to provide legal services."

This is not the first time that Wiener has split his attention between multiple cities and he said it won't detract from his work in Beverly Hills.

"When I first became city attorney, I was the assistant city attorney [in Beverly Hills and] I was the city attorney in Westlake Village," Wiener said. "I've always played other roles in other communities while I've been the city attorney in Beverly Hills. So our team in Beverly Hills remains intact."

Overall, Wiener is unsure of how much longer he was going to be working in Vernon but said he thought he's been making an impact in steering Vernon to follow the law.

"I think that those of us who are involved with local government need to devote our energies to making sure that every community strives to comply with the law and follow best practices and that includes communities who have had past challenges," Wiener said. "There's no time limit on that. I feel that anyone who is intimately involved with local government can have an impact on a community, if they work to try and do the right thing."

BHUSD teacher awarded for 50 years service to the district

Substitute teacher, 75-year-old Gene Eaves was awarded at the "Welcome Back" ceremony, September 2, for his 50 years service.

"I started in September of 1960," Eaves said. "I taught instrumental music in the elementary schools for 30 years. For six years, they closed the instrumental music program in the elementary schools so I went into second grade [at Hawthorne]. Then I retired from daily service and I've been substituting for the last 14 years."

Throughout his 50 years teaching at the BHUSD, Eaves has taught every grade level.

"In my teaching at [Horace Mann and Hawthorne], I have taught for varying lengths of time all K - 12 grade [classes]," Eaves said. "The bulk of my time was in grades 4 - 8, that was during my 30-year instrumental music stint."

Eaves also served as president of the Bever-

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NOTICE OF AVAILABILITY of DRAFT ENVIRONMENTAL IMPACT REPORT and NOTICE OF PUBLIC HEARING

DATE: September 16, 2010
TIME: 7:00 PM, or as soon thereafter as the matter may be heard
LOCATION: Council Chambers Room 280 A
Beverly Hills City Hall
455 North Rexford Drive
Beverly Hills, CA 90210

The City of Beverly Hills has prepared a Draft Environmental Impact Report (EIR) for a proposed new Lexus Dealership, including showroom, servicing and sales components. The Draft EIR is being circulated for a 45-day public review period, from September 3 to October 18, 2010.

The Planning Commission will hold a public hearing on the Project on **September 16, 2010 at 7:00 PM** or as soon thereafter as the matter may be heard.

The project site is located on the southwest corner of the Wilshire Boulevard and Maple Drive intersections, The project site encompasses two sites, one fronting on Wilshire Boulevard with addresses of 9230 and 9242 Wilshire Boulevard and to the south, across the alley at 121 Maple Drive.

The Applicant, Mitch Dawson, on behalf of property owners Jim Falk Properties, LLC and JF Wilshire Properties, LLC, proposes the demolition and replacement of the existing Lexus dealership (the existing building is approximately 34-feet in height and 24,069 square feet in area) with a new 103,746 square foot automobile dealership. The proposed new building would have a floor area ratio (FAR) of 3.17:1 and a height of approximately 56-feet to the roof level, 60-feet to the top of the parapet and 69-feet to the top of the stair tower. The portion of project located at 121 Maple will not exceed 35-feet in height. The project proposes 249 parking spaces (in a stacked/tandem configuration), including one level of subterranean parking. While 147 of the parking spaces would be utilized to satisfy the City's zoning code requirement, the remainder would be utilized for automobile storage. In addition, the project proposes 72 service bays and 3 detail bays.

The Wilshire Boulevard portion of the site is currently zoned for general commercial (C-3) uses and permits heights up to three stories and 45-feet and a floor area ratio of 2:1. The parcel on South Maple Drive, south of the existing building across the alley is currently utilized by the dealership for vehicle storage/surface parking and is zoned for multiple-family residential (R-4) uses, which also permits parking in buildings up to 35-feet in height that serve commercial uses fronting on Wilshire Boulevard. The 1,822 square foot portion of the east/west alley that bisects the parcels is proposed to be vacated as a part of the Project. The entire building site, including the proposed alley area is approximately 32,643 square feet.

Approval of the project requires approval of: a Zone Change to amend the Municipal Code to establish a new overlay zone, the New Car Dealership Planned Development Overlay Zone (C-3-NCD); a General Plan Amendment to reflect the proposed overlay zone and exceed the 2.0:1 FAR and 45-foot height limit identified in the General Plan; a Conditional Use Permit to establish a new car dealership; an alley vacation for a portion of a public alley south of Wilshire Boulevard, abutting the site; and an encroachment permit to allow loading activities to be located within the public right-of-way, on Maple Drive, abutting the project site.

PUBLIC REVIEW AND COMMENT ON DRAFT EIR

The Draft EIR is being circulated for a 45-day public review period, from September 3, 2010 to October 18, 2010. During the public review period, written comments concerning the adequacy of the document may be submitted by any interested person and/or affected agency. Following the public review period, written responses will be prepared for inclusion in the Final EIR.

Comments should be directed to (Emails will also be accepted at: dreyes@beverlyhills.org):

City of Beverly Hills
Department of Community Development
455 North Rexford Drive
Beverly Hills, California 90210
ATTN: David Reyes, Principal Planner

Public Review: Copies of the Draft EIR are available for public review beginning Friday, September 3, 2010 at the following locations:

City of Beverly Hills City Hall
Planning Division and Office of the City Clerk
455 North Rexford Drive
Beverly Hills, CA 90210

Beverly Hills Public Library
444 North Rexford Drive
Beverly Hills, CA 90210

The City's website: www.BeverlyHills.org

The case file on this project, which includes the plans and applications, is available for public review at the Community Development Department, 455 North Rexford Drive, Beverly Hills, CA 90210. If there are any questions regarding this notice, please contact David Reyes at 310-285-1116.

Jonathan Lait, AICP, City Planner

from the hills of beverly



Was it good for Beverly Hills?

Quick, change the locks
By Rudy Cole

This might be a good time to examine who we are as a community and, more important, how we define ourselves. Why? Because last week Beverly Hills made national and probably even international news with coverage of the 9.02.10 event.

Someone once said, "I don't care what they print about me, as long as they spell my name right." Does that apply to our community? Is any publicity valuable? There are no easy answers to those questions and we have had many marketing and publicity studies examining how best to bring visitors to our stores, restaurants and hotels without any absolute panaceas.

Equally, maybe even more important, is how we see ourselves and how any kind of promotion impacts our image as a community.

First, although very few people who live here actually attended either the opening ceremony or the four day Taste of Beverly Hills events that began Thursday and continued Friday, Saturday and Sunday, in terms of attendance and media coverage, it would have to be called successful.

Mayor **Jimmy Delshad** was tireless in raising money, bringing performers and creating a media interest in the gala held Thursday night. Clearly, this could not have happened without his efforts, and the original idea was his. I can't remember any other Beverly Hills mayor being interviewed on Larry King Live, and Jimmy was. As for **Larry King**, he was billed as "host" or master of ceremonies, but he departed right after accepting his key and a video of tributes to his show. Delshad became emcee.

Also, doing much of the grunt, organizational work was Assistant City Manager **Cheryl Friedling**.

As for the Taste of Beverly Hills, it was organized by one of the leading event planners in our region, **Jeffrey Best**. I asked one of our top hotel executives about Best who described him as a "genius."

A word about attendance: Despite all the community exposure, most of the people who

attended the Taste of Beverly Hills came from outside the city, many because they read about it in Food and Wine, the publication of American Express.

A few more positive notes: The opening night show was quite good and those attending seemed to enjoy the program and the entertainers. The food section was excellent and the restaurants involved were among the best in our region.

Now, some personal commentary and observations: We should separate the programs in our evaluation. The Taste of Beverly Hills was, as I said, excellent, but it was not just Beverly Hills. It succeeded in bringing visitors to Beverly Hills, but by including Los Angeles chefs, it did not promote our restaurants alone, and that was supposed to be one of its goals.

Clearly, Best did an excellent job in organizing the Taste of Beverly Hills, but when he first brought the idea to the city council on May 4, 2010 he said it was to promote Beverly Hills eateries. Included in his council appearance was an argument that was very questionable. "We know that most residents of Beverly Hills do not eat at our restaurants, but dine outside the city," he said. I think Best misspoke. Although our restaurants could not survive without patronage from people who work or visit here, most residents seldom go outside the city to dine.

As for the opening ceremony and all the hype it received, sorry but I thought it was not at all how we see ourselves. Not just because the **Kardashians** were invited and given some kind of 9.02.10 commemorative key, it is what they represent. The "key" presentations caused some controversy with Councilmember **John Mirisch** and some former mayors attempting unsuccessfully to have the presentation to the family revoked. Delshad had the support of all the other councilmembers. Of course, after all his hard work it would have been very difficult to overrule anything he proposed.

One of the Kartrashians repaid our city by

reportedly calling us a community of "snobs."

Well, maybe they are right. Although "snobs" was meant as an insult, in a sense the word is right. **Jack Benny** once quipped: "Beverly Hills is so exclusive, even the police department has an unlisted number." We do take pride in our quality of life and all that entails. In fact, that goes to the crux of who we are and why this kind of publicity is not a fit for our community.

What makes Beverly Hills unique and world famous? We have no great museums, no breathtaking landscapes, no white sand beaches and no mountain slopes to ski. What we possess is a perception of exclusivity, of style and a superior quality of life. Destroy that image, real or imagined, and we will be just another Los Angeles suburb.

What really motivates visitors is simply this uniqueness. A glimpse of a movie star will provide hours of conversation back in Little Rock. Tour buses drive through our residential areas and not just because of their costs and style, but because "celebrities" live here. Rodeo Drive, probably our most famous asset, has stores that can be found in many other venues, but the combination of Beverly Hills and fashion trend setters is the magnet.

This sense of uniqueness and exclusivity needs to be carefully nurtured and protected. Instead of Spago, The Grill, Bouchon and the Drago Italian eateries, we had a street of fast foods with a Mc Donalds or a Kentucky Fried at every corner? Instead of the Beverly Hilton, the Peninsula, the Montage Beverly Hills, the Beverly Wilshire and the Beverly Hills Hotel, visitors were welcomed at a plethora of Holiday Inns, Ramadas or Motel Sixes? The glitter of Beverly Hills would quickly fade.

Events, if they really fit our community, are invaluable, otherwise they distract or dilute what really brings people here. Years back, an excellent committee actually examined our promotion needs within the boundaries of good taste. **Fred Hayman, Dick Rosenzweig, Jerry Magnin** and others did propose giving people something other than glitz as a motivation for coming here, but their concept was closer to true concerts, theatre and art walks than what the 9.02.10 program gave us. In fact, the annual Golden Globes at the Beverly Hilton give us more positive national attention than all the gimmicky events combined. Other examples of positive events and assets are the Playboy Jazz Festival, the Affaire in

the Garden, any event at Greystone and the planned opening of the Annenberg Cultural Center. Those are great tourist draws. So are the Walk of Style and other happenings on Rodeo Drive which are almost always stylish – well, maybe not the time they featured motorcycles.

Back to the question of whether any kind of publicity has some benefits? Is the 90210 zip code that iconic? The zip is famous for only one reason; the tactless television show that totally distorted our school's student population. In fact, the first series used a Torrance school for exterior shots.

Obviously, making sure people know the name of our city is important, but if that publicity is not defined by the tests of taste and exclusivity, it hurts more than helps.

We did not become world famous by superficial flackery. There is no San Marino Cop movie of which I am aware. No city our size has ever had as much exposure in films, television and other media, and that means we can be careful on how the city name is used.

An example: The Rose Parade is seen by millions around the world and it was created to promote Pasadena. The floats of other cities give them good exposure, but does our planned entry this year qualify in the tests of exclusivity and style? I have serious doubts.

I did a small test: checked to see if there was a business in Omaha, Nebraska that used our name. There are countless Beverly Hills businesses all over the world, but what would we find in Omaha? Men can have their hair cut at the Beverly Hills Barber Shop in, guess what, The Beverly Hills Plaza.

We are mentioned in countless movies and television programs without any pr effort. In the film, "Nottingham Hill," **Hugh Grant's** character exclaims to the **Julia Roberts** character: "Our relationship will not work. I live in Nottingham and you live in Beverly Hills."

The message is really basic: We do not need name recognition, we do not need events that distort our image, we need to more clearly understand who and what we are and how that is perceived.

As to why we actually live here, that has little to do with the world perception of our community: We feel safer. Police and fire response time and the protection services excellent professional practices. First quality public education. Outstanding municipal services – our streets are cleaner more usable. Great parks, senior services, world class library and a city staff that actually enjoys coming to work and being part of our community. And, yes, beautiful homes, even though the effort to stop mansionization came a little

rudy cont. on page 7



Losing a Loved One to Drugs or Alcohol?
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too late. We love our tourists, but few of us actually moved here to be close to Rodeo Drive.

Another somewhat related subject, and one that is very sensitive is our desire to be diverse, not monolithic. The naming of one of our streets for another nation's revered leader made many of us very uncomfortable. We are not an ethnic driven city, we enjoy our multi-cultural mix, we relish the reality of religious institutions for all denominations staying and

briefs cont. from page 5

ly Hills Education Association in the 1970's. Helping create an organization under the umbrella of BHEA for classified personnel is something Eaves said he is proud to have been a part of.

"It's something we wanted, wall-to-wall representation in the district and we managed that," Eaves said. "I'm sure in LA there is a group which represents the classified but I don't know if it's as closely aligned as it is in BHEA."

For the last 20 years, Eaves has lived in Sylmar, a 52-mile round trip from the Beverly Hills. Eaves believes most teachers don't like working where they live because it gives them no opportunity to escape the day-to-day of work.

"The majority of teachers are not necessarily too happy to live in their immediate neighborhood, but that's just an observation of mine," Eaves said. "I feel that my professional persona is one thing and my private persona is another and with the pressures and demands that teaching makes upon you, sometimes you just want to go home."

The district has changed from when Eaves began teaching, but that is true of the educational scene all over the nation. Overall, he said, there are pros and cons in every aspect of teaching and the BHUSD and while Eaves sees some things that would have bothered him when he was a union teacher, he's still happy in the BHUSD.

"I like their new superintendent finally and I hope he stays," Eaves said. "[Superintendent Dick Douglas] was my principal at Hawthorne when I changed from instrumental music to second grade and I have always found him to be an honest and a thoughtful and a very caring principal. I have no reason to doubt he wouldn't be the same as superintendent."

While teaching for 50 more years may be unrealistic for Eaves, he said he intends to continue teaching for as long as he can.

"As long as people keep calling me to be a substitute I see no reason to [stop]," Eaves said. "As I understand it there's no mandatory retirement limit under state law and frankly, I will continue to teach as long as I continue to enjoy it. I think I must enjoy it if I've been doing it for 50 years."

BHHS To Open Football Season Friday

Beverly High will begin its 84th football season Friday night with a team coach Donald Paysinger said "can win [the Ocean] League title and contend for a [Southern Section] title."

Paysinger said he based his optimism on the team having a "lot of experience."

The optimism wasn't shared by fellow Western Division coaches, who made defending league champion Culver City the lone Ocean League team in the Top 10 poll released

thriving in our city.

And it would be nearly impossible to define another, critical element of community life that makes us so unique: The responsibility of giving back, both in supporting charities and the arts, and in community involvement. Hard to put in a press release.

Final thoughts: If the 9.02.10 event did not meet the tests of how we see ourselves, it is not any one persons fault, and certainly not Mayor Delshad.

Five councilmembers gave, in one way or

Monday, ranking sixth.

Beverly Hills, fellow Ocean League member Santa Monica and Friday's opponent, Santa Barbara, were among nine teams also receiving votes.

The Normans are coming off a 4-6 season, losing two games in league play by a total of four points, both in the final minute, and failing to qualify for the Southern Section playoffs for the first time since 2004.

The losing record taught the Beverly Hills players of the need to "work and compete in the off-season, get in the weight room and study," Paysinger said.

Beverly Hills will utilize what Paysinger described as a pro, spread-type offense, using one- and two-back sets, along with an empty backfield with five receivers.

The Normans' offensive experience means "there are things we can do offensively we weren't able to do last year," Paysinger said.

Senior Josh Newman will be Beverly Hills' starting quarterback after falling victim to injuries in both the 2008 and 2009 seasons. He was the starting quarterback in a 37-28 victory over Santa Barbara in third game of the 2008 season, but broke a collarbone on a late hit and missed the remainder of the season.

Newman sprained his left ankle in the first quarter of the Normans' season-opening 34-7 loss to Long Beach Jordan in 2009, then missed the next five games.

"He has a lot of experience and can command the offense," Paysinger said.

Newman will be throwing to an experienced group of receivers — Cameron Countryman, Henry Evans, Daniel Jack, Willie Green and A.J. Fortier.

"Any one of them can be the go-to guy," Paysinger said.

Countryman is expected to miss three weeks as he recovers from off-season shoulder surgery, receivers coach Vonzie Paysinger said.

Beverly Hills has four "very good running backs" in starter Frank Brown and backups Terrance Lewis, Jordan Alleyne and Matt Spector, Paysinger said.

Torrey Lubkin and Nick Enayat are the returning starters on the offensive line. Michael Gluck, Eric Shingarev and Jeraud Williams are expected to be the remaining starters, offensive line coach Josh Glass said.

"It's a really strong group," Glass said. "[They] worked really hard in the summer [and have a] lot of strength, lot of speed."

The Normans will mainly use a 4-3 defense after using both 3-4 and 4-3 defenses last season, defensive coordinator Derrick Robinson said.

Beverly Hills made the switch "to get bigger lineman on the field and utilize our up front, because our up front because up front is probably the best we've been in a few years," Robinson said.

another, their blessings. Jimmy had an idea, worked to make it happen and deserves our praise for the effort. What was lacking was the institutional history our other civic leaders and elected officials should have understood. I too should have expressed my doubts earlier and more often.

As for the peripheral benefits, the numbers are not yet available. Not able to reach Jeff Best for comments on any possible profits that were supposed to go to the Beverly Hills Education Foundation, one reason this whole

Highly recruited senior Greg Townsend, Matt Yashar and Julian Jackson are expected to start on the defensive line, defensive line coach Mike Johnson said.

"We potentially can have one of the best lines in the Southern Section," Johnson said.

At linebacker, the Normans are expected to start Lubkin and Alleyne, both starters in 2009, along with Spector and Lewis, linebackers coach Mike Levy said.

Levy described the group as talented and smart, with the ability to "get to the football well."

Beverly Hills has two returning starters in its secondary — Daniel Yep and A.J. Fortier — and two first-year starters, in Brown and Willie Green, Robinson said.

"They're very skillful, very aggressive," Robinson said.

Senior Adam Lasman will be the kicker and punter, special teams coach Steve Geanakos said.

Donald Paysinger said the key to winning Friday night's 7 p.m. game against Santa Barbara at Nickoll Field is "to stop the running

idea was approved. City expenses may turn out to be astronomical, well above \$250,000 in services, staff time.

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.

game, eliminate big plays and create turnovers."

The Dons ran for 124 yards on 26 carries, including Bradford Jellison's 55-yard first-quarter touchdown run in their season-opening 17-0 victory over Oxnard Channel Islands Friday in a game they "made a lot of mistakes," coach Jaime Melgoza said.

"We're a young football team," Melgoza said.

Santa Barbara runs a balanced offense, using both one- and two-back formations, Melgoza said.

The Dons were 1-9 last season, including a 17-15 loss to the Normans.

Beverly Hills has a 9-8-2 on-field record in its openers since 1990, including losses the past three seasons. The Normans were credited with a forfeit victory in their 2001 opener against South Torrance, which used an ineligible player in a 52-33 victory.

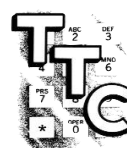
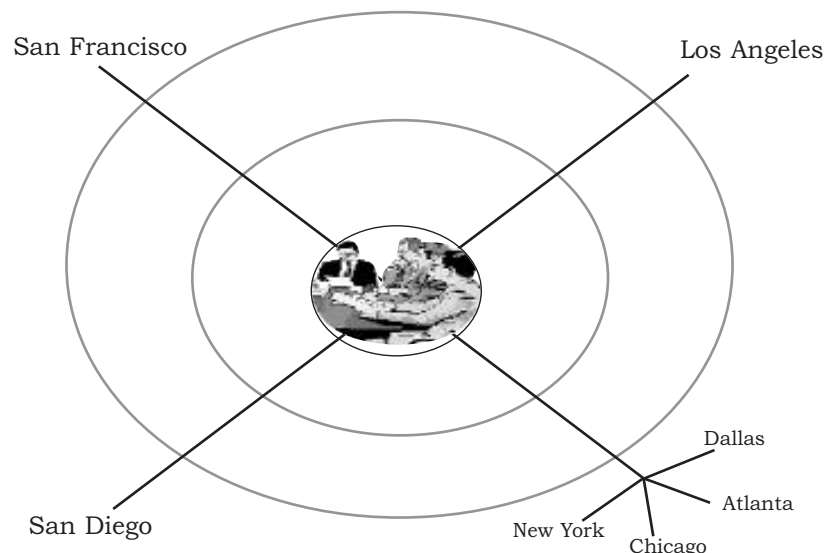
Admission will be free for Beverly Hills elementary and high school students, while the adult ticket price has been lowered to \$5 in an attempt to draw a larger crowd.

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HIGH-TECH GUY

Information Technology Department Chief Information Officer David Schirmer discusses the ever changing world of Beverly Hills technology

By Marla Schevker



So tell us about yourself?

I was born and raised in southern California. [After graduating from UCLA and getting a Masters Degree in information systems from the University of Edinburgh], I

came back to Los Angeles to work in the private sector. Then I had an opportunity to come to the City of Beverly Hills and I've been here for just over 10 years. When I was invited to come over, there were a lot of challenges facing [Beverly Hills] IT. Effectively there were five servers that supported the entire city, it was outdated technology; it was very difficult to maintain and tended to fail quite often. What was really important to me was that we had a lot of support from the city manager as well as the council, who realized back then that technology was an important component for the city to provide services and infrastructure more effectively and efficiently.

How did you get involved in information technology?

It was through this one particular technology called geographic information systems (GIS). Really what attracted me to it is that you're not limited to a single discipline. It's not just engineering, it's not just architecture, it's not just law; you get to work in all of those different areas because information technology touches all of those areas. In order for them to work more efficiently and effectively, they rely on leading edge technology. So you have to have that infrastructure in place in order to do the leading edge things you want to do. You need to have fast networks, you need to have mobile applications, you need to have web based applications, all of those types of things that technology is now enabling, helps them to deliver their services much more effectively.

What are you currently working on?

As always, there's an almost insatiable demand of IT services and so we have put together a number of programs that we're focusing on. We're expanding our eGov suite of offerings. With eGov, the goal is to make city transactions available via the web or phone so that you have the choice to come into city hall, to conduct business and talk to a real person, or if you prefer you can do that over the internet.

Who are you working with?

Our stakeholders are actually every city department, we support all city departments including police and fire, public works, community development, and community services. Additionally we provide IT services to the school district via a shared services agreement. We have a lot of different stakeholders out there and we work with all of those different entities.

How does IT work with the Beverly Hills Unified School District?

Through a shared services agreement. We provide IT support services to the district. I believe it's been in place for about a year and a half. Effectively, the district is paying for these services. We like to think they're getting the benefit of our security, our network administration and our system administration, those types of services that they aren't directly paying for but because we're supporting the resources they do have, they can take advantage of it. We're providing two people who are doing network administration and systems administration to the school district. We're bringing all of our experience and knowledge and offering that up through these two individual.

Additionally as part of the Joint Powers Agreement, we've recently connected all of the BHUSD campuses to the city's municipal network. That's a fiber-optic network that runs throughout the city. We're also providing internet services to the school district as well. The interesting thing about that is as we were building the southern half of our municipal network, it was going by every single school location. It was down the sidewalk in front of all of the schools. So, what the JPA enabled was an extension of that network into the school buildings so they can all connect and enjoy the benefits of a fast internet pipe.

Additionally as part of the JPA, we put cameras around the perimeters in the public right of way at all of the school sites. We did it working with the police and the administration at the school to identify where the appropriate locations are to put these cameras. There are 22 cameras in place around the school. It's primarily for public safety, they're looking at the public rights of way. If there was an event, they can go back to the video and see what actually happened. Included in these cameras are this technology called video analytics. They can alert people like the watch commanders or dispatchers whenever there is an event that isn't normal.

What is the network system for the city of Beverly Hills?

I think we have a world-class network system that any business or municipality certainly would be very envious of. We have a 10 gigabit backbone, it's very fast and it's all Ethernet based. We offer a gigabit to the desktop and really fast speeds to each of the 850 computers that are in the city.

How does the network system work?

It can be thought of as a literal pipe but it's actually a wire. If you use the analogy of a pipe, it's good because there are big pipes and little pipes and you can cram more data through a bigger pipe. It's the switching equipment that the wires are connected to that enable the faster speeds.

We have dual power supplies. We have dual air conditioning systems: one is based on chilled water and one is based on commercial air conditioning. There are two uninterrupted power supplies going to the same server so one can fail but hopefully the server will stay up. Those types of things we've been working on over the last few years. We measure it in UP time, the percentage of time the servers are available. We want to be up 99.999 percent of the time. That only leaves a few minutes per year the critical systems can be down. It's a big challenge to get there but on many of the systems we've been successful.

We're trying to eliminate points of failure so you don't want any piece to break and bring the whole system down. Business continuity and disaster recovery are two of the areas we've been focusing on. Effectively we're duplicating our systems so should something happen to this facility in theory we should be able to pick up and continue working based on the infrastructure at a remote site.

How is the Beverly Hills website being improved for residents?

There's two components to the website. The communications piece, which is actually handled with the communications office and we focus on the technology that we can do more stuff with. The changes that have happened recently include the eGov offerings we've put out there. We've also improved the search capabilities. It sounds like a small thing but we've gotten a lot of feedback from the community that the searching needed to be improved so we've done a number of things to enhance that. That's the area that we focus in on. Having said that, we're also in the process of upgrading the main page to provide more information so you'll be able to do more stuff from the home page. Really, we want our website to be very transactional rather than just having static information about this department or whatever the case may be. We want to be able to conduct business and make it an eBusiness portal.

What things have been automated?

The most recent addition are parking permits. All of those things are now available on our website. Those are a huge step forward to eliminate the trips to city hall. There are huge numbers who had to go into city hall, who are now doing those things online. We see that as a huge success. Another area is building permits, the simpler ones can be gotten online as well. You can watch city council meetings on demand and you can even stream it to your iPod if you're so inclined. Those are the types of things that we've done so far and there's a

lot more that we're hoping to do. There's a lot of police systems, surprisingly, that we want to put online. If you want a copy of your police report, you can get that online. If you want city documents, that's coming very soon. So you won't need to make that public records request at the clerk's office, you can just go ahead and get the stuff that's of interest.

We also have an extensive leading edge geographic information system. At the very bottom of the main page you'll see something called city maps and if you go there you're going to a GIS mapping portal that's based on this new technology. We're the first municipality to do that and one of the first in the world to incorporate this technology with GIS. That's what's being upgraded this year.

What can the GIS be used for?

One of the drivers for it was to facilitate the building permit process. If you're a landowner whose interested in doing a particular development activity, you can actually go to your address. You can take a look at the parcel boundaries, you can take a look at our very high resolution aerial photography. All of that information is available and can help the landowner do quite a lot of work and get the ball further down the field before having to come into the city to submit plans that aren't correct. They use them for lots of different things. 80 percent of what a municipality does is spatially based. Internally the city is using the spatial data we have to make better decisions, faster decisions and to be more effective and efficient.

One other key thing that we're working on is our virtual Beverly Hills concept. This is our attempt at creating a common operating platform for decision makers to understand what is going on out in the field. This is all web based so we're gathering data from lots of different places. We're pulling in earthquake data, real time from Cal Tech and we're mapping that in real time. After an earthquake we will be able to show how bad the shaking was in Beverly Hills and how that impacts our infrastructure. It's primarily for first responders use but a component of that is going to be made available to the public.

Tell us about the Beverly Hills iPhone application?

One's in place already. It's part of our Ask Bev system, a complaint tracking system. If you see a pot hole or a tree that's falling down we have a web based application that you can lodge your issue and it will be tracked or routed to the appropriate place. But now we have an iPhone app to let users take a picture of something that they think is an issue and it gets back to the city. It automatically geo codes the photo and that gets communicated.

Where do you see yourself in five years?

That's actually pretty interesting. We think a lot about that. IT is always changing and that's one of our key jobs, to kind of think about where things are going to go into the future. We spend a lot of time doing that because everything is always changing in our world, every four or five years there's new technology in front us. The trends we're seeing and where I see this IT going is much more web based. I see a lot more virtualization, a lot less physical servers and I see a lot of consolidation of the applications we have now and a lot more of that moving onto the web.

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another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 8/19/2010, 8/26/2010, 9/2/2010, 9/9/2010/2542

FICTITIOUS BUSINESS NAME STATEMENT: 20101103073 The following person(s) is/are doing business as: THE MARRYBURY CTRFCO. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on N/A. Signed: Stephen M. Marbury, Owner. This statement is filed with the County Clerk of Los Angeles County on: 7/29/2010. NOTICE: This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 8/19/2010, 8/26/2010, 9/2/2010, 9/9/2010/2503

FICTITIOUS BUSINESS NAME STATEMENT: 20101123881 The following person(s) is/are doing business as: C&M ENTERPRISES 17901 Topham St. Encino, CA 91318. LD LEMKUNHL, INC. 17901 Topham St. Encino, CA 91318. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on N/A. Signed: Larry Letnikuhl, President, LD Letnikuhl, Inc. This statement is filed with the County Clerk of Los Angeles County on: 8/19/2010. NOTICE: This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 8/19/2010, 8/26/2010, 9/2/2010, 9/9/2010/2504

FICTITIOUS BUSINESS NAME STATEMENT: 20101123883 The following person(s) is/are doing business as: CARROT CAKE COMPANY 21731 Napa St. Canoga Park, CA 91304. 2008B Ventura Blvd. #142 Woodland Hills, CA 91364. VALERIE WOODS 21731 Napa St. Canoga Park, CA 91304. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on N/A. Signed: Valerie Woods, President/CEO. This statement is filed with the County Clerk of Los Angeles County on: 8/19/2010. NOTICE: This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 8/19/2010, 8/26/2010, 9/2/2010, 9/9/2010/2505

FICTITIOUS BUSINESS NAME STATEMENT: 20101123882 The following person(s) is/are doing business as: VALERIE WOODS ANTIQUE RESTORATIONS 21731 Napa St. Canoga Park, CA 91304. 2008B Ventura Blvd. #142 Woodland Hills, CA 91364. VALERIE WOODS 21731 Napa St. Canoga Park, CA 91304. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on N/A. Signed: Valerie Woods, President/CEO. This statement is filed with the County Clerk of Los Angeles County on: 8/19/2010. NOTICE: This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 8/19/2010, 8/26/2010, 9/2/2010, 9/9/2010/2506

FICTITIOUS BUSINESS NAME STATEMENT: 20101123719 The following person(s) is/are doing business as: CHIME DESIGNS 418 N. Broadway Ave. #6 Redondo Beach, CA 90277. LARSEL BARRETT WILSON 418 N. Broadway Ave. #6 Redondo Beach, CA 90277. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on N/A. Signed: Larrel Wilson, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/19/2010. NOTICE: This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 8/19/2010, 8/26/2010, 9/2/2010, 9/9/2010/2507

FICTITIOUS BUSINESS NAME STATEMENT: 2010108888 The following person(s) is/are doing business as: GEM LANE CONSULTING 141 S. Clark Drive Unit 222 Los Angeles, CA 90408. ELANE VEKSLER 141 S. Clark Drive Unit 222 Los Angeles, CA 90408. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on N/A. Signed: Elane Veksler, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/20/2010. NOTICE: This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 8/19/2010, 8/26/2010, 9/2/2010, 9/9/2010/2508

FICTITIOUS BUSINESS NAME STATEMENT: 2010107267 The following person(s) is/are doing business as: HELPING HAND FOR MOMS 4843 Shrohm Ave. N Hollywood, CA 91606. SIMONE WUNSCHER 4843 Shrohm Ave. N Hollywood, CA 91606. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on N/A. Signed: Simone Wunschler, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/19/2010. NOTICE: This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 8/19/2010, 8/26/2010, 9/2/2010, 9/9/2010/2509

FICTITIOUS BUSINESS NAME STATEMENT: 2010108889 The following person(s) is/are doing business as: SOLOMON SHREVE 10677 San Fernando Road Pacoima, CA 91331. P.O. BOX 1382 Fico Rivera, CA 90960. DAVID S. LUNA 10677 San Fernando Road Pacoima, CA 91331. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on N/A. Signed: Simone David S. Luna, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/20/2010. NOTICE: This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 8/19/2010, 8/26/2010, 9/2/2010, 9/9/2010/2510

FICTITIOUS BUSINESS NAME STATEMENT: 2010107862 The following person(s) is/are doing business as: PEACE D.M 8125 Glenoaks Blvd., Suite 200, Van Nuys, CA 91410. STEPHEN J. STUART & GREY, P.C. 101 DOWNEY CA 90241. JERRY RAY, #11, DOWNEY, CA 90241. MARCO STEWART & GREY, P.C. 101 DOWNEY CA 90241. The business is conducted by: Husband and Wife. Registrant has begun to transact business under the fictitious business name or names listed here on 8/20/2010. Signed: MARCO VINCO CARLO, The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 8/19/2010. NOTICE: This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 8/19/2010, 8/26/2010, 9/2/2010, 9/9/2010/2511

FICTITIOUS BUSINESS NAME STATEMENT: 2010108890 The following person(s) is/are doing business as: HW MANAGE-MENT 8215 Glenoaks Blvd., Suite 200, Van Nuys, CA 91410. STEPHEN J. STUART & GREY, P.C. 101 DOWNEY CA 90241. JERRY RAY, #11, DOWNEY, CA 90241. MARCO STEWART & GREY, P.C. 101 DOWNEY CA 90241. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on 8/20/2010. Signed: Howard Hanjaryan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/20/2010. NOTICE: This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 8/19/2010, 8/26/2010, 9/2/2010, 9/9/2010/2494

FICTITIOUS BUSINESS NAME STATEMENT: 2010108891 The following person(s) is/are doing business as: M&D JEWEL-RY 665 S Flower Street #171, Los Angeles, CA 90017. EDUARD MKHARTYAN 665 S Flower Street #171, Los Angeles, CA 90017. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on 8/20/2010. Signed: Eduard Mkhartyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/20/2010. NOTICE: This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 8/19/2010, 8/26/2010, 9/2/2010, 9/9/2010/2495

FICTITIOUS BUSINESS NAME STATEMENT: 2010108892 The following person(s) is/are doing business as: P308 DESIGNER LANE 1206 S. Glendale Avenue #388, Glendale, CA 91205. RAFAEL PANOSYAN 1206 S. Glendale Avenue #388, Glendale, CA 91205. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on 8/20/2010. Signed: Rafael Panosyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/20/2010. NOTICE: This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 8/19/2010, 8/26/2010, 9/2/2010, 9/9/2010/2496

FICTITIOUS BUSINESS NAME STATEMENT: 2010108893 The following person(s) is/are doing business as: VARD JEW-ELRY 3200 Wilshire Blvd. #134, Los Angeles, CA 90010. VARDAN VARDAZARYAN 3200 Wilshire Blvd. #134, Los Angeles, CA 90010. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on 8/20/2010. Signed: Vardan Vardazaryan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/20/2010. NOTICE: This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 8/19/2010, 8/26/2010, 9/2/2010, 9/9/2010/2497

FICTITIOUS BUSINESS NAME STATEMENT: 2010108894 The following person(s) is/are doing business as: THE STUDIO 9215 STUDIO #1 7023 Crenshaw Ave., Suite B, Canoga Park, CA 91303. COPEL GMA COPEL INC. 7023 Crenshaw Ave., Suite B, Canoga Park, CA 91303. The business is conducted by: a General Partnership. Registrant has begun to transact business under the fictitious business name or names listed here on 8/20/2010. Signed: Cory Cofel, CEO/Partner. This statement is filed with the County Clerk of Los Angeles County on: 8/20/2010. NOTICE: This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 8/19/2010, 8/26/2010, 9/2/2010, 9/9/2010/2498

FICTITIOUS BUSINESS NAME STATEMENT: 2010108895 The following person(s) is/are doing business as: GRUPO DE VAN NUN GUARDINO ELESTRUPA 656 Van Nuys Blvd., Suite 200, Van Nuys, CA 91401. NIA OFICINA CENTRAL HISPANA 656 Van Nuys Blvd., Suite 200, Van Nuys, CA 91401. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on 8/20/2010. Signed: Rosa Olegueda, President. This statement is filed with the County Clerk of Los Angeles County on: 8/20/2010. NOTICE: This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 8/19/2010, 8/26/2010, 9/2/2010, 9/9/2010/2499

FICTITIOUS BUSINESS NAME STATEMENT: 2010108373 The following person(s) is/are doing business as: PULLBACK MEDIA, PULL RANK 9055 Cynthia Street Apt.102, West Hollywood, CA 90068. NICHOLAS P. MENELL 9055 Cynthia Street Apt.102, West Hollywood, CA 90069. ROSS GIBBY 28255 Loria Lane, Santa Clarita, CA 91350. The business is conducted by: a General Partnership. Registrant has begun to transact business under the fictitious business name or names listed here on 8/20/2010. Signed: Nicholas P. Menell, Partner. This statement is filed with the County Clerk of Los Angeles County on: 8/20/2010. NOTICE: This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 8/19/2010, 8/26/2010, 9/2/2010, 9/9/2010/2500

FICTITIOUS BUSINESS NAME STATEMENT: 20101069184 The following person(s) is/are doing business as: EXPRESS VEHICLE REGISTRATIONS 5621 Lankershim Blvd., North Hollywood, CA 91601. ANDRIANIK KAZARIAN 5621 Lankershim Blvd., North Hollywood, CA 91601. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on 8/20/2010. Signed: Andriyanik Kazarian, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/20/2010. NOTICE: This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 8/19/2010, 8/26/2010, 9/2/2010, 9/9/2010/2501

FICTITIOUS BUSINESS NAME STATEMENT: 20101072182 The following person(s) is/are doing business as: STANFORD ART THE ORILLION CENTER 7624 Footfall Blvd. #C, Tujunga, CA 91042. VAGHNAH SARARUHANAYAN 410 W. Cleveland Ave., Montebello, CA 90640. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on 8/20/2010. Signed: Vaghnah Sararuhanyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/20/2010. NOTICE: This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 8/19/2010, 8/26/2010, 9/2/2010, 9/9/2010/2519

FICTITIOUS BUSINESS NAME STATEMENT: 20101088482 The following person(s) is/are doing business as: AAA RECEIVERSHIP SERVICES 1051 S. Bedford St. #3 Los Angeles, CA 90005. ASAF GLAZER 1051 S. Bedford St. #3 Los Angeles, CA 90005. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on 8/20/2010. Signed: Asaf Glazer, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/20/2010. NOTICE: This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 8/19/2010, 8/26/2010, 9/2/2010, 9/9/2010/2521

FICTITIOUS BUSINESS NAME STATEMENT: 20101088441 The following person(s) is/are doing business as: MR BUILD HOME IMPROVEMENT 1051 S. Bedford St. #3 Los Angeles, CA 90005. ASAF GLAZER 1051 S. Bedford St. #3 Los Angeles, CA 90005. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on 8/20/2010. Signed: Asaf Glazer, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/20/2010. NOTICE: This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 8/19/2010, 8/26/2010, 9/2/2010, 9/9/2010/2522

FICTITIOUS BUSINESS NAME STATEMENT: 20101088898 The following person(s) is/are doing business as: OLS US 8546 Lankershim Blvd. Van Nuys, CA 91332. P.O. BOX 11522 Glendale, CA 91218. JERRY MOURADIAN 2100 Valderia St. #5 Glendale, CA 91208. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on 8/20/2010. Signed: Jerry Mouradian, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/20/2010. NOTICE: This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 8/19/2010, 8/26/2010, 9/2/2010, 9/9/2010/2523

FICTITIOUS BUSINESS NAME STATEMENT: 20101088841 The following person(s) is/are doing business as: POPPING KETTLE CORN AND TREATS 12821 Montford St. Pacoima, CA 91331. TANIA TORRAS 12821 Montford St. Pacoima, CA 91331. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on N/A. Signed: Tania Torres, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/20/2010. NOTICE: This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 8/19/2010, 8/26/2010, 9/2/2010, 9/9/2010/2524

FICTITIOUS BUSINESS NAME STATEMENT: 20101088480 The following person(s) is/are doing business as: PRODUCTS PROPERTIES 408 N. Canon Drive Suite 400, Beverly Hills, CA 90210. PLATINUM REALTORS 408 N. Canon Drive Suite 400, Beverly Hills, CA 90210. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on N/A. Signed: Arman Ogotyan, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/20/2010. NOTICE: This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 8/19/2010, 8/26/2010, 9/2/2010, 9/9/2010/2525

FICTITIOUS BUSINESS NAME STATEMENT: 20101088480 The following person(s) is/are doing business as: VALLEY RADI-OLGY 17779 Ventura Blvd. Encino, CA 91316. J. BRUCE JACOBS, M.D. INC. 310 Village E. Palm Springs, CA 92262. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on 8/20/2010. Signed: J. Bruce Jacobs, M.D., Inc. corporation. This statement is filed with the County Clerk of Los Angeles County on: 8/20/2010. NOTICE: This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 8/19/2010, 8/26/2010, 9/2/2010, 9/9/2010/2526

FICTITIOUS BUSINESS NAME STATEMENT: 20101088538 The following person(s) is/are doing business as: WILSHIRE RADIOLOGY 3055 Wilshire Blvd., Suite 1500 Los Angeles, CA 91316. J. BRUCE JACOBS, M.D. INC. 310 Village E. Palm Springs, CA 92262. The business is conducted by: a Corporation. Registrant has begun to transact business under the fictitious business name or names listed here on 8/20/2010. Signed: J. Bruce Jacobs, M.D., Inc. corporation. This statement is filed with the County Clerk of Los Angeles County on: 8/20/2010. NOTICE: This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 8/19/2010, 8/26/2010, 9/2/2010, 9/9/2010/2527

FICTITIOUS BUSINESS NAME STATEMENT: 2010107281 The following person(s) is/are doing business as: CARMELET'S BRIDAL BOUTIQUE 14431 Chase Street Suite E, Panorama City, CA 91402. DORA MARTINEZ 8088 Wilshire Avenue. Northridge, CA 91324. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on 8/20/2010. Signed: Dora Martinez, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/20/2010. NOTICE: This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 8/19/2010, 8/26/2010, 9/2/2010, 9/9/2010/2528

FICTITIOUS BUSINESS NAME STATEMENT: 20101092554 The following person(s) is/are doing business as: ANULIFESTYLE: 3D-PDC 8611 Keih Avenue, West Hollywood, CA 90069. JORGE ESTRADA 8611 Keih Avenue, West Hollywood, CA 90069. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on 8/20/2010. Signed: Jorge Estrada, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/20/2010. NOTICE: This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 8/19/2010, 8/26/2010, 9/2/2010, 9/9/2010/2529

FICTITIOUS BUSINESS NAME STATEMENT: 20101091732 The following person(s) is/are doing business as: ACCURATE-WORKS 18543 Devonshire Street #383, Northridge, CA 91324. ALBERT KIRAKOSIAN 18543 Devonshire Street #383, Northridge, CA 91324. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on 8/20/2010. Signed: Albert Kirakosian, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/20/2010. NOTICE: This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 8/19/2010, 8/26/2010, 9/2/2010, 9/9/2010/2531

FICTITIOUS BUSINESS NAME STATEMENT: 20101092733 The following person(s) is/are doing business as: TU ARTISTA 16000 Van Nuys Blvd., Suite 200, Van Nuys, CA 91410. JUAN ALVARO 14137 Gain Street, Arleta, CA 91318. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on 8/20/2010. Signed: Horacio A. Lanzetta, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/20/2010. NOTICE: This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 8/19/2010, 8/26/2010, 9/2/2010, 9/9/2010/2532

FICTITIOUS BUSINESS NAME STATEMENT: 20101010233 The following person(s) is/are doing business as: INSHA RAHM THERAPY/COACHING 11675 Chenault Street Apt. 20, Brentwood, CA 90049. INSHA RAHM, PHSYCHOMAN 11675 Chenault Street Apt. 20, Brentwood, CA 90049. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on 8/20/2010. Signed: Insha Rahm, Psychotherapist/Coach. This statement is filed with the County Clerk of Los Angeles County on: 8/20/2010. NOTICE: This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 8/19/2010, 8/26/2010, 9/2/2010, 9/9/2010/2533

FICTITIOUS BUSINESS NAME STATEMENT: 2010108958 The following person(s) is/are doing business as: EXPERT TEAM MOVER 14137 Gain Street, Arleta, CA 91318. JULIO F. ALVAREZ 14137 Gain Street, Arleta, CA 91318. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on 4/19/2015. Signed: Julio F. Alvarez, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/20/2010. NOTICE: This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 8/19/2010, 8/26/2010, 9/2/2010, 9/9/2010/2533

FICTITIOUS BUSINESS NAME STATEMENT: 2010108989 The following person(s) is/are doing business as: SEUNG UNO ENTERTAINMENT: BLOCK BEATERS 18696 Rummeyme Street, Van Nuys, CA 91408. BENNIE WILLIAMS 18696 Rummeyme Street, Van Nuys, CA 91408. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on 1/1/2010. Signed: Bennie Williams, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/20/2010. NOTICE: This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 8/19/2010, 8/26/2010, 9/2/2010, 9/9/2010/2534

FICTITIOUS BUSINESS NAME STATEMENT: 2010114071 The following person(s) is/are doing business as: JDC INVEST-MENTS P.O. BOX 6919, Beverly Hills, CA 90212. BJAN "CHAD" CHADROCHI 6195 Brighton Way #m025, Beverly Hills, CA 90212. The business is conducted by: an individual. Registrant has begun to transact business under the fictitious business name or names listed here on August 2001. Signed: Bjan "Chad" Chadrochi, Owner. This statement is filed with the County Clerk of Los Angeles County on: 8/1/2010. NOTICE: This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411, et seq., B&P Code.) 8/19/2010, 8/26/2010, 9/2/2

the authority.

A HEARING on the petition will be held on Sept. 20, 2010 at 8:30 AM in Dept. No. 9 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.

Attorney for petitioner:
ALEXANDER FRIED ESQ
SBN 093943
ALEXANDER FRIED APC
15303 VENTURA BLVD
STE 1650
SHERMAN OAKS CA 91403

NOTICE OF TRUSTEE'S SALE Trustee's Sale # 10-0145-CA Loan No. 511486-3 Title Order # 4361055 APN Number: 4339-015-158 YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 12-20-2006. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDINGS AGAINST YOU, YOU SHOULD CONTACT A LAWYER. On 09-23-2010 at 10:30 A.M., ROBERT E. WEISS INCORPORATED as the duly appointed trustee under and pursuant to deed of trust recorded 12-29-2006, book, page, instrument 20062894059, and Re-recorded on 07-31-2007, Book , Page , instrument 20071807325 of official records in the office of the recorder of LOS ANGELES county, California, executed by: GABRIELLA EVANGELIA, AN UNMARRIED WOMAN, as Trustor, BANKUNITED, FSB, as Beneficiary, WILL SELL AT PUBLIC AUCTION SALE TO THE HIGHEST BIDDER FOR CASH, cashier's check drawn by a state or national bank, a cashier's check drawn by a state or federal credit union, or a cashier's check drawn by a state or federal savings and loan association, savings association, or savings bank specified in section 5102 of the Financial Code and authorized to do business in this state. Place of sale: AT THE WEST SIDE OF THE LOS ANGELES COUNTY COURTHOUSE, DIRECTLY FACING NORWALK BLVD., 12720 NORWALK BLVD., NORWALK CA all right, title and interest conveyed to and now held by it under said deed of trust in the property situated in said county, California describing the land therein: AS MORE FULLY DESCRIBED ON SAID DEED OF TRUST The property heretofore described is being sold "as is". The street address and other common designation, if any, of the real property described above is purported to be: 980 LARRABEE STREET, UNIT 314 WEST HOLLYWOOD, CA 90069 The undersigned trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. Said sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, with interest thereon, as provided in said not(s), advances, if any, under the terms of the Deed of Trust, estimated fees, charges and expenses of the trustee and of the trusts created by said deed of trust, to wit: Amount of unpaid balance and other charges: \$402,840.92 (estimated) Accrued interest and additional advances, if any, will increase this figure prior to sale The beneficiary under said Deed of Trust heretofore executed and delivered to the undersigned a written Declaration of Default and Demand for Sale, and a Written Notice of Default and Election to Sell. The undersigned caused said notice of default and election to sell to be recorded in the county where the real property is located and more than three months have elapsed since such recordation. DATE: August 20, 2010 ROBERT E. WEISS INCORPORATED, AS Trustee ATTN: FORECLOSURE DEPARTMENT 920 VILLAGE OAKS DRIVE COVINA CA 91724 (626)967-4302 FOR SALE INFORMATION: www.ipsasap.com or (714) 730-2727 CRIS A KLINGERMAN, ESQ. WE ARE ATTEMPTING TO COLLECT A DEBT, AND ANY INFORMATION WE OBTAIN WILL BE USED FOR THAT PURPOSE. ASAP# 3703900 08/26/2010, 09/02/2010, 09/09/2010

NOTICE OF TRUSTEE'S SALE TS # CA-10-364800-CL Order # 100332607-CA-LPI YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 11/24/2006. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER. A public auction sale to the highest bidder for cash, cashier's check drawn on a state or national bank, check drawn by state or federal credit union, or a check drawn by a state or federal savings and loan association, or savings association, or savings bank specified in Section 5102 to the Financial code and authorized to do business in this state, will be held by duly appointed trustee. The sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, with interest and late charges thereon, as provided in the note(s), advances, under the terms of the Deed of Trust, interest thereon, fees, charges and expenses of the Trustee for the total amount (at the time of the initial publication of the Notice of Sale) reasonably estimated to be set forth below. The amount may be greater on the day of sale. BENEFICIARY MAY ELECT TO BID LESS THAN THE TOTAL AMOUNT DUE. Trustor(s): SELENA ROJHANI , A MARRIED MAN, AS HER SOLE AND SEPARATE PROPERTY Recorded: 12/11/2006 as Instrument No. 06 2736674 in book xxx, page xxx of Official Records in the office of the Recorder of LOS ANGELES County, California; Date of Sale: 9/22/2010 at 10:30 AM Place of Sale: At the West side of the Los Angeles County Courthouse, directly facing Norwalk Blvd., 12720 Norwalk Blvd., Norwalk, CA 90650 Amount of unpaid balance and other charges: \$815,242.49 The purported property address is: 137 SOUTH SPALDING DR 105 BEVERLY HILLS, CA 90212 Assessors Parcel No. 4328-008-033 The undersigned Trustee disclaims any liability for any incorrectness of the property address or other common designation, if any, shown herein. If no street address or other common designation is shown, please refer to the referenced legal description for property location. In the event no common address or common designation of the property is provided herein directions to the location of the property may be obtained within 10 days of the date of first publication of this Notice of Sale by sending a written request to Aurora Loan Services LLC 10350 Park Meadows Dr. Littleton CO 80124 Pursuant to California Civil Code 2923.54 the undersigned, on behalf of the beneficiary, loan servicer or authorized agent, declares as follows: [1] The mortgage loan servicer has obtained from the commissioner a final or temporary order of exemption pursuant to Section 2923.53 that is current and valid on the date the notice of sale is filed; [2] The timeframe for giving notice of sale specified in subdivision (a) of Section 2923.52 does not apply pursuant to Section 2923.52 . If the Trustee is unable to convey title for any reason, the successful bidder's sole and exclusive remedy shall be the return of monies paid to the Trustee, and the successful bidder shall have no further recourse. If the sale is set aside for any reason, the Purchaser at the sale shall be entitled only to a return of the deposit paid. The Purchaser shall have no further recourse against the Mortgagor, the Mortgagee, or the Mortgagee's Attorney. Date: 8/30/2010 Quality Loan Service Corp. 2141 5th Avenue San Diego, CA 92101 619-645-7711 For NON SALE information only Sale Line:

714-730-2727 or Login to: www.fidelityasap.com Reinstatement Line: 619-645-7711 Quality Loan Service, Corp. If you have previously been discharged through bankruptcy, you may have been released of personal liability for this loan in which case this letter is intended to exercise the note holder's rights against the real property only. THIS NOTICE IS SENT FOR THE PURPOSE OF COLLECTING A DEBT. THIS FIRM IS ATTEMPTING TO COLLECT A DEBT ON BEHALF OF THE HOLDER AND OWNER OF THE NOTE. ANY INFORMATION OBTAINED BY OR PROVIDED TO THIS FIRM OR THE CREDITOR WILL BE USED FOR THAT PURPOSE. As required by law, you are hereby notified that a negative credit report reflecting on your credit record may be submitted to a credit report agency if you fail to fulfill the terms of your credit obligations. ASAP# 3683493 09/02/2010, 09/09/2010, 09/16/2010

NOTICE OF TRUSTEE'S SALE TS # CA-10-365193-AL Order # 476060 YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 10/19/2007. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER. A public auction sale to the highest bidder for cash, cashier's check drawn on a state or national bank, check drawn by state or federal credit union, or a check drawn by a state or federal savings and loan association, or savings association, or savings bank specified in Section 5102 to the Financial code and authorized to do business in this state, will be held by duly appointed trustee. The sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, with interest and late charges thereon, as provided in the note(s), advances, under the terms of the Deed of Trust, interest thereon, fees, charges and expenses of the Trustee for the total amount (at the time of the initial publication of the Notice of Sale) reasonably estimated to be set forth below. The amount may be greater on the day of sale. BENEFICIARY MAY ELECT TO BID LESS THAN THE TOTAL AMOUNT DUE. Trustor(s): BRIAN S. JENNINGS AND PHILIP F. SMITH, JR., DOMESTIC PARTNERS, AS TENANTS IN COMMON Recorded: 11/6/2007 as Instrument No. 20072488975 in book XXX, page XXX of Official Records in the office of the Recorder of LOS ANGELES County, California; Date of Sale: 9/22/2010 at 10:30 AM Place of Sale: At the West side of the Los Angeles County Courthouse, directly facing Norwalk Blvd., 12720 Norwalk Blvd., Norwalk, CA 90650 Amount of unpaid balance and other charges: \$415,228.86 The purported property address is: 911 N KINGS RD #212 WEST HOLLYWOOD, CA 90069 Assessors Parcel No. 5529-005-164 The undersigned Trustee disclaims any liability for any incorrectness of the property address or other common designation, if any, shown herein. If no street address or other common designation is shown, please refer to the referenced legal description for property location. In the event no common address or common designation of the property is provided herein directions to the location of the property may be obtained within 10 days of the date of first publication of this Notice of Sale by sending a written request to JPMorgan Chase Bank, N.A. 7301 Baymeadows Way Jacksonville FL 32256 Pursuant to California Civil Code 2923.54 the undersigned, on behalf of the beneficiary, loan servicer or authorized agent, declares as follows: [1] The mortgage loan servicer has obtained from the commissioner a final or temporary order of exemption pursuant to Section 2923.53 that is current and valid on the date the notice of sale is filed; [2] The timeframe for giving notice of sale specified in subdivision (a) of Section 2923.52 does not apply pursuant to Section 2923.52 . If the Trustee is unable to convey title for any reason, the successful bidder's sole and exclusive remedy shall be the return of monies paid to the Trustee, and the successful bidder shall have no further recourse. If the sale is set aside for any reason, the Purchaser at the sale shall be entitled only to a return of the deposit paid. The Purchaser shall have no further recourse against the Mortgagor, the Mortgagee, or the Mortgagee's Attorney. Date: 9/2/2010 Quality Loan Service Corp. 2141 5th Avenue San Diego, CA 92101 619-645-7711 For NON SALE information only Sale Line: 714-730-2727 or Login to: www.fidelityasap.com Reinstatement Line: 619-645-7711 Quality Loan Service, Corp. If you have previously been discharged through bankruptcy, you may have been released of personal liability for this loan in which case this letter is intended to exercise the note holder's rights against the real property only. THIS NOTICE IS SENT FOR THE PURPOSE OF COLLECTING A DEBT. THIS FIRM IS ATTEMPTING TO COLLECT A DEBT ON BEHALF OF THE HOLDER AND OWNER OF THE NOTE. ANY INFORMATION OBTAINED BY OR PROVIDED TO THIS FIRM OR THE CREDITOR WILL BE USED FOR THAT PURPOSE. As required by law, you are hereby notified that a negative credit report reflecting on your credit record may be submitted to a credit report agency if you fail to fulfill the terms of your credit obligations. ASAP# 3688926 09/02/2010, 09/09/2010, 09/16/2010

NOTICE OF TRUSTEE'S SALE Trustee Sale No. 443703CA Loan No. 3010760803 Title Order No. 472740 YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 10-10-2006. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDINGS AGAINST YOU, YOU SHOULD CONTACT A LAWYER. On 09-23-2010 at 10:30 AM, CALIFORNIA RECONVEYANCE COMPANY as the duly appointed Trustee under and pursuant to Deed of Trust Recorded 10-18-2006, Book , Page , Instrument #6 2311985, of official records in the Office of the Recorder of LOS ANGELES County, California, executed by: DANIEL V O'DONOVAN AND CAROL M. O'DONOVAN AS TRUSTEES OF THE O'DONOVAN FAMILY TRUST, JULY 11, 2005, as Trustor, WASHINGTON MUTUAL BANK, FA, as Beneficiary, will sell at public auction sale to the highest bidder for cash, cashier's check drawn by a state or national bank, a cashier's check drawn by a state or federal credit union, or a cashier's check drawn by a state or federal savings and loan association, savings association, or savings bank specified in section 5102 of the Financial Code and authorized to do business in this state. Sale will be held by the duly appointed trustee as shown below, of all right, title, and interest conveyed to and now held by the trustee in the hereinafter described property under and pursuant to the Deed of Trust. The sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, interest thereon, estimated fees, charges and expenses of the Trustee for the total amount (at the time of the initial publication of the Notice of Sale) reasonably estimated to be set forth below. The amount may be greater on the day of sale. PLACE OF SALE: AT THE WEST SIDE OF THE LOS ANGELES COUNTY COURTHOUSE, DIRECTLY FACING NORWALK BOULEVARD, 12720 NORWALK BLVD., NORWALK, CA Legal Description: LOT 38, OF TRACT NO. 5571, IN THE CITY OF LOS ANGELES, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AS PER MAP RECORDED IN BOOK 107 PAGE(S) 72 TO 80 OF MAPS, IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY. Amount of unpaid balance and other charges: \$2,149,867.78 (estimated) Street address and other common designation of the real property: 13360 JAVA DRIVE BEVERLY HILLS, CA 90210 APN Number: 4385-004-005 The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. The property heretofore described is being sold "as is". In compliance with California Civil Code 2923.5(c) the mortgagee, trustee, beneficiary, or authorized agent declares: that it has contacted the borrower(s) to assess their financial situation and to explore options to avoid foreclosure; or that it has made efforts to contact the borrower(s) to assess their financial situation and to explore options to avoid foreclosure by one of the following methods: by telephone; by United States mail; either 1st class or certified; by overnight delivery; by personal delivery; by e-mail; by face to face meeting. DECLARATION PURSUANT TO CALIFORNIA CIVIL CODE

SECTION 2923.54 Pursuant to California Civil Code Section 2923.54, the undersigned loan servicer declares as follows: 1. It has obtained from the commissioner a final or temporary order of exemption pursuant to Section 2923.54 that is current and valid on the date the notice of sale is filed; and 2. The timeframe for giving notice of sale specified in subdivision (a) of Section 2923.52 does not apply pursuant to Section 2923.52 or Section 2923.55. DATE: 08-30-2010 CALIFORNIA RECONVEYANCE COMPANY, as Trustee (714) 259-7850 or www.fidelityasap.com (714) 573-1965 or www.priorityposting.com CALIFORNIA RECONVEYANCE COMPANY IS A DEBT COLLECTOR ATTEMPTING TO COLLECT A DEBT. ANY INFORMATION OBTAINED WILL BE USED FOR THAT PURPOSE. DEBORAH BRIGNAC, VICE PRESIDENT 9200 OAKDALE AVE MAILSTOP N110612 CHATSWORTH, CA 91311 ASAP# 3706144 09/02/2010, 09/09/2010, 09/16/2010

NOTICE OF TRUSTEE'S SALE Trustee Sale No. 243115CA Loan No. 3014235315 Title Order No. 449630 YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 07-26-2007. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDINGS AGAINST YOU, YOU SHOULD CONTACT A LAWYER. On 09-02-2010 at 10:30 AM, CALIFORNIA RECONVEYANCE COMPANY as the duly appointed Trustee under and pursuant to Deed of Trust Recorded 08-02-2007, Book , Page , Instrument 20071826870, of official records in the Office of the Recorder of LOS ANGELES County, California, executed by: KAREN ROBERTS, A SINGLE WOMAN, as Trustor, WASHINGTON MUTUAL BANK, FA, as Beneficiary, will sell at public auction sale to the highest bidder for cash, cashier's check drawn by a state or national bank, a cashier's check drawn by a state or federal credit union, or a cashier's check drawn by a state or federal savings and loan association, savings association, or savings bank specified in section 5102 of the Financial Code and authorized to do business in this state. Sale will be held by the duly appointed trustee as shown below, of all right, title, and interest conveyed to and now held by the trustee in the hereinafter described property under and pursuant to the Deed of Trust. The sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, interest thereon, estimated fees, charges and expenses of the Trustee for the total amount (at the time of the initial publication of the Notice of Sale) reasonably estimated to be set forth below. The amount may be greater on the day of sale. Place of Sale: AT THE WEST SIDE OF THE LOS ANGELES COUNTY COURTHOUSE, DIRECTLY FACING NORWALK BOULEVARD, 12720 NORWALK BLVD., NORWALK, CA Legal Description: LOT 10, OF TRACT NO. 11358, IN THE CITY OF LOS ANGELES, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AS PER MAP RECORDED IN BOOK 239 PAGES 16 AND 17 OF MAPS, IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY. Amount of unpaid balance and other charges: \$638,779.00 (estimated) Street address and other common designation of the real property: 9720 YOAKUM DRIVE BEVERLY HILLS, CA 90210 APN Number: 4384-018-004 The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. The property heretofore described is being sold "as is". In compliance with California Civil Code 2923.5(c) the mortgagee, trustee, beneficiary, or authorized agent declares: that it has contacted the borrower(s) to assess their financial situation and to explore options to avoid foreclosure; or that it has made efforts to contact the borrower(s) to assess their financial situation and to explore options to avoid foreclosure by one of the following methods: by telephone; by United States mail; either 1st class or certified; by overnight delivery; by personal delivery; by e-mail; by face to face meeting. DATE: 08-09-2010 DECLARATION PURSUANT TO CALIFORNIA CIVIL CODE SECTION 2923.54 Pursuant to California Civil Code Section 2923.54, the undersigned loan servicer declares as follows: 1. It has obtained from the commissioner a final or temporary order of exemption pursuant to Section 2923.54 that is current and valid on the date the notice of sale is filed; and 2. The timeframe for giving notice of sale specified in subdivision (a) of Section 2923.52 does not apply pursuant to Section 2923.52 or Section 2923.55. CALIFORNIA RECONVEYANCE COMPANY, as Trustee (714) 259-7850 or www.fidelityasap.com (714) 573-1965 or www.priorityposting.com CALIFORNIA RECONVEYANCE COMPANY IS A DEBT COLLECTOR ATTEMPTING TO COLLECT A DEBT. ANY INFORMATION OBTAINED WILL BE USED FOR THAT PURPOSE. DEBORAH BRIGNAC, VICE PRESIDENT 9200 OAKDALE AVE MAILSTOP N110612 CHATSWORTH, CA 91311 ASAP# 3678744 08/12/2010, 08/19/2010, 08/26/2010

NOTICE OF TRUSTEE'S SALE TS # CA-09-253098-ED Order # 090143420-CA-DCI YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 11/17/2006. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER. A public auction sale to the highest bidder for cash, cashier's check drawn on a state or national bank, check drawn by state or federal credit union, or a check drawn by a state or federal savings and loan association, or savings association, or savings bank specified in Section 5102 to the Financial code and authorized to do business in this state, will be held by duly appointed trustee. The sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, with interest and late charges thereon, as provided in the note(s), advances, under the terms of the Deed of Trust, interest thereon, fees, charges and expenses of the Trustee for the total amount (at the time of the initial publication of the Notice of Sale) reasonably estimated to be set forth below. The amount may be greater on the day of sale. BENEFICIARY MAY ELECT TO BID LESS THAN THE TOTAL AMOUNT DUE. Trustor(s): JEHUDA RENAN, AN UNMARRIED MAN Recorded: 12/6/2006 as Instrument No. 06 2705979 in book xxx, page xxx of Official Records in the office of the Recorder of LOS ANGELES County, California; Date of Sale: 9/30/2010 at 10:30 AM Place of Sale: At the West side of the Los Angeles County Courthouse, directly facing Norwalk Blvd., 12720 Norwalk Blvd., Norwalk, CA 90650 Amount of unpaid balance and other charges: \$1,901,468.64 The purported property address is: 1100 ALTA LOMA RD #1505 WEST HOLLYWOOD, CA 90069 Assessors Parcel No. 5555-005-126 The undersigned Trustee disclaims any liability for any incorrectness of the property address or other common designation, if any, shown herein. If no street address or other common designation is shown, please refer to the referenced legal description for property location. In the event no common address or common designation of the property is provided herein directions to the location of the property may be obtained within 10 days of the date of first publication of this Notice of Sale by sending a written request to JPMorgan Chase Bank, N.A. 7301 Baymeadows Way Jacksonville FL 32256. Pursuant to California Civil Code 2923.54 the undersigned, on behalf of the beneficiary, loan servicer or authorized agent, declares as follows: [1] The mortgage loan servicer has not obtained from the commissioner a final or temporary order of exemption pursuant to Section 2923.53 that is current and valid on the date the notice of sale is filed; [2] The timeframe for giving notice of sale specified in subdivision (a) of Section 2923.52 does apply to this notice of sale. If the Trustee is unable to convey title for any reason, the successful bidder's sole and exclusive remedy shall be the return of monies paid to the Trustee, and the successful bidder shall have no further recourse. If the sale is set aside for any reason, the Purchaser at the sale shall be entitled only to a return of the deposit paid. The Purchaser shall have no further recourse against the Mortgagor, the Mortgagee, or the Mortgagee's Attorney. Date: 8/31/2010 Quality Loan Service Corp. 2141 5th Avenue San Diego, CA 92101 619-645-7711 For NON SALE

information only Sale Line: 714-730-2727 or Login to: www.fidelityasap.com Reinstatement Line: 619-645-7711 Quality Loan Service, Corp. If you have previously been discharged through bankruptcy, you may have been released of personal liability for this loan in which case this letter is intended to exercise the note holder's rights against the real property only. THIS NOTICE IS SENT FOR THE PURPOSE OF COLLECTING A DEBT. THIS FIRM IS ATTEMPTING TO COLLECT A DEBT ON BEHALF OF THE HOLDER AND OWNER OF THE NOTE. ANY INFORMATION OBTAINED BY OR PROVIDED TO THIS FIRM OR THE CREDITOR WILL BE USED FOR THAT PURPOSE. As required by law, you are hereby notified that a negative credit report reflecting on your credit record may be submitted to a credit report agency if you fail to fulfill the terms of your credit obligations. ASAP# 3716716 09/09/2010, 09/16/2010, 09/23/2010

NOTICE OF TRUSTEE'S SALE Trustee Sale No. : 20100169806893 Title Order No.: 100353639 FHA/VA/PMI No.: YOU ARE IN DEFAULT UNDER A DEED OF TRUST, DATED 02/25/2008. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER. NDEX WEST, LLC, as duly appointed Trustee under and pursuant to Deed of Trust Recorded on 02/29/2008 as Instrument No. 20080354480 of official records in the office of the County Recorder of LOS ANGELES County, State of CALIFORNIA. EXECUTED BY: DAVID L. MCFARLAND, WILL SELL AT PUBLIC AUCTION TO HIGHEST BIDDER FOR CASH, CASHIER'S CHECK/CASH EQUIVALENT or other form of payment authorized by 2924(hb), (payable at time of sale in lawful money of the United States). DATE OF SALE: 10/06/2010 TIME OF SALE: 10:30 AM PLACE OF SALE: AT THE WEST SIDE OF THE LOS ANGELES COUNTY COURTHOUSE, DIRECTLY FACING NORWALK BLVD., 12720 NORWALK BLVD., NORWALK, CA. STREET ADDRESS and other common designation, if any, of the real property described above is purported to be: 8787 SHOREHAM DRIVE #207, WEST HOLLYWOOD, CALIFORNIA 90069 APN#: 5559-006-034 The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. Said sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by said Deed of Trust, with interest thereon, as provided in said note(s), advances, under the terms of said Deed of Trust, fees, charges and expenses of the Trustee and of the trusts created by said Deed of Trust. The total amount of the unpaid balance of the obligation secured by the property to be sold and reasonable estimated costs, expenses and advances at the time of the initial publication of the Notice of Sale is \$447,634.82. The beneficiary under said Deed of Trust heretofore executed and delivered to the undersigned a written Declaration of Default and Demand for Sale, and a written Notice of Default and Election to Sell. The undersigned caused said Notice of Default and Election to Sell to be recorded in the county where the real property is located. FOR TRUSTEE SALE INFORMATION PLEASE CALL: AGENCY SALES & POSTING 3210 EL CAMINO REAL, SUITE 200 IRVINE, CA 92602 714-730-2727 www.ipsasap.com NDEX West, L.L.C. MAY BE ACTING AS A DEBT COLLECTOR ATTEMPTING TO COLLECT A DEBT. ANY INFORMATION OBTAINED WILL BE USED FOR THAT PURPOSE. NDEX West, L.L.C. as Trustee Dated: 09/10/2010 NDEX West, L.L.C. 15000 Surveyor Boulevard, Suite 500 Addison, Texas 75001-9013 Telephone: (866) 795-1852 Telecopier: (972) 661-7800 ASAP# 3711284 09/16/2010, 09/23/2010, 09/30/2010

NOTICE OF TRUSTEE'S SALE TS # CA-10-359270-CL Order # 100272368-CA-LPI YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 8/5/2005. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER. A public auction sale to the highest bidder for cash, cashier's check drawn on a state or national bank, check drawn by state or federal credit union, or a check drawn by a state or federal savings and loan association, or savings association, or savings bank specified in Section 5102 to the Financial code and authorized to do business in this state, will be held by duly appointed trustee. The sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, with interest and late charges thereon, as provided in the note(s), advances, under the terms of the Deed of Trust, interest thereon, fees, charges and expenses of the Trustee for the total amount (at the time of the initial publication of the Notice of Sale) reasonably estimated to be set forth below. The amount may be greater on the day of sale. BENEFICIARY MAY ELECT TO BID LESS THAN THE TOTAL AMOUNT DUE. Trustor(s): DONNY SUH, A MARRIED MAN AS HIS SOLE AND SEPARATE PROPERTY Recorded: 8/16/2005 as Instrument No. 05 1960048 in book -, page - of Official Records in the office of the Recorder of LOS ANGELES County, California; Date of Sale: 9/30/2010 at 10:30 AM Place of Sale: At the West side of the Los Angeles County Courthouse, directly facing Norwalk Blvd., 12720 Norwalk Blvd., Norwalk, CA 90650 Amount of unpaid balance and other charges: \$1,051,252.88 The purported property address is: 441N OAKHURST DR 205 BEVERLY HILLS, CA 90210 Assessors Parcel No. 4342-034-039 The undersigned Trustee disclaims any liability for any incorrectness of the property address or other common designation, if any, shown herein. If no street address or other common designation is shown, please refer to the referenced legal description for property location. In the event no common address or common designation of the property is provided herein directions to the location of the property may be obtained within 10 days of the date of first publication of this Notice of Sale by sending a written request to Aurora Loan Services LLC 10350 Park Meadows Dr. Littleton CO 80124 Pursuant to California Civil Code 2923.54 the undersigned, on behalf of the beneficiary, loan servicer or authorized agent, declares as follows: [1] The mortgage loan servicer has obtained from the commissioner a final or temporary order of exemption pursuant to Section 2923.53 that is current and valid on the date the notice of sale is filed; [2] The timeframe for giving notice of sale specified in subdivision (a) of Section 2923.52 does not apply pursuant to Section 2923.52 . If the Trustee is unable to convey title for any reason, the successful bidder's sole and exclusive remedy shall be the return of monies paid to the Trustee, and the successful bidder shall have no further recourse. If the sale is set aside for any reason, the Purchaser at the sale shall be entitled only to a return of the deposit paid. The Purchaser shall have no further recourse against the Mortgagor, the Mortgagee, or the Mortgagee's Attorney. Date: 9/1/2010 Quality Loan Service Corp. 2141 5th Avenue San Diego, CA 92101 619-645-7711 For NON SALE information only Sale Line: 714-730-2727 or Login to: www.fidelityasap.com Reinstatement Line: 619-645-7711 Quality Loan Service, Corp. If you have previously been discharged through bankruptcy, you may have been released of personal liability for this loan in which case this letter is intended to exercise the note holder's rights against the real property only. THIS NOTICE IS SENT FOR THE PURPOSE OF COLLECTING A DEBT. THIS FIRM IS ATTEMPTING TO COLLECT A DEBT ON BEHALF OF THE HOLDER AND OWNER OF THE NOTE. ANY INFORMATION OBTAINED BY OR PROVIDED TO THIS FIRM OR THE CREDITOR WILL BE USED FOR THAT PURPOSE. As required by law, you are hereby notified that a negative credit report reflecting on your credit record may be submitted to a credit report agency if you fail to fulfill the terms of your credit obligations. ASAP# 3718491 09/09/2010, 09/16/2010, 09/23/2010

NOTICE OF TRUSTEE'S SALE Trustee Sale No. 440183CA Loan No. 3013465426 Title Order No. 297891 YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 03-23-2007. UNLESS YOU

TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDINGS AGAINST YOU, YOU SHOULD CONTACT A LAWYER. On 09-10-2010 at 10:30 AM, CALIFORNIA RECONVEYANCE COMPANY as the duly appointed Trustee under and pursuant to Deed of Trust Recorded 04-06-2007, Book , Page , Instrument 20070826361, of official records in the Office of the Recorder of LOS ANGELES County, California, executed by: FRANCO BRUNETTI A MARRIED MAN AS HIS SOLE AND SEPARATE PROPERTY, as Trustor, WASHINGTON MUTUAL BANK, FA, as Beneficiary, will sell at public auction sale to the highest bidder for cash, cashier's check drawn by a state or national bank, a cashier's check drawn by a state or federal credit union, or a cashier's check drawn by a state or federal savings and loan association, savings association, or savings bank specified in section 5102 of the Financial Code and authorized to do business in this state. Sale will be held by the duly appointed trustee as shown below, of all right, title, and interest conveyed to and now held by the trustee in the hereinafter described property under and pursuant to the Deed of Trust. The sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, interest thereon, estimated fees, charges and expenses of the Trustee for the total amount (at the time of the initial publication of the Notice of Sale) reasonably estimated to be set forth below. The amount may be greater on the day of sale. Place of Sale: AT THE WEST SIDE OF THE LOS ANGELES COUNTY COURTHOUSE, DIRECTLY FACING NORWALK BOULEVARD, 12720 NORWALK BLVD. , NORWALK, CA Legal Description: PARCEL 1: THAT PORTION OF LOT 6 OF TRACT NO. 10416, IN THE CITY OF LOS ANGELES, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AS PER MAP RECORDED IN BOOK 172 PAGE(S) 26 TO 28 INCLUSIVE OF MAPS, IN THE OFFICE OF THE COUNTY RECORDER DESCRIBED AS FOLLOWS: BEGINNING AT THE EASTERLY TERMINUS OF THAT CERTAIN COURSE IN THE NORTHERLY BOUNDARY OF SAID LOT 6 SHOWN ON THE MAP OF SAID TRACT NO. 10416 AS NORTH 88° 30' 00" EAST 79.45 FEET BUT WHICH SAME COURSE IS ASSIGNED A BEARING OF SOUTH 88° 25' 54" WEST FOR PURPOSES OF THIS DESCRIPTION; THENCE ALONG THE BOUNDARY OF SAID LOT 6, SOUTH 88° 25' 54" WEST 22.45 FEET TO THE TRUE POINT OF BEGINNING; THENCE SOUTH 17° 09' 06" EAST 102.67 FEET; THENCE NORTH 84° 37' 11" WEST 74.00 FEET THE WESTERLY BOUNDARY OF SAID LOT 6; THENCE ALONG SAID WESTERLY BOUNDARY NORTH 8° 37' 11" WEST 90.63 FEET TO THE MOST WESTERLY CORNER OF SAID LOT 6; THENCE ALONG THE NORTHERLY BOUNDARY OF SAID LOT 6 NORTH 88° 25' 54" EAST 57.00 FEET TO THE TRUE POINT OF BEGINNING. PARCEL 2: AN EASEMENT FOR A WATER DRAIN PIPE OVER THE WESTERLY 1 FOOT OF THE FOLLOWING DESCRIBED PROPERTY: THAT PORTION OF LOT 6, OF TRACT NO. 10416, IN THE CITY OF LOS ANGELES, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AS PER MAP RECORDED IN BOOK 172 PAGE(S) 25 TO 28 INCLUSIVE OF MAPS, IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY, DESCRIBED AS FOLLOWS: COMMENCING AT A POINT IN THE EASTERLY LINE OF SAID LOT, DISTANT THEREON SOUTH 11° 13' 31" WEST 75.00 FEET FROM THE NORTHERLY TERMINUS OF THE CERTAIN COURSE SHOWN ON SAID MAP, AS NORTH 11° 20' 00" EAST 357.50 FEET; THENCE NORTH 74° 45' 00" WEST 15.00 FEET; THENCE SOUTH 45° 04' 53" WEST 102.17 FEET; THENCE SOUTH 54° 25' 29" WEST 11.43 FEET TO THE TRUE POINT OF BEGINNING; THENCE CONTINUING SOUTH 54° 25' 29" WEST 78.84 FEET; THENCE NORTH 84° 37' 11" WEST 74.00 FEET TO A POINT IN THE WESTERLY LINE OF SAID LOT DISTANT THEREON SOUTH 8° 37' 11" EAST 90.63 FEET FROM THE MOST WESTERLY CORNER OF SAID LOT; THENCE SOUTH 8° 37' 11" EAST 47.50 FEET ALONG SAID WESTERLY LINE TO THE SOUTHWESTERLY CORNER OF SAID LOT, SAID SOUTHWESTERLY CORNER BEING IN A CURVE, SHOWN ON SAID MAP AS BEING CONCAVE SOUTHWESTERLY AND HAVING A RADIUS OF 43.00 FEET, A RADIAL LINE FROM SAID POINT BEARS SOUTH 3° 34' 09" WEST; THENCE SOUTHEASTERLY ALONG SAID CURVE, AN ARC DISTANCE OF 57.86 FEET TO THE SOUTHERLY TERMINUS OF SAID CURVE; THENCE TANGENT TO SAID CURVE ALONG THE SOUTHWESTERLY LINE OF SAID LOT, SOUTH 9° 36' 01" EAST 10.06 FEET; THENCE NORTH 73° 56' 33" EAST 105.21 FEET, MORE OR LESS, TO A POINT WHICH BEARS SOUTH 6° 35' 10" EAST 103.14 FEET FROM THE TRUE POINT OF BEGINNING; THENCE NORTH 6° 35' 10" WEST 103.14 FEET, TO THE TRUE POINT OF BEGINNING, AS PER DEED RECORDED AUGUST 13, 1991 AS INSTRUMENT NO. 91-1269839, OFFICIAL RECORDS. Amount of unpaid balance and other charges: \$1,055,936.55 (estimated) Street address and other common designation of the real property: 9240 KINGLETT DRIVE WEST HOLLYWOOD (LOS ANGELES), CA 90069 APN Number: 5561-012-014 The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. The property heretofore described is being sold "as is". In compliance with California Civil Code 2923.5(c) the mortgagee, trustee, beneficiary, or authorized agent declares: that it has contacted the borrower(s) to assess their financial situation and to explore options to avoid foreclosure; or that it has made efforts to contact the borrower(s) to assess their financial situation and to explore options to avoid foreclosure by one of the following methods: by telephone; by United States mail; either 1st class or certified; by overnight delivery; by personal delivery; by e-mail; by face to face meeting. DATE: 08-16-2010 DECLARATION PURSUANT TO CALIFORNIA CIVIL CODE SECTION 2923.54 Pursuant to California Civil Code Section 2923.54, the undersigned loan servicer declares as follows: 1. It has obtained from the commissioner a final or temporary order of exemption pursuant to Section 2923.54 that is current and valid on the date the notice of sale is filed; and 2. The timeframe for giving notice of sale specified in subdivision (a) of Section 2923.52 does not apply pursuant to Section 2923.52 or Section 2923.55. CALIFORNIA RECONVEYANCE COMPANY, as Trustee (714) 259-7850 or www.fidelitysap.com (714) 573-1965 or www.priorityposting.com CALIFORNIA RECONVEYANCE COMPANY IS A DEBT COLLECTOR ATTEMPTING TO COLLECT A DEBT. ANY INFORMATION OBTAINED WILL BE USED FOR THAT PURPOSE. DEBORAH BRIGNAC, VICE PRESIDENT 9200 OAKDALE AVE MAILSTOP N110612 CHATSWORTH, CA 91311 ASAP# 3695076 08/19/2010, 08/26/2010, 09/02/2010

ORDINANCE NO. 10-O-2586

AN ORDINANCE EXTENDING INTERIM ORDINANCE NO.10-O-2585 OF THE CITY OF BEVERLY HILLS PROHIBITING THE ESTABLISHMENT OF MARIJUANA DISPENSARIES, STORES, CO-OPS, OR MARIJUANA CULTIVATION OPERATIONS IN ANY ZONING DISTRICT OR OVERLAY ZONING DISTRICT WITHIN THE CITY, AND DECLARING THE URGENCY THEREOF

THE CITY COUNCIL OF THE CITY OF BEVERLY HILLS HEREBY ORDAINS AS FOLLOWS:

Section 1. Background.

On July 22, 2010, the City Council of the City of Beverly Hills adopted Ordinance No. 10-O-2585, an interim ordinance prohibiting the establishment of

marijuana dispensaries, stores, co-ops, or marijuana cultivation operations in any zoning district within the City, and declaring the urgency thereof, pursuant to Government Code Section 65858. Pursuant to Government Code Section 65858, Ordinance No. 10-O-2585 is valid for 45 days, although that period can be extended by up to 10 months and 15 days, pursuant to Section 65858 (a), at a duly notice public hearing. After another public hearing, the ordinance could be extended for an additional one (1) year period.

Section 2. Legislative Findings.

The City Council of the City of Beverly Hills is concerned that marijuana dispensaries may seek to open in the City of Beverly Hills. Although the current zoning ordinance indirectly prohibits marijuana dispensaries, stores, co-ops, and marijuana cultivation operations (hereafter "dispensaries") because such operations are not permitted uses and are not similar to the uses permitted in the City, the City Council seeks to make explicit that marijuana dispensaries are not allowed in any zone or overlay zone in the City.

In 1996, California voters adopted Proposition 215, the Compassionate Use Act ("Prop 215"), decriminalizing the use of marijuana for medical purposes. Prop 215 was later augmented by the state legislature and codified at section 11362.5 et seq. of the California Health & Safety Code. The distribution of marijuana pursuant to this legislation is done through marijuana dispensaries. The City Council is concerned that with the City of Los Angeles' recent enforcement of its regulations regarding dispensaries, and the recent direction from the County of Los Angeles Board of Supervisors to prohibit dispensaries in unincorporated areas, that marijuana dispensaries may seek to locate in surrounding communities, including Beverly Hills. Without an explicit prohibition set forth in the Municipal Code, such dispensaries are more likely to unlawfully locate within the City. Additionally, medical marijuana dispensaries have been the target of several robberies in recent weeks involving shootings and two shooting fatalities, making it more likely that dispensaries may seek to relocate to the relatively safe community of Beverly Hills.

It would be detrimental to the public welfare if such businesses were established unlawfully in the City prior to the adoption of a regular ordinance to make it explicit that marijuana dispensaries are not allowed in any zoning district or overlay zone in the City. The establishment of such businesses would change the character the City's commercial districts and would be inconsistent with various General Plan policies, including ES 1.4 and LU 15.2 due to the fact that such dispensaries do not retain or build upon the key businesses that contribute to the City's identity.

Section 3. Urgency Findings.

The City Council held a duly notice public hearing on August 31, 2010, and finds and determines that the immediate preservation of the public health, safety, or welfare requires that the Interim Ordinance No. 10-O-2585 be extended as an urgency ordinance pursuant to Government Code Section 65858. As described in Section 3 of this interim ordinance, the establishment of medical marijuana dispensaries has the potential to change the character of the Beverly Hills community. Marijuana dispensaries do not currently exist in the City. General Plan policy ES 1.4 provides that the City shall encourage existing industries in the City, such as luxury retail, tourism, hoteling, finance, entertainment and media businesses to remain and expand in the City in order to maintain a strong sustainable economic base. Marijuana dispensaries are not an existing industry of the City and the establishment of dispensaries in the City would be inconsistent with this policy and likely discourage these uses. Further, General Plan Land Use Goal 15 states that the City seeks to promote vital and successful businesses that contribute to the City's identity and culture and provide high paying jobs. General Plan policy LU 15.2 sets forth the City's policy to retain and build upon the key businesses that contribute to the City's identity. Such businesses include entertainment-related Class-A offices, high end retail and fashion, restaurant, hotel, and technology. Marijuana dispensaries are not a part of this list nor do they contribute to the City's identity. The location of marijuana dispensaries in the City would be contrary to General Plan Land Use Goal 15 and General Plan policies ES 1.4 and LU 15.2.

This threat to the public welfare based on the potential for incompatible land uses, caused by the location or relocation of marijuana dispensaries into Beverly Hills, is more likely to occur with the recent enforcement of dispensary regulations by the City of Los Angeles. The City of Los Angeles recently ordered that a large number of existing dispensaries

in the City of Los Angeles be closed. Beverly Hills' proximity to Los Angeles makes it foreseeable that some of the dispensaries closed by the City of Los Angeles might seek to locate in the City of Beverly Hills. Additionally, the Los Angeles County Board of Supervisors has recently directed staff to draft an ordinance banning marijuana dispensaries from operating within the unincorporated County. Absent the passage of this interim ordinance, there is an increased likelihood that marijuana dispensaries might attempt to open business within the City even though dispensaries are not a permitted use. The opening of dispensaries poses a current and immediate threat to the public health, safety, or general welfare as described above. Therefore, this Ordinance is necessary for the immediate preservation of the public peace, health, safety or welfare and its urgency is hereby declared.

Section 4. CEQA Findings.

The City Council hereby finds that it can be seen with certainty that there is no possibility that the adoption and implementation of this Ordinance may have a significant effect on the environment. This Ordinance does not authorize construction and, in fact, imposes greater restrictions on certain development in order to protect the public health, safety and general welfare. This Ordinance is therefore exempt from the environmental review requirements of the California Environmental Quality Act (CEQA) pursuant to Section 15061(b)(3) of Title 14 of the California Code of Regulations.

Section 5. Severability.

If any section, subsection, subdivision, sentence, clause, phrase, or portion of this Ordinance or the application thereof to any person or place, is for any reason held to be invalid or unconstitutional by the final decision of any court of competent jurisdiction, the remainder of this Ordinance shall be and remain in full force and effect.

Section 6. Extension.

This Ordinance, being an extension of an Interim Ordinance adopted as an urgency measure for the immediate protection of the public safety, health, and general welfare, containing a declaration of the facts constituting the urgency, and passed by a minimum four-fifths (4/5) vote of the City Council, shall take effect immediately upon its adoption and shall have the effect of extending Ordinance No. 10-O-2585 to April 22, 2011; provided, however, that after notice pursuant to Section 65090 of the California Government Code and public hearing, the City Council may extend the effectiveness of Ordinance No. 10-O-2585 as provided in Government Code Section 65858. A report concerning the steps taken by the City to develop and adopt a permanent ordinance was made available at least 10 days before the adoption of this ordinance extending Ordinance No. 10-O-2585.

Section 7. Publication.

The City Clerk shall certify to the adoption of this Ordinance and shall cause this Ordinance and his certification, together with proof of publication, to be entered in the Book of Ordinances of the Council of this City.

ADOPTED: August 31, 2010
JIMMY DELSHAD
Mayor of the City of Beverly Hills, California

ATTEST:
BYRON POPE (SEAL)
City Clerk

APPROVED AS TO FORM:
LAURENCE S. WIENER
City Attorney

APPROVED AS TO CONTENT:
JEFFREY KOLIN
City Manager

SUSAN HEALY KEENE, AICP
Director of Community Development

VOTE:
AYES: Councilmembers Mirisch, Brien, Krasne, Brucker, and Mayor Delshad
NOES: None
ABSENT: None
CARRIED

ORDINANCE NO. 10-O-2587

AN ORDINANCE OF THE CITY OF BEVERLY HILLS ESTABLISHING TOBACCO RETAIL PERMITTING REQUIREMENTS AND AMENDING THE BEVERLY HILLS MUNICIPAL CODE

THE CITY COUNCIL OF THE CITY OF BEVERLY HILLS DOES ORDAIN AS FOLLOWS:

Section 1. Chapter 2 of Title 4 of the Beverly Hills Municipal Code is amended by adding a new Article 21 to read as follows:

“Article 21 Tobacco Retailer Permitting Regulations

4-2-2101. Purpose

In enacting this Article, it is the intent of the City Council to encourage responsible tobacco retailing and to discourage violations of tobacco-related laws, especially those that discourage the sale or distribution of tobacco and nicotine product to minors. There is no intent, however, to expand or reduce the degree to which the acts regulated by federal or state law are criminally proscribed or to alter the penalties provided therein.

4-2-2102. Definitions

For purposes of this Article, the following words and terms shall be defined as follows:

“Permittee” shall mean any proprietor holding a permit issued by the City pursuant to this Article.

“Person” shall mean any individual, partnership, co-partnership, firm, association, joint stock company, corporation, or combination of the above in whatever form or character.

“Proprietor” shall mean a person with an ownership or managerial interest in a business. An ownership interest shall be deemed to exist when a person has a ten percent (10%) or greater interest in the stock assets, or income of a business other than the sole interest of security for debt. A managerial interest shall be deemed to exist when a person can or does have, or can or does share ultimate control over the day-to-day operations of a business.

“Tobacco paraphernalia” includes cigarette papers or wrappers, pipes, holders of smoking materials of all types, cigarette rolling machines, and any other item designed for the smoking or ingestion of tobacco or products prepared from tobacco.

“Tobacco product” shall mean any manufactured substance made from the tobacco plant, including but not limited to cigarettes, cigars, pipe tobacco, snuff, chewing tobacco and smokeless tobacco, or products prepared from tobacco and designed for smoking or ingestion.

“Tobacco retailer” shall mean any person or business that operates a store, stand, booth, concession or other place at which the person or business sells, offers for sale, or exchanges or offers to exchange for any form of consideration, tobacco, tobacco products or tobacco paraphernalia

“Tobacco retailer permit” shall mean a permit issued by the City authorizing a proprietor to engage in tobacco retailing.

“Tobacco retailing” shall mean the selling, offering for sale or exchanging or offering to exchange for any form of consideration tobacco, tobacco products or tobacco paraphernalia products.

4-2-2103. Tobacco Retailer Permit Required.

A. It shall be unlawful for any person to act as a tobacco retailer without first obtaining and maintaining a valid tobacco retailer permit pursuant to this Article for each location at which that activity is to occur.

B. Notwithstanding the provisions of Article 1 (“General Provisions”) of Chapter 1 of this Title 4, the issuance, suspension, and revocation of a tobacco retailer permit, and all related procedures, shall be governed solely by this Article.

C. Failure to obtain a tobacco retailer permit prior to commencing the sale of tobacco products shall constitute a separate violation of this Section for each day such business is carried on without a permit

4-2-2104. Application Process

A. An application for a tobacco retailer permit shall be submitted in the name of each proprietor proposing to conduct tobacco retailing and shall be signed by each proprietor or an authorized agent thereof. An application is required for each location where retail tobacco sales are to occur.

B. All applications shall be submitted to the Administrative Services Department, Finance Division, on a form supplied by the City and shall contain the following information:

1. The name, address, and telephone number of each proprietor;
2. The business name, address, and telephone number of the fixed location for which a tobacco retailer permit is sought;
3. The name and mailing address authorized by each applicant to receive all permit-related com-

munications and notices (the "authorized address"). Failure to supply an authorized address shall be understood to consent to the provision of notice at the business address specified in subsection B.2 of this section;

4. Whether any applicant has previously been issued a permit pursuant to this Article that is or was at any time suspended or revoked and, if so, the dates of the suspension period or the date of revocation;

5. Proof that the location for which a tobacco retailer permit is sought has been issued a valid state tobacco retailer permit by the California Board of Equalization.

6. Such other information as the City deems necessary for the administration or enforcement of this Article.

C. All information required to be submitted in order to apply for a tobacco retailer permit shall be updated whenever the information changes. A tobacco retailer shall provide the City in writing with any updates within ten (10) business days of a change.

4-2-2105 Permit Fees

The annual fee for a tobacco retailer permit shall be established by resolution of the City Council. A tobacco retailer permit is invalid if the appropriate fee has not been timely paid in full.

4-2-2106 Issuance and Renewal of Permit.

A. Upon receipt of both the application for a tobacco retailer permit and the permit fee, the Director of Administrative Services or his or her designee, shall issue a tobacco retailer permit unless:

1. The application is incomplete or the information presented in the application is inaccurate or false;

2. The application seeks authorization for tobacco retailing by a proprietor who has a suspended or revoked tobacco retailer permit;

3. The application seeks authorization for tobacco retailing that is prohibited pursuant to this Article, that is unlawful pursuant to the Municipal Code including without limitation the zoning code, building code and business license code, or that is unlawful pursuant to any other local, state or federal law;

5. The proprietor has not obtained a valid state tobacco retailer permit from the California Board of Equalization.

6. The City has information that the applicant or his or her agents or employee(s) has violated any local, state or federal tobacco control law at the location for which the permit or renewal of the permit is sought within the preceding thirty-day (30) period.

B. A tobacco retailer permit shall be valid for one year and must be renewed not later than thirty (30) days prior to the expiration of the permit, but no earlier than sixty (60) days prior to the expiration of the permit. Unless revoked on an earlier date, all permits shall expire one year after the date of issuance.

C. A tobacco retailer permit that is not timely renewed shall expire at the end of its term. To reinstate a permit that has expired, or to renew a permit not timely renewed, the proprietor must:

1. Submit the permit fee plus a reinstatement fee and the application renewal form; and

2. Submit a signed affidavit affirming that the proprietor has not sold and will not sell any tobacco product or tobacco paraphernalia after the permit expiration date and before the permit is renewed.

D. Where the permit is not approved or renewed, the Director of Administrative Services shall notify the applicant of the specific grounds for the denial in writing. The notice of denial shall be served personally or by mail not later than five calendar days after the date of the denial. If by mail, the notice shall be placed in a sealed envelope, with postage paid, addressed to the applicant at the address as it appears on the application. The giving of notice shall be deemed complete at the time of deposit of the notice in the United States mail without extension of time for any reason. In lieu of mailing, the notice may be served personally by delivering to the person to be served and service shall be deemed complete at the time of such delivery. Personal service to a corporation may be made by delivery of the notice to any person designated in the Code of Civil Procedure to be served for the corporation with summons and complaint in a civil action.

4-2-2107. Permits Nontransferable

A tobacco retailer permit is nontransferable and is valid only for the person(s) and location specified in the permit application. If a permittee changes business location, that permittee must obtain a new permit prior to acting as a tobacco retailer at the new location. If a business permitted to conduct tobacco retailing is sold, the new owner must obtain a permit for that location before acting as a tobacco retailer.

4-2-2108. Permit conveys a limited, conditional privilege.

Nothing in this part shall be construed to grant any person obtaining and maintaining a tobacco retailer permit any status or right other than the limited conditional privilege to act as a tobacco retailer at the location identified on the face of the permit. A tobacco retailer permit does not make the retailer a "retail or wholesale tobacco shop" for the purposes of California Labor Code Section 6404.5.

4-2-2109. Requirements for Operation.

A. It is the responsibility of each tobacco retailer to be informed of the laws affecting the issuance of a tobacco retailer's permit

B. The sale of tobacco products or paraphernalia from other than a fixed location, including but not limited to tobacco retailing by persons on foot or from vehicles is prohibited and no permit shall be issued under this Article for any such activity.

C. The display of an advertisement relating to tobacco products or paraphernalia that promotes the same or distribution of such products from the tobacco retailer's location or that could lead a reasonable consumer to believe that such product can be obtained at that location without first obtaining and maintaining a valid tobacco retailer's permit pursuant to this Article, is prohibited

D. The tobacco retailer shall prominently display the tobacco retail permit in a publicly and readily visible location at the permitted location.

E. No person engaging in tobacco retailing shall sell or transfer a tobacco product or paraphernalia to another person who appears to be under the age of thirty years without first examining the identification of the recipient to confirm that the recipient is at least the minimum age under state law to purchase and/or possess the tobacco products.

F. No person who is younger than the minimum age established by state law for the purchase or possession of any tobacco product shall engage in tobacco retailing.

G. It shall be a violation of the tobacco retailer permit for a permittee or his or her agent or employee to violate any local, state, or federal tobacco-related law.

4-2-2110. Compliance Monitoring.

The City shall not enforce any law establishing a minimum age for tobacco purchases or possession against a person who otherwise might be in violation of such law because of the person's age (hereinafter "Youth Decoy") if the potential violation occurs when: (i) the Youth Decoy is participating in a compliance check supervised by a peace officer or a code enforcement official of the City; or (ii) the Youth Decoy is participating in a compliance check funded in part, either directly or indirectly through subcontracting, by the Los Angeles County Health Department or the California Department of Health Services.

4-2-2111 Suspension or Revocation of Tobacco Retailer Permit

A. In addition to any other remedy authorized by law, the following penalties shall be imposed if the City finds that the permittee or his or her agents or employees has or have violated any of the provisions of this Article.

1. Upon a finding by the City of a first violation within any five-year period, the permittee shall pay a civil penalty to the City in the amount of \$250.00.

2. Upon a finding by the City of a second violation within any five-year period, the tobacco retailer permit shall be suspended for ninety (90) days and the permittee shall pay a civil penalty to the City in the amount of \$750.00.

3. Upon a finding by the City of a third violation within any five-year period, the tobacco retailer permit shall be revoked and the permittee shall pay a civil penalty to the City in the amount of \$1,000.00

B. A tobacco retailer permit shall be revoked if the City finds that either one or both of the following conditions exist:

1. One or more of the bases for denial of a permit under Section 4-2-2106 existed at the time application was made or at anytime before the permit issued.

2. The information contained in the permit application, including supplemental information, if any, is found to be false in any material respect.

C. In the event the City suspends or revokes a permit, written notice of the suspension or revocation shall be served upon the permittee within five days of the suspension or revocation in the manner prescribed in Section 4-2-2106. The notice shall contain:

1. A brief statement of the specific grounds for such suspension or revocation;

2. A statement that the permittee may appeal the suspension or revocation by submitting an appeal, in writing, in accordance with the provisions of Section 4-2-2112, to the City Clerk, within ten (10) calendar days of the date of service of the notice; and

3. A statement that the failure to appeal the notice of suspension or revocation will constitute a waiver of all right to an administrative appeal hearing, and the suspension or revocation will be final.

D. A permittee for whom a permit suspension is in effect must remove all tobacco products, tobacco paraphernalia and tobacco-related advertising from public view at the address that appears on the suspended permit.

4-2-2112 Denial, Suspension and Revocation—Appeals

A. Any applicant or permittee aggrieved by a decision denying, suspending, or revoking a permit, may appeal the decision by submitting a written appeal to the City Clerk within ten (10) calendar days from the date of service of the notice of denial, suspension, or revocation. The written appeal shall contain:

1. A brief statement in ordinary and concise language of the specific action protested, together with any material facts claimed to support the contentions of the appellant;

2. A brief statement in ordinary and concise language of the relief sought, and the reasons why it is claimed the protested action should be reversed or otherwise set aside;

3. The signatures of all parties named as appellants and their official mailing addresses; and

4. The verification (by declaration under penalty of perjury) of at least one appellant as to the truth of the matters stated in the appeal.

B. The appeal hearing shall be conducted by an administrative hearing officer appointed pursuant to Section 1-3-317 of this code.

C. Written notice of the time and place of the hearing shall be given at least ten (10) calendar days prior to the date of the hearing to each appellant by the City either by causing a copy of such notice to be delivered to the appellant personally or by mailing a copy thereof, postage prepaid, addressed to the appellant at the address shown on the appeal.

D. Failure of any person to file a timely appeal in accordance with the provisions of this section shall constitute an irrevocable waiver of the right to an administrative hearing and a final adjudication of the notice and order, or any portion thereof.

E. Only those matters or issues specifically raised by the appellant in the appeal notice shall be considered in the hearing of the appeal.

F. Any suspension or revocation of a permit shall be stayed during the pendency of an appeal which is properly and timely filed pursuant to this section.

4-2-2113 Hearings-Generally

A. At the time set for hearing, the hearing officer shall proceed to hear the testimony of the City, the appellant, and other competent persons respecting those matters or issues specifically listed by the appellant in the notice of appeal.

B. The proceedings at the hearing shall be electronically recorded. Either party may provide a certified shorthand reporter to maintain a record of the proceedings at the party's own expense.

C. The hearing officer may, upon request of the appellant or upon request of the City, grant continuances from time to time for good cause shown, or upon his or her own motion.

D. In any proceedings under this chapter, the hearing officer has the power to administer oaths and affirmations and to certify to official acts. Hearings need not be conducted according to the technical rules relating to evidence and witnesses.

4-2-2114 Form and Contents of Decision-Finality of Decision

A. If it is shown, by a preponderance of the evidence, that one or more bases exist to deny, suspend, or revoke the permit, the hearing examiner shall affirm the City's decision to deny, suspend, or revoke the permit. The decision of the hearing examiner shall be in writing and shall contain findings of fact and a determination of the issues presented.

B. The notice of decision shall inform the appellant that the decision is a final decision and that the time for judicial review is governed by California Code of Civil Procedure Section 1094.6. Copies of the decision shall be delivered to the parties personally or sent by certified mail to the address shown on the appeal. The decision shall be final when signed by the hearing examiner and served as provided in this section.

4-2-2115. Enforcement.

A. In addition to any other remedy, any person violating any provision of this Article shall be guilty of a misdemeanor for each day such violation continues.

B. In addition to other remedies provided by this Article or by other law, any violation of this Article may be enforced by a civil action brought by the City Prosecutor, including for example, administrative or judicial nuisance abatement proceedings; civil or criminal code enforcement proceedings; and suits for injunctive relief. The City may recover reasonable attorneys fees and costs of suit in any civil action brought by the City Prosecutor to remedy any violation of this chapter.

C. Any violation of this Article may, in the discretion of the City Prosecutor, be prosecuted as infractions or misdemeanors.

D. Violations of this Article are hereby declared to be public nuisances subject to abatement by the City.

E. In addition to criminal sanctions and other remedies set forth in this Article, administrative penalties may be imposed pursuant to Article 3 of Chapter 3 of Title 1 against any person violating any provision of this Article. Imposition, enforcement, collection and administrative review of administrative penalties imposed shall be conducted pursuant to Article 3 of Chapter 3 of Title 1.

F. The remedies provided by this Article are cumulative and in addition to any other remedies available at law or in equity.

Section 2. Any tobacco retailer in operation on the effective date of this ordinance shall obtain a tobacco retailer permit within 45 days of the effective date of this ordinance.

Section 3. Severability. If any section, subsection, subdivision, paragraph, sentence, clause or phrase of this Article, or its application to any person or circumstance, is for any reason held to be invalid or unenforceable, such invalidity or unenforceability shall not affect the validity or enforceability of the remaining sections, subsections, subdivisions, paragraphs, sentences, clauses or phrases of this Article, or its application to any other person or circumstance. The City Council declares that it would have adopted each section, subsection, subdivision, paragraph, sentence, clause or phrase hereof, irrespective of the fact that any one or more other sections, subsections, subdivisions, paragraphs, sentences, clauses or phrases hereof be declared invalid or unenforceable.

Section 4. The City Clerk shall cause this ordinance to be published at least once in a newspaper of general circulation published and circulated in the City within fifteen (15) days after its passage, in accordance with Section 36933 of the Government Code, shall certify to the adoption of this ordinance, and shall cause this ordinance and his certification, together with proof of publication, to be entered in the Book of Ordinances of the Council of this City.

Section 5. This Ordinance shall go into effect and be in full force and effect at 12:01 a.m. on the thirty-first (31st) day after its passage.

PASSED, APPROVED AND ADOPTED this 31st day of August 2010.

JIMMY DELSHAD
Mayor of the City of Beverly Hills, California

ATTEST:
BYRON POPE (SEAL)
City Clerk

APPROVED AS TO FORM:
LAURENCE S. WIENER
City Attorney

APPROVED AS TO CONTENT
JEFFREY KOLIN
City Manager

VOTE:
AYES: Councilmembers Mirisch, Brien, Krasne, Brucker, and Mayor Delshad
NOES: None
ABSENT: None
CARRIED

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100-199 Announcements

105-General Services
110-Funeral Directors
115-Cemetery/Mausoleums
120-Clubs/Meetings
125-Personals
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

201-Accounting
202-Acoustics
204-Additions
206-Appliance Repair
208-Asphalt Paving
210-Bath Tub Repair/Reglazing
212-Bookkeeping Services
214-Brush Clearing

215-Building

216-Car Alarms
217-Culinary Service
218-Carpentry
220-Cleaning
222-Carpet Installation
224-Computer Repair
225-Computer Tech Support
226-Concrete
227-Construction
228-Contractors
230-Counseling
232-Decking
234-Drywall
236-Electrical
237-Entertainment
238-Exterminators
240-Fencing
242-Garage Doors
244-Handyman
246-Hauling
248-Internet Services
250-Iron Work
252-Janitorial
254-Landscaping
255-Legal Services

LEGEND

256-Locksmith
258-Moving/Storage
260-Music Instruction
262-Painting
264-Pet Sitting
265-Photography
266-Plumbing
267-Piano Tuning
268-Roofing
270-Sandblasting
272-Security Services
274-Stained Glass
276-Tile
278-Tree Service
280-Tutoring
282-TV/VCR/DVD Repair
284-Video Systems
286-Windows
288-Word Processing
289-Lessons
290-Trainer

300-399 Rentals
300-House Furnished

302-House Unfurnished
304-Apartments Furnished
306-For Rent
308-Condominiums
309-Recreational For Rent
310-Rooms
312-Rentals to Share
314-Hotels/Motels
316-Garages Storage
318-Office Space
320-Commercial
322-Resort Property
325-For Lease

400-499 Real Estate
400-Homes For Sale
401-Real Estate
402-Condominiums
404-Commercial/Industrial
406-Mobile Homes
408-Income Property
410-Lots For Sale
412-Farms/Ranches
414-Resort Property

416-Lakeshore Property
418-Oceanfront Property
420-Out-of-State Property
422-Real Estate Exchange
424-Real Estate Wanted
500-599 Employment
500-Employment Opportunities
501-Help Wanted
505-Work at Home
510-Employment Agencies
515-Business Services
516-Business Opportunities
520-Jobs Wanted
521-Personal Shopper
522-Drivers

600-799 Merchandise
600-Garage Sales
610-For Sale
615-Business For Sale
700-Antiques
705-Appliances
710-Medical Supplies
715-Coins & Stamps
720-Computers
725-Furniture

726-Miscellaneous
730-Musical Instruments
735-Office Furniture
740-Television/Radio

800-899 Financial
800-Real Estate Loans
801-Financial Services
802-Money to Loan
804-Money Wanted
806-Mortgage & Trust
808-Escrows

900-999 Transportation
900-Autos For Sale
905-Trucks & Vans
910-Motorhomes/Campers
915-Motorcycles
920-Trailers
925-Classics
930-Auto Leasing
935-Aircraft
940-Boats
945-Personal Watercraft
950-Marine Supplies
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