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THIS WEEK



**The Social Diary:
International Women's Day**

SEE PAGE 16



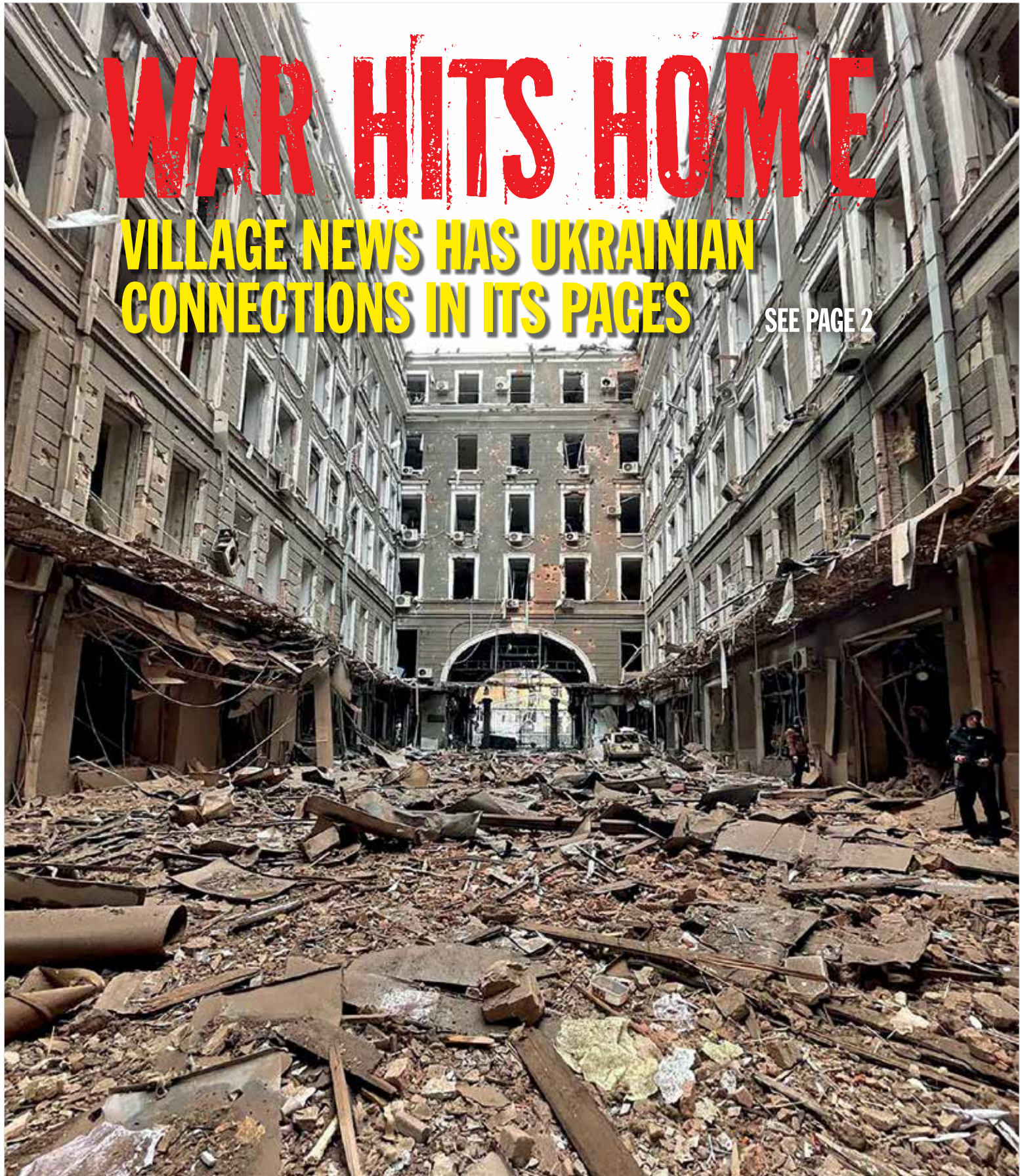
**Student earns international
honors for podcast**

SEE PAGE 9



**Custom dresses make
dreams come true**

SEE PAGE 16



A residential building that is severely damaged in Kharkiv after Russian attacks. As fighting intensifies this week, Russian forces are bombing cities across the country and killing civilians who are unable to escape. Russia began its invasion of Ukraine on Feb. 24.

DEPOSIT PHOTOS



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San Diego Community Newspaper Group has several Ukrainian connections

By RACHEL ROSEN

The tragedy of the Russian invasion of Ukraine has impacted the world as the humanitarian crisis evolves and worsens daily.

In professional and personal ways, San Diego Community Newspaper Group has a connection to Ukraine. The media company outsources most of its page and ad design to Design2Pro, which has a production center in Eastern Europe with many of the graphic designers located in Ukraine.

"It's so tragic and heartbreaking to witness this horrific act of violence unfold," said Julie Main, owner and publisher of San Diego Community Newspaper Group. "Having a working connection with these guys makes us anxious about their safety and well-being. We hope and pray for an end to this in-humane invasion and crimes against humanity."

Ira, who designs Beach & Bay Press, La Jolla Village News, and Peninsula Beacon, lived in Kyiv with his family as of earlier this week. He was there with his son, daughter, and 6-year-old granddaughter. At first, they didn't evacuate and hid in the basement of their home during the bombings.

"It is very cold in the basement and there is not enough space," Ira wrote in an email. "Then we decided that it was more dangerous there than in the apartment, and we moved to the densest walls in the apartment, on the floor. We barricaded the window



View of the ruined city center of Kharkiv after Russian attacks.

DEPOSIT PHOTOS

with boxes and things, and removed the glass doors from their hinges."

Ira and his family were living every day in fear. He said it is difficult to concentrate on anything and think in general. He speaks highly of his homeland, describing the Ukrainian people as invincible and "strong and spirit, all united." He is proud of his daughter's husband who is fighting in the Ukrainian army.

He and his family have since evacuated and are now in Romania.

"Here I am complaining to Ira that a photo credit is in the wrong font,

and he and his family are dodging missiles," said Thomas Melville, editor of Beach & Bay Press, La Jolla Village News, and Peninsula Beacon. "I have no idea how he worked during the invasion, but he did. These Ukrainians are just made different — they're tough. I'm relieved he and his family members made it to Romania."

Michael Kurov, who is the owner of Design2Pro, was born in Russia and currently lives in Santa Barbara. He is keeping in constant contact with his employees overseas.

"I know them for a very long time," Kurov said. "Some of them have worked for us for almost 20 years. A lot of people I know personally, and I know their families. When you work with someone for such a long time, you get to know them well."

He has accounted for all but one person out of the 52 employees in Ukraine.

"Only one person disappeared, which is kind of scary — it's really scary," said Kurov. "He's actually from Poland, [he's a] designer, but he went to Ukraine for his family to

bring them back right before it started and we cannot get into contact with him for a whole week."

All other Design2Pro employees are still working despite the chaos. Kurov is attempting to help them and their families evacuate to safer locations.

"We're trying to organize an evacuation from the areas affected the most — eastern parts of the country — to places where people will be safe," he explained. "We've organized some places in Moldova... and western parts of the country that I expect are not going to be affected as much as the eastern parts of the country."

Kurov acknowledged that it's hard to predict anything in a time of war but he guesses that western Ukraine is safer than the eastern regions. A large barrier is that men aged 18-60 are not allowed to leave the country.

"Places like Poland and Moldova are out of reach for them so that's why Lviv is the best possible solution as of right now," he said. "So people are slowly moving because of the huge line and it's dangerous to go there because it's war and they can get shot somewhere along the way. But luckily, one by one, family by family they are able to get there, but a lot of people got stuck in dangerous areas."

Kurov didn't expect the Russian invasion to happen.

"It's 2022, and we basically went back to World War II and World War I," he said. "It's crazy, it's not supposed to be like this."

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SCOTT'S PB SPOTLIGHT

I often get met with surprise when people learn that I grew up here in PB since there aren't too many "locals" anymore. It got me thinking, there's a lot of interesting people and businesses in our community that people may not know about if they are new to the area. So, each month I will be spotlighting someone within our community that I think has an interesting story to share.

Nick Desantis: Desantis Renovation Solutions: 619-300-9241

Nick grew up in La Mesa and Los Angeles as a young kid and then the family moved to Ramona where he finished up middle school and went to high school. His grandmother lived in PB his whole life, where he spent his summers, and even from an early age, he knew he wanted to end up in PB. Nick is a lifelong soccer player and he played both college and semi-pro soccer. This love of soccer is what led him to meeting his amazing and beautiful wife Alea, a PB native and graduate of UJ High. They met while playing adult league soccer and many years later, 3 kids, multiple pets, starting a business, building a house and lots in between, they currently live in North PB and Nick has become a remodel specialist in PB.

Nick cut his teeth in the construction business working in high school for his stepdad who was a custom house painter. He said his stepdad was a "master of his trade" and that he had "an incredible work ethic" and he taught Nick the importance of both, lessons Nick said he values to this day. After pursuing pro soccer for a number of years and doing construction work for others, Nick started DRS in 2008 with his little brother Damian and hasn't stopped growing since. They specialize in kitchen and bathroom remodels but can do most anything. They've developed a niche specialty in being condo remodel experts and have developed great relationships with local HOAs, which helps both them and their clients have much smoother remodels. Running a remodeling company, managing double digit employees and subs and balancing 10-15 projects at any given time is a challenge but he applies a lesson his great-grandma taught him many years ago to make it work. "Don't get too high with the good and don't let the bad get you too down". That lesson, along with having enough good people working with him so he's not spread too thin so he can still give each customer the time and attention they deserve. When I asked Nick what he likes most about his career path and what he likes least, he said, "Favorite is the flexibility of schedule that allows me to stay close to home and be involved with our kid's schools and all their



extracurricular activities. Building a family business with my brother is pretty cool too! Least favorite is just the inevitable stress that comes with the responsibilities that you can never be content with what you've done...but that also keeps the drive and motivation to keep growing and building our reputation for the future". A little glimpse into the quality of character Nick possesses.

I've known Nick a long time. I grew up with his wife's older brothers so I met him as soon as he met his wife. We were at each other's weddings, our kids are friends, we played basketball for years together and over all of those years we've had many laughs, lots of good times and he's worked on a lot of remodeling projects for me. He's an amazing friend, husband and father and a bit of a Fantasy Football savant, having won our fantasy football league an astounding 4 times! There are lots of good people in the world and then there are REALLY good people in the world. Nick is a REALLY good dude. His honesty, integrity and dedication to his family, friends and craft are truly inspiring.

If you know of someone you think has an interesting story, send me an email scott@isellbeach.com with their info and why you think they would be a good person/business to spotlight and will consider them for a monthly spotlight.

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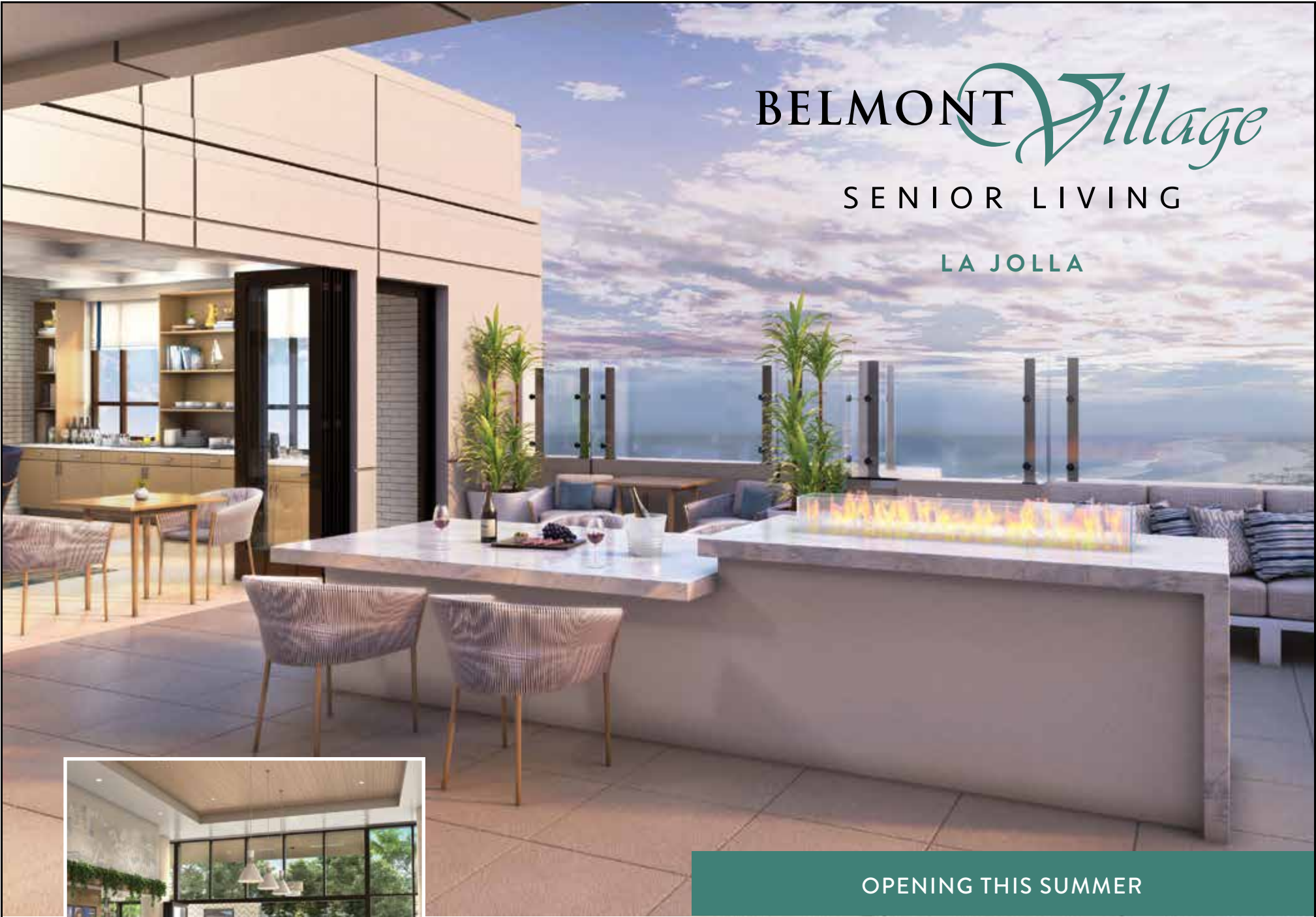
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Strange DNA structures may drive cancer development

La Jolla Institute for Immunology researchers shed light on the role of TET enzymes in genomic stability and cancers.

Scientists at the La Jolla Institute for Immunology (LJI) have uncovered how loss of TET enzymes can lead to B cell lymphoma. Their research, published in *Nature Immunology*, could potentially open opportunities for designing drug treatment strategies to target malignant cells in many cancers.

The new research was led by LJI Professor Anjana Rao, Ph.D., in the LJI Center for Cancer Immunotherapy, and experiments were spearheaded by LJI instructor Vipul Shukla, Ph.D., (soon to be an assistant professor at Northwestern University) and UC San Diego graduate student Daniela Samaniego-Castruita.

The new research helps scientists finally link two dangerous phenomena in cancer cells.

In previous studies, scientists spotted mutations that cause TET enzymes to lose their function in many patients with blood cancers and solid cancers. Researchers have also found that genomic instability, such as double-stranded breaks in the DNA code, are a common feature in cancer cells.

In this project, scientists explored one potential way in which TET deficiency is connected to genomic instability.

"This study provides insights about an important question in the field," says Shukla.

By studying a mouse model of lymphoma, the researchers found that deleting TET2 and TET3 enzymes in mature B cells had huge consequences for B-cell homeostasis. "The TET-deficient mice developed lymphoma, and we observed an increase in marks associated with genomic instability, such as double strand breaks," says Samaniego-Castruita.

The team then performed genomic analysis for clues to what was happening at the molecular level. They saw that without TET2 and TET3, the DNA became riddled with unusual DNA structures called G-quadruplexes and R-loops.

DNA normally has two strands running parallel to each other, like two rails of a ladder. R-loops appear when a third rail, made of RNA, slips in and forces a gap between the two DNA rails. G-quadruplexes act like knots on the DNA rails. Both R-loops and G-quadruplexes make it hard for the original two rails of DNA to "unzip" as the cell tries to read the DNA code and keep the cell working properly.

Shukla and Samaniego-Castruita examined these DNA structures in depth thanks to funding from the La Jolla Institute's Tullie and Rickey Families SPARK Awards for Innovations in Immunology.

"These structures represent sites in the DNA that are much more fragile than other regions," says Shukla. "With this study, we found that TET enzymes are perhaps related to the regulation of these structures, which could in turn explain one mechanism for acquisition of genomic instability in the absence of TET enzymes."

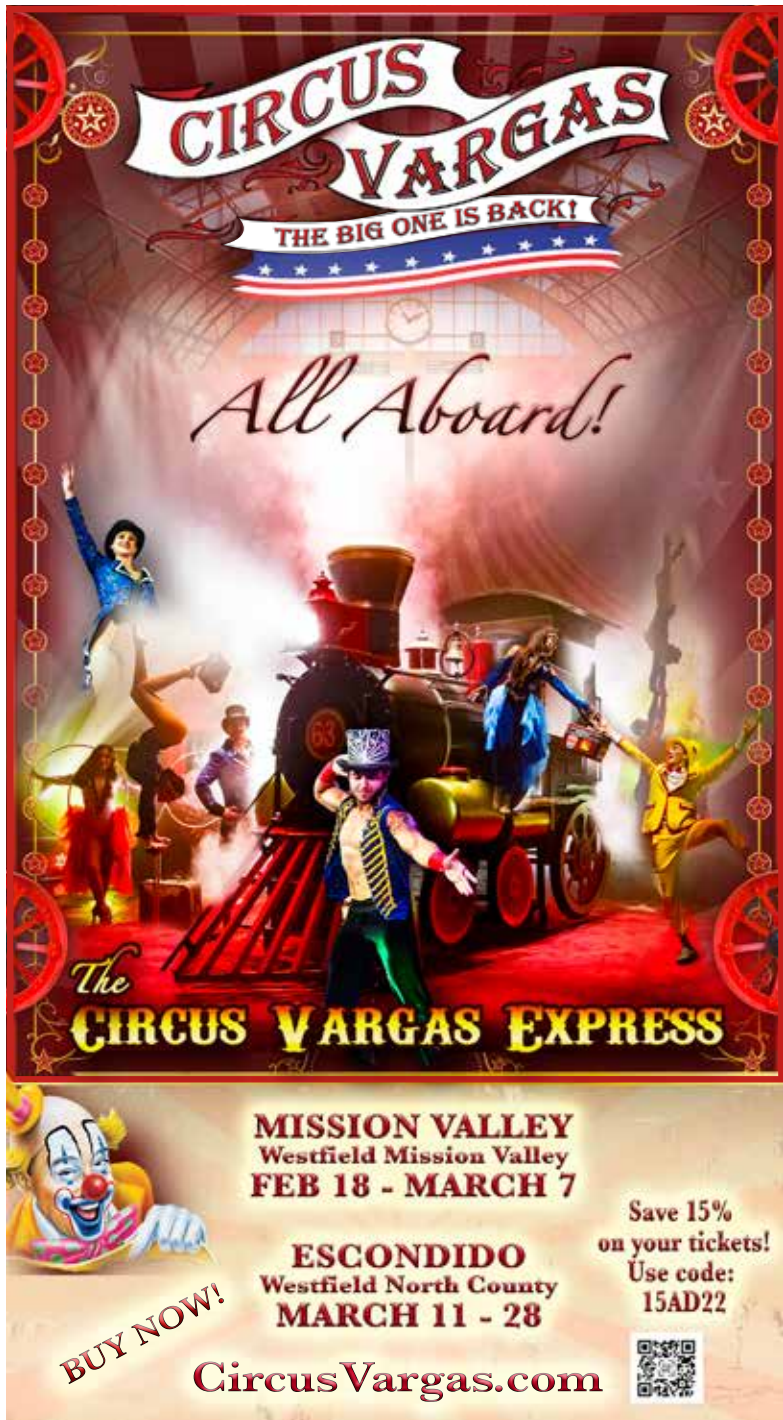
When it comes to B cell malignancies, G-quadruplexes and R-loops appear to be a missing link between tell-tale TET mutations and dangerous genomic instability.

So if G-quadruplexes and R-loops are causing problems, is there a way to stop them from forming?

Shukla and Samaniego-Castruita observed that DNMT1 was upregulated in TET-deficient B cells. DNMT1 is a key enzyme responsible for maintaining marks on DNA called "DNA methylation." DNA methylation is an important regulatory mark in the genome, and is normally removed through the activity of TET enzymes.

Without TET enzymes, the normal give-and-take of DNA methylation marks was broken. So in their next experiment, the scientists also deleted the *Dnmt1* gene in TET-deficient B cells in mice to test if levels of G quadruplexes and R-loops could be altered upon removal of DNMT1 protein.

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Structural changes proposed amid state's rising energy rates

Study: 20 cents of every dollar in a non-solar customer's energy bill subsidizes solar customers

By KENDRA SITTON

A vote to change California's Net Energy Metering (NEM) rooftop solar subsidies has been delayed – giving locals more time to weigh in on the contentious proposal that seeks to more equitably divide costs between residential solar customers and those without solar.

The California Public Utilities Commission delayed a January vote on a proposed policy change that would make rooftop solar owners pay into the fixed costs of maintaining the grid. Currently, all those costs are shifted onto energy users without solar panels. This includes costs such as maintenance repairs as well as projects to move wires underground in order to prevent wildfires.

The Wall Street Journal characterized the current policy as "welfare for the wealthy" with rich Californians benefiting from the subsidies while costs were shifted to the poor.

Opponents worry this will discourage new solar customers and hurt the state's booming solar industry.

San Diego County has the most solar penetration of any California county – with an estimated 25% of homes using the renewable energy source. Those homeowners are

compensated at the market rate for any excess energy they contribute to the grid.

Haney Hong, a resident of the East San Diego neighborhood, revealed that due to his rooftop solar panels, his annual San Diego Gas & Electric (SDG&E) bill is around \$56. Meanwhile, those without solar are estimated to pay \$240 more annually than their solar counterparts.

Even if this subsidy changes, there are still many state programs in place as incentives for people to switch to solar. However, even with those cost-saving measures in place, studies show the vast majority of homes with solar make more than \$50,000 in income. Sixty-five percent of residential solar customers have incomes in the six figures.

"Residential solar is overwhelmingly purchased by those who can afford the initial costs," Hong said.

Poorer households, as well as renters and people living in apartments, are cut off from the benefits of solar and the costs of maintaining the grid are shifted to them.

Hong leads the San Diego County Taxpayer Association and is urging the California Public Utilities Commission to more aggressively fix this inequity that their shelved proposal would have. The organization is advocating for the commission to increase the rates for



An SDG&E staff member at the lithium battery storage facility in Escondido (Photo courtesy SDG&E)

solar customers within five years rather than slowly over 15 years. Their proposal would make the rare low-income solar customers exempt from rising costs.

"When... we create structures that don't help those in poverty, we run the risk of concentrating [wealth] and making California even less livable than it already is," Hong said.

The focus on more equitable metering comes amid a major surge in energy costs. SDG&E attributes the rise in rates to a hike in natural gas prices and an increase in use during the December cold front.

"There is a challenge in the ability to meet the demand for natural gas, which of course, spikes the price," said Anthony Wagner, communications manager at SDG&E. "The

natural gas cost has gone up about 25% in the last year, and SDG&E does not make a profit off an up-charge in gas. So whatever it costs at the wholesale price plus the cost of transmission and distribution is the cost that we pass off to our consumer or customer."

According to CBS8, SDG&E has the highest electricity rates in the country. The rates have risen since 2013 as SDG&E makes the grid more climate resistant and works to prevent wildfires. Still, Semptra, the owner of SDG&E, made \$9 billion in profits annually in a report they released.

"If we don't fix, for instance, the things in this solar rate proceeding and that energy metering, it's only going to push your rate higher and

higher. And so we have to fix these structural issues in the rates," Hong said.

All price increases must be approved by the California Public Utilities Commission, but Edward Lopez, executive director of Utility Consumers' Action Network (UCAN), told CBS8 that the commission often puts politics over people and rarely decreases rates.

The high cost of energy in the area is just another aspect of why San Diego is becoming too expensive for many. San Diego was recently named the least affordable city in the nation, surpassing San Francisco in a report conducted by home-buying platform OJO-Labs. While other metros like New York City may look more expensive on the surface, they are paired with higher wages.

Legislators are implementing other programs that should increase renewable energy use and decrease costs.

San Diego Assemblymember Chris Ward introduced AB2316 to establish a statewide solar and storage program. He noted that 45% of Californians are renters who cannot install solar. His idea is to install smaller-scale community solar projects so renters, residents, and business owners who cannot install solar themselves can subscribe to the project and receive a credit on their utility bill for their share of the power that is produced.

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COMPASS

Village Visioning Committee takes comprehensive look at improving La Jolla

By DAVE SCHWAB

Architect Trace Wilson is leading a seven-member team in developing an inclusive, long-term master plan guiding future development in the Village of La Jolla.

"In order to make a cohesive public realm with rights of way and complete streets, we're drafting a comprehensive look at La Jolla from Turquoise Street to UC San Diego and Interstate 5 to the ocean," said Wilson of the Village Visioning Committee. "The committee's primary focus will be on the community corridors along La Jolla Boulevard, Pearl Street, Torrey Pines Road, Nautilus Street, and La Jolla Rec Center in the Village's cultural district."

Added Wilson: "We're starting there focusing on rights of way reallocation deep into the future where we can create bike lanes, mid-block crossings, roundabouts where feasible, bulb-outs (traffic calming), and street patterns to create a much better pedestrian-oriented environment. It's really to create a very long-term vision for La Jolla."

Public infrastructure improvements spelled out in the master plan being developed can be paid for by local, state, and federal governments. "Then the La Jolla maintenance assessment district can ultimately help to fund and maintain it," said Wilson.



Artist's rendering of a La Jolla Village master plan being prepared by a seven-member committee.

Enhance La Jolla is a nonprofit run by commercial and residential property owners overseeing the operation of the maintenance assessment district within its Village boundaries. The MAD for the Village of La Jolla was established in November 2016 and began operations in 2019. Enhance La Jolla's primary goal is to create inviting and appealing public spaces that bring people together and improve their quality of life.

Wilson noted the Village Visioning Committee is not a part of Enhance La Jolla or the MAD but rather is an ad-hoc group of realtors, architects, engineers, and others connected with La Jolla Community Planning Association, which is La Jolla's land-use advisory group to the City. The Village Visioning Committee was formed about 1 1/2

years ago with the aid of planning association president Diane Kane and was charged with developing a macro view of La Jolla.

Wilson said Village Visioning Committee's design team is "all local and all pro bono." He added there is no timetable yet for completing the Village master plan. A design charrette involving the public and soliciting residents' views on what should go into the master plan will happen soon once details are worked out.

Assessing the larger picture in creating an overarching master plan, Wilson said the Village Visioning Committee can now plan for multiple modes of transportation including bikes and ebikes, as well as prepare for changes in Village retail.

"We want a vibrant mix of dining and entertainment

intermingled with retail in the Village," said Wilson pointing out La Jolla's retail environment has changed significantly over the years.

"Back in the '70s and '80s, La Jolla went from having department stores like Saks Fifth Avenue, I Magnum, and Walker Scott to having small shops," he said. "Since then, our notion of what retail really is has disintegrated and changed. And we haven't kept up."

Noting La Jolla has had no overall game plan "to attach to over the last 25 years," Wilson added, "We've sort of been waiving our arms in the air talking about things, but nothing's been specific enough."

One of the problematic issues with urban planning in La Jolla is that the community's Planned

District Ordinance, according to Wilson, is "so vague and not specific that, if you're a developer doing a project, you're lost because there's really no cohesive urban public realm. So we're trying to give the City and other agencies a guide to work from."

Wilson pointed out that, up until now, infrastructure improvement projects have been done piecemeal in La Jolla. But there's been no grand plan to integrate them into a comprehensive whole.

"We've had a lot of small, incremental projects done, a roundabout here, an intersection or a flashing light there, but there's been nothing that really takes a comprehensive urban design look at everything," he said. "And that's what we're going to do."

Museum of Contemporary Art San Diego's grand re-opening set for April 9

The Museum of Contemporary Art San Diego has announced the reopening of its flagship location in La Jolla will take place Saturday, April 9.

The expanded Museum of Contemporary Art San Diego (MCASD), which over the past four years has undergone a \$105 million renovation and expansion by world-renowned Selldorf Architects, will offer four times the current gallery space, two levels of light-filled galleries, a public park, and new seaside terraces offering dramatic views of the Pacific Coast.

The new design includes the renovation of 28,000 square feet of existing spaces as well as the addition of 46,400 square

feet of new spaces to MCASD, effectively doubling the museum's existing square footage and bringing the new total size of the museum to 104,400 square feet. Since the museum's founding in 1941, MCASD has evolved into a leading visual arts organization with two distinct locations, situated in the coastal community of La Jolla and in the heart of downtown.

The La Jolla building will be renamed in honor of donors and arts supporters Joan and Irwin Jacobs. Their gift of \$20 million provided the foundation for extensive fundraising efforts. Jacobs' involvement with MCASD dates back to 1967.

READ MORE ONLINE AT sdnews.com

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The California Department of Toxic Substances Control (DTSC) has issued an Emergency Permit to University of California – San Diego (UCSD) for onsite treatment of expired chemicals located at 9500 Gilman Drive, San Diego, CA 92093. The items treated consisted of the following: one 500-gram container of 2,2 Azobisisobutyronitrile; three 100-gram, two 50-gram, four 10-gram containers of Potassium.

The Clean Harbors Environmental Services company is contracted to conduct this treatment. The chemicals are potentially reactive and unsafe for transport in their previous state. The treatment involved the addition of liquid solution to the containers to stabilize the chemical. Once the chemicals are treated, they will be transported offsite for proper management. DTSC has determined that the chemicals posed an imminent and substantial endangerment to human health and the environment if not properly managed. Therefore, an emergency permit is issued. This Emergency Permit is effective from February 24, 2022 through March 24, 2022. The Emergency Permit includes measures to minimize any adverse impact to the community and the environment.

CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA): DTSC has determined that the issuance of this permit is exempt from the requirements of CEQA and has filed a Notice of Exemption (NOE) with the State Clearinghouse. The Emergency Permit, NOE, and University of California - of San Diego's request for this project are available for review at the file room located at:

DTSC Sacramento Regional Office
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(916) 255-3758, call for an appointment

CONTACT INFORMATION: If you have any questions or concerns, please contact:

Parisa Khosraviani Project Manager Tel: (279) 895-5305 Parisa.Khosraviani@dtsc.ca.gov	Chinh Sheow Public Participation Specialist Tel: (714) 484-5488 Criss.Trinidad@dtsc.gov	Barbara Zumwalt Public Information Officer Tel: (916) 445-2964 Barbara.Zumwalt@dtsc.ca.gov
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UCHS boys lacrosse: Laborete embodies humility, fire, skill

By ED PIPER

Wow. Score a lot, so you won't be a ball hog. It sounds like a trick. But it's not. Jaden Laborete, 5-foot 4-inch tall powerhouse in a sport that puts a premium on physicality, actually says — and he's sincere — "As captain, I'm going to score a lot. Then our younger players will be able to come in" (once we build up a big lead).

It's true, and it came to fruition the next night: University City's lacrosse team, facing a young Mater Dei unit at home, scored within the first 10 seconds (courtesy of Laborete, the faceoff midfielder), then built up an 11-0 lead at the end of the first quarter, going away to win 16-0.

Lacrosse, though physical, demands finesse. "We have four or five kids from football. Lacrosse is not like football, where you can go downfield and lay a guy out," says C.K. Littlewood, co-head coach with Joe Satriano. "You can truck a player who is carrying the ball, but not others. We have to dial those guys back a little."

Satriano and Littlewood, whose team won its first Eastern League title last year and played its first CIF playoff game ever, preach humility, sportsmanship, teamwork. "We're just trying to build good young men. Lacrosse is just a side note," says C.K.



Jaden Laborete (3), senior midfielder, moves to set up the offense for UCHS in a 16-0 win over Mater Dei. PHOTO BY ED PIPER

In the Centurions' match against Mater Dei, the diminutive Laborete dominated not by playing a lot and scoring a ton of goals. He helped set the tone. After his initial score, he was subbed out, and teammates were able to try their chops and share the spotlight. Jaden, whose twin brother Joshua also plays middle,

came back in to assist on another goal, as UC literally got the ball rolling.

Robert Helmuth, a senior, is another team captain and leads the offense. "We're definitely improving, but getting better," he says modestly.

READ MORE ONLINE AT sdnews.com

La Jolla Country Day student earns international honors for podcast

By DAVE SCHWAB

La Jolla Country Day School junior is a silver award-winning finalist in an international competition honoring excellence in internet programming.

Evan Estrada was selected as an Anthem Award finalist for Young Leader of the Year in Anthem's awareness categories. He is being recognized for his contributions as a youth ambassador doing a podcast titled "The Peace Studio Through Evan Worldwide – Global Youth Perspectives."

Estrada's podcast episodes are bringing awareness to global youth concerning conflict, culture, and cuisine.

"As a youth leader I'm trying to advocate for peace and for prospects for a better future full of prosperity," said Estrada. "I try to promote peace by infomercials on social media and on podcasts about different countries, as well as postings on Instagram and TikTok."

Added Estrada: "I have enjoyed being an advocate for peace by interviewing young leaders across the globe who share their culture,



Evan Estrada

international perspectives, and traditional cuisines. My goal is to provide a platform to increase awareness of global cultures to embrace our similarities and bridge divides."

The Anthem Awards are the newest initiative of The Webby Awards honoring internet excellence in websites, advertising and media, online film and video, and mobile sites and apps. The Webby Awards are presented annually by the International Academy of Digital Arts and Sciences, a judging body composed of more than 2,000 industry experts and technology innovators.

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STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME FILE NO. 2022-9004382 Fictitious Business Name to be Abandoned: a. I LUV JUNK Located at: 760 CEDAR AVE, CHULA VISTA, CA 91910 The Fictitious Business name referred to above was filed in San Diego County on: 06/04/2019 and assigned File No. 2019-9014248 Fictitious Business name is being abandoned by: a. MARIA ARAUJO , 760 CEDAR AVE, CHULA VISTA, CA 91910 This business is conducted by: AN INDIVIDUAL I declare that all information in this statement is true and correct. (A registrant who declares as true any material matter pursuant to section 17913 of the Business and Professions code that the registrant knows to be false is guilty of a misdemeanor punishable by a fine not to exceed one thousand dollars (\$1,000).) Registrant name:Title of officer, if limited liability company/ corporation. The statement was filed with Ernest J. Dronenburg, Jr., Recorder/ County Clerk of San Diego County on FEBRUARY 22, 2022. ISSUE DATES : FEBRUARY 25 , MARCH 4, 11 & 18

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2022-9003823 Fictitious Business Name(s) a. TOUR-MALINE PUPPY CARE b. LASI Located at: 4019 ½ PROMONTORY ST, SAN DIEGO ST CA 92109 Is registered by the following: a.LASI, INC This business is conducted by: A CORPORATION first day of business was: 02/15/2022 Registrant Name: a.LASI, INCtitle of Officer, if Limited Liability Company/Corporation Title of Signor JONATHAN HART, CEO The statement was filed with Ernest J. Dronenburg, Jr. Recorder/ County Clerk of San Diego County on: FEBRUARY 15, 2022. ISSUE DATES: MARCH 4, 11, 18 & 25

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FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2022-9004586 Fictitious Business Name(s) a. ELXIR JUICE LA JOLLA b. ELXIR JUICE Located at: 1237 PROSPECT ST, SUITE V, LA JOLLA, CA 92037 Is registered by the following: a. BAKIER This business is conducted by: A CORPORATION first day of business was: 02/23/2022 Registrant Name: a. BAKIER Title of Officer, if Limited Liability Company/Corporation Title of Signor ZAKARIA BAKIER, CEO The statement was filed with Ernest J. Dronenburg, Jr. Recorder/ County Clerk of San Diego County on: FEBRUARY 23 2022. ISSUE DATES: MARCH 4, 11, 18 & 25

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2022-9004342 Fictitious Business Name(s) a. CREPE ON A STICK Located at: 1345 FELSPAR ST, SAN DIEGO, CA 92109 Is registered by the following: a. PALOMA F. MONTEIRO This business is conducted by: AN INDIVIDUAL The first day of business was: N/A Registrant Name: a. PALOMA F. MONTEIRO TITLE of Officer, if Limited Liability Company/Corporation Title of Signor.The statement was filed with Ernest J. Dronenburg, Jr. Recorder/County Clerk of San Diego County on: FEBRUARY 22, 2022.. ISSUE DATES: MARCH 4, 11, 18 & 25

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2022-9004996 Fictitious Business Name(s) a. HOLY SMOKE Located at: 1080 UNIVERSITY AVE., SAN DIEGO, CA 92103 Is registered by the following: a. NADEEN MATTI This business is conducted by: AN INDIVIDUAL The first day of business was: 2/28/22 Registrant Name: a. NADEEN MATTI TITLE of Officer, if Limited Liability Company/Corporation Title of Signor.The statement was filed with Ernest J. Dronenburg, Jr. Recorder/County Clerk of San Diego County on: FEBRUARY 28, 2022.. ISSUE DATES: MARCH 4, 11, 18 & 25

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2022-9005109 Fictitious Business Name(s) a. NIEVERIA DE GARRAFA ARTESANAL Located at:6675 LINDA VISTA RD, APT 4, SAN DIEGO, CA 92111 Is registered by the following: a. JUAN CARLOS MORALES This business is conducted by: AN INDIVIDUAL The first day of business was: 2/28/22 Registrant Name: a. JUAN CARLOS MORALES TITLE of Officer, if Limited Liability Company/Corporation Title of Signor.The statement was filed with Ernest J. Dronenburg, Jr. Recorder/County Clerk of San Diego County on: MARCH 01, 2022.. ISSUE DATES: MARCH 11, 18 , 25 & APRIL 1

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2022-9005222 Fictitious Business Name(s) a. A.N. CLEARING HOUSE, LLC Located at:4240 KEARNY MESA RD, STE 120 #1039 SAN DIEGO, CA 92111 Is registered by the following: a. A.N. CLEARING HOUSE, LLC This business is conducted by: A LIMITED LIABILITY COMPANY The first day of business was: 02/01/22 Registrant Name: a. A.N. CLEARING HOUSE, LLC TITLE of Officer, if Limited Liability Company/Corporation Title of Signor.ASHLEY WILKINS, CEO The statement was filed with Ernest J. Dronenburg, Jr. Recorder/County Clerk of San Diego County on: MARCH 02, 2022.. ISSUE DATES: MARCH 11, 18 , 25 & APRIL 1

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2022-9004205 Fictitious Business Name(s) a. SPORTS WELLNESS AND CHINESE MEDICINE b. SANCTUARY OF ART AND HEALINGLocated at: 4410 LAMONT ST, SAN DIEGO, CA 92109 Is registered by the following: a. SPORTS WELLNESS AND CHINESE MEDICINE , LLC This business is conducted by: A LIMITED LIABILITY COMPANY The first day of business was: 04/01/21 Registrant Name: a. SPORTS WELLNESS AND CHINESE MEDICINE , LLC TITLE of Officer, if Limited Liability Company/Corporation Title of Signor. ERICA CHAO, CEO The statement was filed with Ernest J. Dronenburg, Jr. Recorder/County Clerk of San Diego County on: FEBRUARY 18, 2022. ISSUE DATES: MARCH 11, 18 , 25 & APRIL 1

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2022-9005583 Fictitious Business Name(s) a. 619 AUTO LLC Located at: 765 17TH ST, SAN DIEGO, CA 92101 Is registered by the following: a. 619 AUTO LLC This business is conducted by: A LIMITED LIABILITY COMPANY The first day of business was: N/A Registrant Name: a. 619 AUTO LLC TITLE of Officer, if Limited Liability Company/Corporation Title of Signor. MARIA DE LOURDE TORRES DOMAEL, CEO The statement was filed with Ernest J. Dronenburg, Jr. Recorder/County Clerk of San Diego County on: MARCH 7, 2022. ISSUE DATES: MARCH 11, 18 , 25 & APRIL 1

ORDER TO SHOW CAUSE FOR CHANGE OF NAME; CASE NO: 37-2022-00008731-CU-PT-CTL SUPERIOR COURT OF CALIFORNIA, COUNTY OF SAN DIEGO; STREET ADDRESS: 330 W BROADWAY CITY AND ZIP CODE: SAN DIEGO, CA 92101; BRANCH NAME: HALL OF JUSTICE. TO ALL INTERESTED PERSONS: 1. Petitioner (name): ANTHONY THOMAS GASPAR-PIAZZA filed a petition with this court for a decree changing names as follows: Present name: a. ANTHONY THOMAS GASPAR-PIAZZA to Proposed name: ANTHONY THOMAS GASPAR This court at the hearing indicated below to show cause, if any, why the petition should not be granted. Any person objecting to the name changes described above must file a written objection that indicates the reasons for the objection at least two court days before the matter is scheduled to be heard and must appear at the hearing to show cause why the petition should not be granted. If no written objection is timely filed, the court may grant the petition without a hearing. NOTICE OF HEARING a. Date: APRIL 20,2022 TIME: 8:30 AM DEPT: 61; b. The address of the court is SAME AS NOTED ABOVE; 3 a. A copy of this Order to show cause shall be published at least once each week for four consecutive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county (specify newspaper): LA JOLLA VILLAGE NEWS, AND PENINSULA BEACON. Date: MARCH 8, 2022 . JUDGE OF THE SUPERIOR COURT MICHAEL T. SMYTH ISSUE DATES: MARCH 11, 18 , 25 & APRIL 1 ATTACHMENT TO ORDER TO SHOW CAUSE – Name Change (NC-120) Due to the Covid-19 Pandemic, and the Court not conducting in-person hearings, the following order is made: NO HEARING WILL OCCUR ON THE DATE SPECIFIED IN THE ORDER TO SHOW CAUSE. The Court will review the documents filed as of the date specified on the Order to Show Cause. If all requirements for a name change have been met as of the date specified, and no timely written objection has been received (require at least two court days before the date specified), the petition will be granted without a hearing. One certified copy of the Order Granting the Petition will be mailed to you. If all of the requirements have not been met as of the date specified, the court will mail you a written order with further directions. If a timely objection is filed, the court will set a hearing date and contact the parties by mail with further directions. IF YOU ARE A RESPONDENT OBJECTION TO THE NAME CHANGE, YOU MUST FILE A WRITTEN OBJECTION AT LEAST TWO COURT DAYS (excluding weekends and holidays) BEFORE THE DATE SPECIFIED. Do not come to the court on the specified Date, you will be notified by mail by the Court of a future hearing date. Any petition for the Name Change of a minor, that is signed by only one parent, must have this Attachment served along with the Petition and Order to Show Cause on the other, non-signing parent, and proof of service must be filed with the court. IT IS SO ORDERED.

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2022-9004270 Fictitious Business Name(s) a. FOR THE LOVE OF LEMONS Located at: 3415 MISSION BLVD, SAN DIEGO, CA 92109 Is registered by the following: a. 4 THE LOVE OF LEMONS This business is conducted by: A LIMITED LIABILITY COMPANY The first day of business was: 2/17/22 Registrant Name: a. 4 THE LOVE OF LEMONS TITLE of Officer, if Limited Liability Company/Corporation Title of Signor. MARIE-LA DESTOUT, PRESIDENTThe statement was filed with Ernest J. Dronenburg, Jr. Recorder/County Clerk of San Diego County on: FEBRUARY 18, 2022. ISSUE DATES: MARCH 18, 25 APRIL 1 & 8

BUCKET LIST ADVENTURE

Connecting with gray whales in the lagoons of Baja Sur

By DAVE SCHWAB

Life-changing, a wild adventure, awesome, stunning, and intense were a few adjectives used by those who've witnessed gray whales during their annual migration to spawn in the lagoons of Baja California Sur, Mexico.

"It was going beyond just a wild experience, it was a special nature connection for me meeting up in the wild with large mammals in the water," said Point Loma resident Barbara Booth Keiller, Ph.D., a psychologist who recently returned from her sixth Baja whale-watching trip. "It was an adventure open to possibilities. I've always loved the ocean, loved the water. In a lot of ways, it expands your view of the world."

"The whale moms go into the lagoon by the hundreds," noted Dimitri Deheyn, Ph.D., a Scripps Institution of Oceanography research scientist, about the vacation he and his 12-year-old son, Bryce, went on to view the Baja gray whales. The duo wasn't disappointed.

"There were about 1,400 moms and calves in the lagoon," noted Deheyn. "Anywhere you looked you saw whales in very shallow water. You can see these big animals swim under your boat. They like to play and come to touch your boat. They are very curious and, eventually, they come to you next to the boat."

"Mexico was awesome," exclaimed Bryce Deheyn. "The fishing was fantastic. And the whales were stunning."

"I'm still dreaming about whales," said Mary Coakley Munk describing the Birch Aquarium-sponsored, whale-watching excursion she and her late husband,

famed oceanographer Walter Munk, took in 2011." Walter summed the experience up best when he said, 'If you didn't have religion before you went – you certainly had some when you came home.'"

"It is not a myth or legend what it means to look into the eye of a whale," noted Terry Kraszewski, a La Jolla Shores boutique owner who accompanied the Munks on their whale-watching excursion. "The experience does change you forever."

"The fact that, in this lagoon where whales were slaughtered, a mother whale will still bring her baby to meet you. To me, is the ultimate act of forgiveness. I was privileged to be in the company of Walter Munk and other renowned scientists and friends. We were all able to touch whales and gaze into their magical eyes. It was a first for all of us, which made the experience even more remarkable and memorable," Kraszewski said.

One of the lagoons the gray whales migrate to annually, Ojo de Liebre lagoon, is about 533 miles from the San Diego border. It is in the middle of the Baja California peninsula next to the town of Guerrero Negro in the State of Baja California Sur, Mexico. This extensive lagoon is more than 27 miles inland and has an average width of 7 miles. It can be described as a series of intricate, narrow channels separated by shallow sand bars.

Next to this lagoon are Guerrero Negro Lagoon and Manuela Lagoon. All together, they form the Lagoon Complex of Ojo de Liebre. The town of Guerrero Negro, population around 15,000, is adjacent.



Whale watchers take photos and reach out to touch a gray whale during an encounter in Laguna Ojo de Liebre in Baja California Sur. PHOTO BY THOMAS MELVILLE



Barbara Booth Keiller pets a gray whale during a trip to the lagoons of Baja California Sur. PHOTO BY MICHAEL BAUER



La Jolla resident Terry Kraszewski, the late oceanographer Walter Munk, and his wife Mary Coakley Munk on a panga boat during their trip to Baja California Sur to see gray whales. COURTESY PHOTO

The gray whales congregate in the lagoons during winter to mate, give birth, and let their calves grow enough to withstand the long migration north to Alaska. The first whales start arriving as early as Dec. 20 and leave completely as late as April 10. The females have most of their calves inside the lagoon, while the males remain outside. Most babies are born the first week of February.

In mid-February, Ojo de Liebre lagoon hosts up to 50% of the gray whale calves born each year, or what is about 800 newborn whales. The babies never separate from their mothers more than a couple of feet while in the lagoon.

This spot has the highest density of whales anywhere in the world. And it is a unique and outstanding natural phenomenon that brings incredible opportunities to witness one of the biggest animals on the planet

performing incredible displays of strength, speed, and, at the same time, the unbelievable care and delicate touch that they display with their calves and the humans in pangas.

Farther south, gray whales raise their young and hide from orcas in the sheltered and shallow waters of the Bay of Magdalena. In this narrow bay, mothers and calves can be easily spotted just minutes offshore. They are also known to welcome interaction from humans.

Two-hour whale watching trips in the Bay of Magdalena take off from the towns of Puerto San Carlos and Puerto Adolfo Lopez Mateos. The trips take place on pangas helmed by local fishermen. Tours can be arranged by tour providers in La Paz, the state's capital three hours drive away, or upon arrival at the dock. Tour packages from La Paz typically include transportation to

A BLOODY HISTORY

Charles Melville Scammon (1825-1911), one of the most successful 19th-century whalers of his time, became a naturalist and author. He is believed to have been the first to hunt the gray whales of both Laguna Ojo de Liebre and San Ignacio Lagoon in Baja California Sur. The former was named "Scammon's Lagoon" after him.

While his name has become synonymous with hunting and slaughtering gray whales in their Mexican lagoon breeding grounds, Scammon was also one of the most literate men of his time. He was an artist, a self-trained naturalist, and an accomplished writer. Born in Maine in 1825, he settled in California with his wife in 1853. For 10 years he commanded his own whaling vessel all along the Pacific coast, hunting the gray whale from San Francisco. Scammon began to astonish other whalers by returning to San Francisco with a ship full of whale oil after only being out a short time. He had accidentally discovered a lagoon halfway down the Baja California peninsula that can be entered only through a long narrow mouth. The shallow Ojo de Liebre (Scammon's) Lagoon and the San Ignacio Lagoon are the breeding grounds of the California gray whale. Prior to the discovery by the whalers, there were an estimated 18,000 to 22,000 whales migrating there annually from colder Alaskan waters. After Scammon's "secret" about Baja's gray whale birthing lagoons leaked out, other whalers headed there in record numbers to fill public demand for whale oil.

Of this human migration and the subsequent whale hunt, Scammon wrote: "The objects of our pursuit were found in large numbers ... the slaughter was exceedingly picturesque and unusually exciting. The stricken animals, in their efforts to escape, can be seen darting in every direction through the water or breaching headlong clear of its surface. The whole spectacle is beyond description, for it is one continually changing aquatic battle scene."

Once the slaughter of the California gray whales began it didn't stop completely until 1937 when Mexico and the United States forced international laws to protect the whales. The international agreement of 1938 protects all members of the species wherever found. The agreement came just in time, as estimates are that the Baja whale population by the 1930s was down to only about 250 animals. The current California gray whale population is now comparable to what it once was 150 years ago. When Scammon left whaling, he returned to San Francisco and in 1874 published "Marine Mammals of the Northwestern Coast of North America" and "An Account of the American Whale Fishery." His pencil- and water-color sketches and systematic descriptions of marine mammals were used for decades by scientists and researchers.

and from Lopez Mateos, breakfast and lunch, and two hours of whale watching.

Booth Keiller said Baja whale watching is a big draw for her, adding she keeps going back because she feels a "soul connection" with the whales and nature. "It's a real gift," she says of the species interaction.

READ MORE ONLINE AT sdnews.com



A gray whale does a spyhop to check out things above the surface. COURTESY PHOTO



SUDOKU PUZZLE

	5			2				3
		2		3			1	8
7							9	1
	4	1		6			2	
				9	2			
3	9	6				7		
4			7				6	

CROSSWORD PUZZLE

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52	53	54				55				56		57	58	59
60					61				62		63			
64					65						66			
67					68						69			

- CLUES ACROSS**

 - 1. Type of footwear
 - 5. Studies a lot all at once
 - 10. Adventure story
 - 14. Hundred thousand
 - 15. Former U.S. Vice President
 - 16. Ruler
 - 17. Indian city
 - 18. Similar
 - 19. Ship as cargo
 - 20. Volcanic craters
 - 22. Boxing's "GOAT"
 - 23. Bullfighting maneuvers
 - 24. London soccer team
 - 27. Score perfectly
- CLUES DOWN**

 - 1. Type of sauce
 - 2. Pattern of notes
 - 3. Plant with long seedpods
 - 4. Map out
 - 5. Numbers cruncher
 - 6. Make a mental connection
 - 7. Italian tenor
 - 8. N. America's highest mountain peak
 - 9. Witness
 - 10. Arabic given name
 - 11. Music awards
 - 12. "The Immoralist" author
 - 13. Area units
- CLUES ACROSS**

 - 30. No (Scottish)
 - 31. SoCal hoops team (abbr.)
 - 32. Woman (French)
 - 35. Unwanted attic "decor"
 - 37. Peter Griffin's daughter
 - 38. Broad, shallow crater
 - 39. Large instruments
 - 40. Low bank or reef
 - 41. ___ and Venzetti
 - 42. Oil group
 - 43. Father
 - 44. Aggressive men
 - 45. Pairs well with green
 - 46. Travelers need it
 - 47. Digital audiotape
- CLUES DOWN**

 - 21. Units of loudness
 - 23. Political action committee
 - 25. Bar bill
 - 26. Witch
 - 27. A theatrical performer
 - 28. 2-door car
 - 29. ___ and flowed
 - 32. Papier-___, art medium
 - 33. City in Georgia
 - 34. Irregular
 - 36. College sports conference
 - 37. Angry
 - 38. Partner to cheese
 - 40. S. American mammal
 - 41. Self-immolation by fire rituals
- CLUES ACROSS**

 - 48. Midway between NE and E
 - 49. Chemistry descriptor
 - 52. S. China seaport
 - 55. Sound unit
 - 56. Heavy cavalry sword
 - 60. Thick piece of something
 - 61. Spa town in Austria
 - 63. Boyfriend
 - 64. Norse personification of old age
 - 65. Type of box
 - 66. Tie together
 - 67. Fiber from the coconut
 - 68. Chicago mayor
 - 69. Old English letters
- CLUES DOWN**

 - 43. Split pulses
 - 44. Disfigure
 - 46. Cow noise
 - 47. Erase
 - 49. Chadic language
 - 50. Reward for doing well
 - 51. Paid TV
 - 52. Millisecond
 - 53. Other
 - 54. Colombian city
 - 57. Necklace part
 - 58. Every one of two or more people
 - 59. Regrets
 - 61. They come after "A"
 - 62. Horse noise

S	H	O	E		A	E	T	V	D		H	I	O	O
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4	8	7	5	1	2	9	6	8
9	5	1	8	4	9	7	8	2
7	8	4	2	6	1	8	9	5
5	2	8	7	9	8	1	4	6
1	6	9	8	5	4	8	2	7
8	1	5	4	8	6	2	7	9
8	7	6	9	2	8	4	5	1
9	4	2	1	7	5	6	8	8

Coastal Commission endorses new short-term rental ordinance

Mission Beach was carved out with a 30% cap by commissioners



'Thirty percent is too much, and will ultimately result in the demise of the community..'

- GARY WONACOTT, MISSION BEACH RESIDENT



By DAVE SCHWAB

On March 9, the California Coastal Commission unanimously endorsed San Diego's new short-term rentals ordinance.

Commissioners capped rental numbers by population while providing a lottery for operators, as well as requiring a review of the measure's impacts after seven years.

The new regulatory system caps whole-home rentals at 1 percent of the city's 540,000-plus housing units. Mission Beach, which historically has had the City's highest percentage of short-term rentals, was carved out and given a 30% cap by commissioners.

Coastal Commission staffer Alex Llerandi said the amendment passed by the commission "is designed to balance the need to protect and preserve high-priority visitor-serving accommodations, with community character and housing needs by permitting STRs to be located throughout the City. But it caps the total number of rentals allowed. Staff is recommending reassessing the program after seven years."

"The majority of STRs, approximately 39%, are along the coast," Llerandi pointed out noting, "That's almost 5,000 units. The vast majority of STRs are whole-home rentals, as opposed to home share, where the property owner is present."

Llerandi noted the typical STR operator rents out their property for the majority of the year, both as a business and as a visitor amenity. "STRs are a major part of San Diego's tourist economy and experience, particularly during the summer months," he concluded.

Reacting to the Coastal Commission's carve-out

amendment for Mission Beach, Gary Wonacott, a past president of Mission Beach Town Council, claims the 30% cap for rentals is still too high.

"The single most important metric that decides whether a community can be overrun by short-term rentals is density, the number of STRs per square mile," said Wonacott. "At 30% percent, Mission Beach is at 1,852 STRs per square mile. But, it will be much worse for some residents on some of the courts, because the number of STRs will not be uniformly distributed on each court. A 60-80% total of STRs on a court/place will lead to resident flight."

Contended Wonacott: "Thirty percent is too much, and will ultimately result in the demise of the community because the community organizations will over time break down and succumb to the STR community. Right now, and since 2018, the STR industry has controlled the narrative coming out of Mission Beach."

Jonah Mechanic, owner of SeaBreeze Vacation Rentals in La Jolla and president of Share San Diego, Airbnb's San Diego arm, was encouraged by the direction local government is headed with short-term rental regulations.

"The recent decision by the California Coastal Commission to approve the proposed STR regulations passed by the San Diego City Council is a major step forward towards implementing a balanced ordinance that protects good actor hosts who have been following the rules, and establishes a regulatory framework that will protect our communities," Mechanic said.

"This ordinance represents a compromise position, and while the host community is very concerned about the major reduction in whole-home

THE CITY'S SHORT-TERM RENTAL ORDINANCE PASSED IN 2021 INCLUDES:

- Capping whole home STRs at 1% of the City's housing stock per the San Diego Planning Commission (based on SANDAG's annual Demographic and Socioeconomic Housing estimates), which would equate to 5,400 today.
- No limit on home-sharing STRs.
- Allowing part-time STR operators to obtain a license at lower annual fees to accommodate high visitor events such as Comic-Con, Pride, or December Nights.
- Allowing STR owners a maximum of one license, per person.
- Creating a detailed "Good Neighbor Policy" along with strict enforcement guidelines, a fine structure for violations, and a license revocation standard.

rental permits, we are looking forward to finally having a framework the City can use to effectively monitor and regulate short-term rentals throughout our City."

The City Council voted 8-1 in February 2021 in favor of a new short-term rental ordinance authored by District 2 Councilmember Jennifer Campbell's office. It was signed into law by Mayor Todd Gloria in April 2021.

The new ordinance claims to reduce the volume of whole-home short-term rentals while creating a legal inventory for them. It also will provide new rules governing its operation, including 24/7 accountability by hosts.

Estimates are that 6,500 short-term rental licenses will be available in the City of San Diego with the new regulations, a reduction of 48% from the current estimate of 12,300 vacation rentals now available.

New short-term rental rules allow one license per operator to rent their entire residence for more than 20 days annually. An unlimited number of licenses however will be granted for short-term rentals of less than 20 days per year, or for home-sharing where a host rents out one or two rooms.

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LEGALS»

CONT. FROM PG. 10

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2022-9004787 Fictitious Business Name(s) a. FASHIONJADE Located at: 21151 S. WESTERN AVE, TORRANCE, CA 90501 Is registered by the following: a. ESSENTIAL LIFESTYLE, LLC This business is conducted by: A LIMITED LIABILITY COMPANY The first day of business was: 2/17/22 Registrant Name: a. ESSENTIAL LIFESTYLE, LLC TITLE of Officer,if Limited Liability Company/Corporation Title of Signor. TINA BERRY, PRESIDENT-The statement was filed with Ernest J. Dronenburg, Jr. Recorder/County Clerk of San Diego County on: FEBRUARY 24, 2022. ISSUE DATES: MARCH 18, 25 APRIL 1 & 8

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2022-9005707 Fictitious Business Name(s) a. 3 WATCHMEN b. THREE WATCHMEN Located at: 17249 EL MIRADOR, RANCHO SANTA FE, CA 92067 Is registered by the following: a. THREE WATCHMEN, LLC This business is conducted by: A LIMITED LIABILITY COMPANY The first day of business was: January 20, 2022 Registrant Name: a. THREE WATCHMEN, LLC TITLE of Officer,if Limited Liability Company/Corporation Title of Signor. YUSEFF CHERNEY, MANAGER The statement was filed with Ernest J. Dronenburg, Jr. Recorder/County Clerk of San Diego County on: MARCH 8, 2022. ISSUE DATES: MARCH 18, 25 APRIL 1 & 8

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2022-9005847 Fictitious Business Name(s) a. MONARI MOBILE NO-

TARY SERVICE Located at: 3235 OLD BRIDGEPORT WAY, SAN DIEGO, CA 92111 Is registered by the following: a. LUCAS MONARI This business is conducted by: AN INDIVIDUAL The first day of business was: 03/09/2022 Registrant Name: a. LUCAS MONARI TITLE of Officer,if Limited Liability Company/Corporation Title of Signor. The statement was filed with Ernest J. Dronenburg, Jr. Recorder/County Clerk of San Diego County on: MARCH 9, 2022. ISSUE DATES: MARCH 18, 25 APRIL 1 & 8

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2022-9005925 Fictitious Business Name(s) a. BB CAB Located at: 3200 PASEO VILLAGE WAY, APT # 1543, SAN DIEGO, CA 92130 Is registered by the following: a. BIJAN TAVOUI This business is conducted by: AN INDIVIDUAL The first day of business was: 03/10/2022 Registrant Name: a. BIJAN TAVOUI TITLE of Officer,if Limited Liability Company/Corporation Title of Signor. The statement was filed with Ernest J. Dronenburg, Jr. Recorder/County Clerk of San Diego County on: MARCH 10, 2022. ISSUE DATES: MARCH 18, 25 APRIL 1 & 8

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2022-9005436 Fictitious Business Name(s) a. OCEAN BEACH IMPROV Located at: 5009 SARASOTA AVE, SAN DIEGO, CA 92107 Is registered by the following: a. JASON OTT This business is conducted by: AN INDIVIDUAL The first day of business was: 2/27/22 Registrant Name: a. JASON OTT TITLE of Officer,if Limited Liability Company/Corporation Title of Signor. The statement was filed with Ernest J. Dronenburg, Jr. Recorder/County Clerk of San Diego County on: MARCH 04, 2022. ISSUE DATES: MARCH 18, 25 APRIL 1 & 8

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2022-9006245 Fictitious Business Name(s) a. ROAD PLANET

EQUIPMENT b. ROAD PLANET EQPT Located at: 1118 REED AVE, SAN DIEGO, CA 92109 Is registered by the following: a. ENRIQUE GARCIA GONZALEZ This business is conducted by: AN INDIVIDUAL The first day of business was: 3/15/22 Registrant Name: a. ENRIQUE GARCIA GONZALEZ TITLE of Officer,if Limited Liability Company/Corporation Title of Signor. The statement was filed with Ernest J. Dronenburg, Jr. Recorder/County Clerk of San Diego County on: MARCH 15, 2022. ISSUE DATES: MARCH 18, 25 APRIL 1 & 8

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2022-9006142 Fictitious Business Name(s) a. LAYERS BY LINDSAY Located at: 6515 LA JOLLA BLVD, SUITE 12, LA JOLLA, CA 92037 Is registered by the following: a. LINDSAY JEAN JOHNSON This business is conducted by: AN INDIVIDUAL The first day of business was: 3/14/22 Registrant Name: a. LINDSAY JEAN JOHNSON TITLE of Officer,if Limited Liability Company/Corporation Title of Signor. The statement was filed with Ernest J. Dronenburg, Jr. Recorder/County Clerk of San Diego County on: MARCH 14, 2022. ISSUE DATES: MARCH 18, 25 APRIL 1 & 8

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2022-9005860 Fictitious Business Name(s) a. NECTAR BLENDS Located at: 860 TURQUOISE ST #232, SAN DIEGO, CA 92109 Is registered by the following: a. CRAIG ROSS b. JONATHAN RILEY This business is conducted by: A GENERAL PARTNER-SHIP The first day of business was: SEPT. 14, 2014 Registrant Name: a. CRAIG ROSS b. JONATHAN RILEY TITLE of Officer,if Limited Liability Company/Corporation Title of Signor. The statement was filed with Ernest J. Dronenburg, Jr. Recorder/County Clerk of San Diego County on: MARCH 9, 2022. ISSUE DATES: MARCH 18, 25 APRIL 1 & 8

PB TOWN COUNCIL
INSTALLATION DINNER

Pacific Beach Town Council held its annual installation dinner, typically held in January but postponed due to COVID this year, on March 11 at Mission Bay Yacht Club at 1215 El Carmel Place in Mission Beach. Awardees:

Brian Curry was presented with the Pug Sanford Award for outstanding service for his leadership on the PB Recreation Center Mural project. “The mosaic art work will be a part of the City’s permanent art collection and a centerpiece for the PB community,” said PBTC president Marcella Bothwell.

Leslie Dufour won the Ellen Citrano Caring and Compassion Award. “She was recognized for her amazing stewardship of Garnet Avenue and her love of the arts in Pacific Beach,” said Bothwell.

Bill and Claudia Allen were named PB’s 2022 Honorary Mayors replacing hotelier Elvin Lai, who held the title in 2021. They were the first couple ever to be so honored.

“The [Allens] have supported the PB community for more than 50 years, and the town council with its annual PAESAN event (honoring first responders), along with numerous other gifts to the community,” said Bothwell.

“They have advocated for the safety and beautification of PB, and helped residents with quality-of-life concerns,” said PBTC board member Denise Friedman. “The PBTC looks forward to working closely with them this year.”

PB CLEANUP

Join Pacific Beach Town Council to volunteer for a trash and weed pickup Saturday, March 19 from 8 to 10 a.m. on the east end of Grand Avenue/Mission Bay Drive. Check-in desk is on the grass across from the southbound I-5 freeway

entrance. Volunteers must have an event participation waiver. Printed waivers will be at the check-in desk for you to sign, or you can download and print one now. Bring gloves, sunscreen, visor or hat, drinking water and pruning shears if you have them. Some will also be on hand as well as other tools and supplies. RSVP by emailing kim.pacificbeachtowncouncil@gmail.com.

CITY BALLET OF SAN DIEGO'S
'RHAPSODY IN BLUE'

Pacific Beach-based City Ballet of San Diego, under the direction of Steven and Elizabeth Wistrich, continues its role as a presenter of works by great choreographers in dance history, including the legendary George Balanchine, Marius Petipa, plus its own resident choreographer Geoffrey Gonzalez on March 25 and 26 at Balboa Theatre, 868 Fourth Ave.



The ballet program includes Gonzalez’s “Rhapsody in Blue” (choreographed in 2021) with music by George Gershwin, the San Diego premiere of Balanchine’s “Danses Concertantes” (first choreographed in 1944 and then re-choreographed in 1972) with music by Igor Stravinsky, plus Petipa’s “Kingdom of the Shapes from La Bayadere” (choreographed in 1877) with music by Ludwig Minkus.

NEW BURGER IN TOWN

The Friendly will open a location in Pacific Beach at 1344 Garnet Ave. this summer. In early 2018, Brandon Zanavich opened The Friendly on 30th Street in North Park. The pizzeria gained a reputation due to its no-nonsense environment and the popularity of its Dirty Flat Top cheeseburger.

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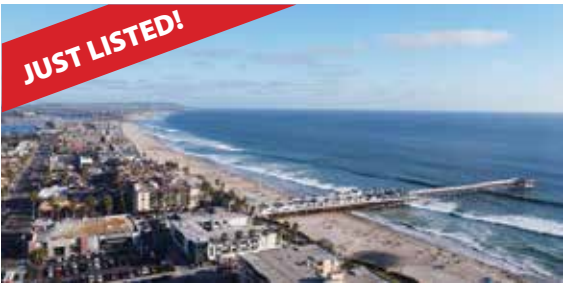
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Power, territory, and belief systems — the three causes of conflict



Doing it Better

By Natasha Josefowitz, Ph.D.

What is it in our human genes that makes us forever dissatisfied with what we have and with what is? Why do we look for a way of obtaining more? More of what?

I see three areas of possible strivings, conflict, and reasons for war: power, territory, and different belief systems. Power exhibits itself in how much influence and control one has over others, whether it is a crown for which one kills all possible contenders or the title of president for which one fights by using the media to create misinformation. Power includes access to resources such as money, control of industries or technologies.

Territory is the insatiable need to own more land and control over larger or larger areas. Conquering territories whether by Alexander the Great, Genghis Khan, Hitler, or Putin, is part of history. Belief systems are imposing religion, such as with the Crusades, or enforcing political ways of governing, such as communism or democracy.

In the Feb. 18 issue of The New York Times, David Brooks writes that wars are normal and peace is not. Authoritarianism is normal; democracy is not. Our human history is about wars, exploitation, larger nations crushing smaller ones. He quotes Samuel Adams: "Ambition and lust for power are predominant passions in the breast of most men." Open the history of any nation and we will find parallels.

If you read about China, you will see centuries of feudal lords battling with each other and a series of dynasties and monarchies with endless murders of succession. As a child in France, I grew up reading about kings, dukes, and princes killing each other for a territory or a crown. England has had its share of power ploys and killings. Other countries have their battling barons, cardinals, or czars. Newspapers report about tribal warfare in Africa, unrest in the Middle East, feuding gangs in South America or in the streets of Los Angeles.

The financial pages are not much better with takeovers, mergers, fraud, and lawsuits. The society page has its share of bitter divorces, child custody battles, and fights over inheritance. We are all like small time feudal lords still fighting for a piece of

the pie. Some only want their fair share; others want their share and yours. Is it an instinctual push to keep acquiring more? Is the need for constant challenge built in our genetic code? It seems that as soon as we achieve some success, we look for other areas to conquer.

During the Bronze Age, excavations in the Middle East unearthed only burnt remains of villages. Many biblical stories are about conquests and destruction, the killing of whole populations or enslaving them. We can start with the Canaanites, who were conquered by the Assyrians, then overtaken by the Babylonians, replaced by the Macedonians, and then by the Romans, the Muslims, followed by the Christian Roman Catholics (Western Europe). Today, we are experiencing yet another war by the Eastern Orthodox armies under Putin. I find it upsetting that nowhere is there a history of continued or prolonged peace. Yet the majority of the world population desires to live in peace and security.

Sometimes when I watch TV I am astounded how the same news has no resemblance when reported by different channels. We tend to be attached to long-held beliefs or loyal to the beliefs of our group. To quote David Brooks, "People who lack information are constantly liable to be misled." The knowledge of the pros and cons of various systems, whether political, religious, economic, or social should be the goal of our educational system. The problem is that most people would prefer to seek what is most profitable for themselves rather than sacrifice any creature comfort for the common good, whether to benefit a particular people or our planet. In other words, we must educate people for both public service and care for our planet.

Are we stuck into endless conflicts? Is there no way out? So far, it has not happened. I am hopeful that having a new media at our disposal in the internet, we can reach people and educate the masses to the advantages of peaceful coexistence.

In the U.S., we tend to value individual success stories. In Japan what is valued most is the success of the group. Children raised in a kibbutz in Israel have learned to defer to their group and place their own needs and wishes on the back burner. Perhaps we can learn to value the common good above our own interests. This effort should start early... kindergarten anyone?

Natasha Josefowitz is the author of 21 books. She currently resides at White Sands Retirement Community in La Jolla. Copyright © 2022. Natasha Josefowitz. All rights reserved.

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Jana Ann Bridal Couture making wedding dreams come true



Fashion Files

Diana Cavagnaro

Jana Ann Bridal Couture now has opened a second flagship boutique at Westfield UTC in La Jolla. The sister location is situated in Del Mar Plaza. They are bridal design experts in custom couture and plus-size wedding gowns. Brides fly in from around the world for this couture work with fine attention to detail that includes hand-beading, Swarovski crystals, and Chantilly lace.

First, Jana Ann sketches the bride's ideas and then designs them step by step with photos until they reach their dream dress. The bride needs to allow two months for the wedding gown.

The dresses come in every size, shape, fabric, and style. Jana Ann has found a niche market with one of their collections, the plus-size wedding gowns. In all of America, they are the largest plus-size collection with sizes ranging from 18-32 for women.

Recently, her plus-size collection was featured on TLC's TV



Jana Ann

show, "Curvy Brides." The TV series revolves around Curvaceous Couture Bridal, a bridal salon catering to plus-size women in Columbia, Md.

Jana Ann debuted her bridal collection in 2014. She has combined her passion for fashion with an engineering background to become a leading bridal couture designer. Jana Ann works with each bride to create a one-of-a-kind gown. They have expert tailors who customize the gown to fit perfectly.

I asked Jana what was trending



Designer Collection

in bridal, and she said that people have downsized weddings. They are having fewer guests and smaller budgets. The ballgown silhouette hasn't been popular for the last three years. Current wedding gowns are fitted and soft. Some are made from sateen and there is nothing puffy. Jana Ann said that another important aspect is to have a matching veil.

Currently, Jana Ann has two collections a year. They sell to 40 authorized retailers coast



Plus Size Bridal Collection

to coast, including Canada and Mexico. Her designs are sold internationally in Dubai, Lebanon, Japan, and Korea.

I asked Jana Ann what lies ahead for her boutiques. They will offer more affordable collections for those on a smaller budget. She is planning to open a third store in San Diego County. To visit this UTC boutique, the showroom is open seven days a week, or visit www.janaann.com.

UPCOMING EVENTS

Sunday, April 10 – Bridal

Bazaar with fashion shows presented by Gretchen Productions at the Del Mar Fairgrounds. Two shows presented during the day. For more info: 760-334-5500.

Wednesday, April 13 – Social Service League of La Jolla will be having its April 13 meeting in the Anna Roon Lounge of the League House with the social time at 10 a.m. and the meeting starting at 10:30 a.m. The program will follow with guest speaker, renowned hat designer Diana Cavagnaro. There will be a luncheon following the meeting and speaker in the Rose Garden and catered by the Abbey. If you would like to attend, send your check for \$35 to the Social Service League of La Jolla at 7465 Olivetas Ave., La Jolla 92037 no later than April 6. No walk-ins, please.

Saturday, April 23 – FWSD22 Spring Showcase at the Hotel Republic, from 6-9 p.m. For more information, visit <https://fashionweeksd.com/events/fwsd22-spring-showcase/>.

Diana Cavagnaro is an internationally renowned Couture Milliner based in the San Diego area. Learn more about our hat designer, teacher, and blogger at www.DianaCavagnaro.com.

The Social Diary: 10X for Evva, Dave Copley, International Women's Day

By MARGO SCHWAB

Applause to the strength of 10. Beyond just Bo Derek beauties, local biz empire beauty, think Evvro International and Pure Financial, Evva Fenison plus another super 10 wattage woman, Elena Cardone of the 10X Empire. Billions are being built on smarts and kindness. Fenison caught up with longtime friend Cardone at the Miami 10X Ladies event and managed to squeeze in

a little Art Basel and Mar a Lago. No stopping our Evva!

And the power of kind endures in San Diego thanks in large part to the Dave Copley Foundation, which again was a lead sponsor for the Charity Ball. This 113-year strong gala raised funds this year for Rady Children's Hospital. Who can forget the many magical moments, like when Copley underwrote international star Bobby Short to perform for the ball. Lucky me to be Dave's guest!

Meanwhile women in military were among those heralded at ClubCorp's Morgan's Run for the International Women's Day Luncheon. The guest list included one super volunteer, Commander Matthew Shillingburg. Shillingburg remarked: "These women were honored because of their selfless service and sacrifice to our great nation and the world. They continue to inspire all women."

As many know, DG Wills Books has had quite the visitor

log. In the last year alone Sean Penn and Diane Keaton (an outstanding supporter of the Helen Woodward Animal Center) have both stopped by. Quite a "heady" experience perhaps in a premonition to the upcoming "Hedy" Lamarr book reveal coming on March 31.

From books to booking, need a staycation or place to stash visiting relatives/friends and support animal rescue? Nationally recognized San Antonio Pets Alive

is auctioning a two night ocean-front stay at the La Jolla Beach and Tennis Club, plus The Social Diary is chipping in a bottle of Tattinger at The Marine Room and a commemorative photo! A "stay and play." Do it for the pups!

Get a social shout out in my next column. Be the first to correctly identify the local designer of my dress on the cover, a hint, a bargain! Send answers to mschwab@san.rr.com... 'Til next time!



Evva Fenison and Elena Cardone – 10X Empire.

COURTESY PHOTO



Commander Matt Shillingburg and Aleena Jun Nawabi, director of business development, Shaw Azizi Foundation – International Women's Luncheon.



CWO2 Carmen Zavala and CWO2 Casey Plaisance – International Women's