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The drama continues...



HUMAN WATCHING New signs installed at the Children's Pool reflect Mayor Filner's decision to restrict access to the beach after dark. The seals, many of whom are birthing or nursing newborns, are highly sensitive to disturbance during the pupping season, and infant mortality rates have been known to increase during times of stress for mother seals. Photos by DON BALCH

The Children's Pool has been thrust into the spotlight once again after Mayor Bob Filner ordered the beach closed at night through mid-May.

From sunset to sunrise through May 15, access to the beach will be restricted, a move the Friends of the Children's Pool called "both unlawful and a gross overreaction."

The mayor's decision to restrict access at night was spurred by the now-infamous video of two women harrassing the seals after dark, which was caught on camera by the webcam the mayor had installed at the beach with the help of the Western Alliance for Nature last month. Though there

has been a 24-hour police presence at the beach since the incident involving the women sitting on and disturbing the seals took place, the mayor said in a statement he felt additional steps to protect the birthing and nursing seals were necessary.

City Attorney Jan Goldsmith, with whom Mayor Filner has had some highly publicized skirmishes, said in a statement that, although he would have preferred to have been notified of the mayor's choice to close the beach beforehand, he agreed with the decision and said his office will "vigorously defend the Mayor's action in this matter."

— Kendra Hartmann



Post office officially on the chopping block

The fight is not lost yet, says task force **By MARIKO LAMB**

Despite more than a year of united community resistance, the U.S. Postal Service (USPS) announced its final decision to sell La Jolla's 1140 Wall St. post office and relocate its services and operation to a yet-to-be-determined location nearby.

The resistance from the community is not over.

LESLIE DAVIS
SAVE THE LA JOLLA POST OFFICE TASK FORCE

According to a notice posted on the building's facade on March 22, the new location will be "as close to the current site as possible" and there will be no change in PO box numbers or ZIP codes.

Despite the USPS' assurances of an easy transition, community members, congressional leaders and residents involved with the Save Our La Jolla Post Office Task Force say they will not give up hope for the preservation of the historic 1935 building and its services.

SEE POST OFFICE >> PG. 3

The Concours d'Elegance is back. Read about all the event will feature.

SEE PAGE 3

Environmentalists held a peaceful protest against fossil fuels and won a victory the next day.

SEE PAGE 4

Four San Diegans are committed to doing business the right way – and discovering it works.

SEE PAGE 5

Song-and-dance man Ben Vereen is coming to the La Jolla Playhouse for a special performance.

SEE PAGE 11

Read all about our special coverage of home and garden issues for spring.

SEE PAGE 15

surf on over Pacific Beach...

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✓ More local links

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Donald Edward Anderson, seafaring gentleman, Aug. 31, 1935 ~ March 6, 2013

Donald Edward Anderson died March 6 of end-stage heart disease caused by congestive heart failure. He was 77 years old. A long-time resident of Newport Beach, Don passed away in Foster City while visiting his sister and her family.

Don was born in San Diego on Aug. 31, 1935 to Donald Nelson and Phyllis Talbot Anderson. Don graduated from La Jolla High School in 1953. He earned his Bachelor of Science from the University of California at Berkeley in 1958 and his Doctor of Dental Science (DDS) from the University of California Medical Center in San Francisco. After graduation from dental school, Don served as a captain in the Army Dental Corps at Fort Leavenworth for three years, honorably discharged in 1966.

Don is survived by his wife, Catherine Striso Anderson; sons Ske Anderson of Newport Beach and Ketch Anderson of Newton, Mass.; daughter Jill Jackson from a former marriage; two granddaughters; and sister Diane Harvey (husband Dave and their two sons Will Harvey of Palo Alto and Ben Harvey of Sacramento). Don belonged to the extended Anderson family descended from the late state Sen. John Anderson and his wife, Elizabeth, Don's grandparents.

Don's enthusiasm for life was demonstrated by his many professional interests. He was a dentist; a commercial fisherman; a licensed boat captain; the owner/skipper of three sport-fishing boats; an award-winning contributor to research on pelagic fish (tagging



them in oceans around the world); an award-winning winemaker who owned and managed a vineyard and a winery; a frequent public speaker and contributor to publications devoted to wine, boating, or fishing; and an author of four books, including three novels that connected his vast knowledge and experience to his understanding of world-wide issues ("Deadly Calm," "Seas the Day" and "Golden Results").

Don was a member of Phi Kappa Tau fraternity, St. Andrews Presbyterian Church in Newport Beach, the Orange County Mensa Society, the Orange County Dental Association and many other organizations dedicated to dentistry, oceans, fishing or winemaking. Beyond his accomplishments, Don will be remembered for his gentleness, kindness, quiet sense of humor and his ability to observe and listen.

Services for Don will be held at St. Andrews Presbyterian Church in Newport Beach on Friday, April 5 at 1 p.m. A reception will follow. Don's ashes then will be scattered at sea. Memorial donations may be made in Don's name for Cal Men's Crew (made to U.C. Regents, c/o Cal Athletics Department, 195 Haas Pavilion, Berkeley, 94720, or online at www.calbears.com/donate), or to the Don Anderson scholarship fund at Progressive Strength Recovery, Inc. of Irvine (1150 Main Street, Suite B, Irvine, 92614, or call (949) 851-1007).

William G. Wilhelm, traveler and beach lover, May 9, 1952 ~ March 11, 2013

William G. Wilhelm, 60, of La Jolla passed away on Monday, March 11 surrounded by his loving family.

He was born to the late John and Rose Marie Wilhelm on May 9, 1952 in La Jolla. Bill, the third of five children, graduated from the University of San Diego and California Western School of Law. After practicing law for a number of years, he became interested in the research and development for several of his father's inventions in addition to some of his own, namely the navigational software Micro Mariner. In 2008, he became involved with AquaLogix, a firm that manufactures fitness equipment used by many YMCAs, gyms and also for the rehabilitation of Wounded Warriors. He was proud to be named president of the company in 2009. Bill also continued to practice law, specializing in business licensing and technology startups.



In 1954, the Wilhelm family, which included John, Rose Marie, Diana, Jack and Bill moved to Majorca, Spain for one year. Much to his parent's delight, little Bill became quite proficient in the Mallorquin language. In later years, he continued to take advantage of "the travel bug" by enjoying trips to Costa Rica and Mexico and hiking throughout many parts of Southern California. La Jolla, however, held a special place in his heart. To him, there was nothing like the beach, be it Windansea or the Cove — he loved it all.

Bill is survived by his loving wife of five years, Judy Wilhelm; brothers and sisters Diana Carter, Jack Wilhelm, Michele Perry and Rick Wilhelm; in addition to a number of nieces and nephews.

As many of his friends can attest, once you met Bill, he was your friend forever. A celebration of his life will be held on Saturday, April 6 at the home of Bo Fellows in La Jolla.

NEWSBRIEF >>

The La Jolla Town Council announced the winners of its annual election, in which 12 candidates vied for eight seats.

The winners were:

Michael Dershowitz, Steve Haskins, Sonia Olivas, Glenda Rothberg, Nancy Gardner, Mary Soriano, Corrine Fleming and Joe Pitrovsky.

Trustee Nancy Gardner announced the progress being made on the upcoming Dancing with the La Jolla Stars event. Some stars, including sports stars and well-known local families, have been lined up for the event, Gardner said, though she didn't want to reveal names until closer to the event, which will take place Oct. 5 at the La Jolla Hilton Torrey Pines ballroom.

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POST OFFICE >>

CONT. FROM PG. 1

"The task force remains committed to appealing the relocation of our Wall Street post office. It is disappointing that after submitting our own business plan alternatives to the post office almost a year ago [and] multiple outreach phone calls and letters to USPS, that a notice of their decision is posted without the courtesy of contacting our task force and we are given less than 15 days to appeal when they took almost a year to decide," said task force chairwoman Leslie Davis.

The relocation and building sale is said to be part of a greater effort by the federal postal service to cut costs and generate revenue in response to net losses of \$25 billion over the past five years.

Davis, however, called this claim "misleading at best."

"It was a 2006 congressional act which put the burden of paying off 75 years of future employee health care benefits over just five years," she said. "This requirement is unlike any in the history of public or private business finance procedures. It is misleading the public into believing the USPS is in trouble."

Although the decision to relocate allows the USPS's real estate broker, CBRE, to list the property and enter escrow, the USPS cannot

close the sale before confirming a relocation site.

In the meantime, task-force representatives are drafting an appeal of the closure and relocation and hope to raise sufficient funds to engage an attorney for their efforts.

"It is clear our hopes to resolve this administratively are all but lost," Davis said. "The resistance from the community is not over."

The task force urges community members to help:

✉ Contact Rep. Darrell Issa at (760) 599-5000 to urge him to stop the relocation of the post office and approve HR 1016: Community Post Office Relocation Act

✉ Donate to the Save the La Jolla Post Office Preservation Fund by mailing checks to the La Jolla Historical Society at PO Box 2085, La Jolla, 92038

✉ Send letters of appeal to Tom Samra, vice president of facilities, at 4301 Wilson Blvd. Ste. 300, Arlington, VA 22203 or email him at tomasamra@usps.gov

NEWSBRIEF >>

Two men were ordered March 13 to stand trial on charges they robbed three 7-Eleven stores on Midway Drive and in Torrey Pines along with 12 other stores.

More than 25 witnesses testified in the preliminary hearing of Luis Alonso Cruz, 25, and Alex Sanchez, 23, before San Diego Superior Court Judge Charles Gill. They both pleaded not guilty and a trial date was set for May 14.

Gill heard a 1-1/2 hour taped interview of Cruz with a detective in which he eventually confessed to committing some hold ups. He is on parole for burglary and is charged with being in possession of a firearm by a felon. The 7-Eleven stores were located at 2387 and 3185 Midway Drive and 13835 Mango Drive when they were held up last August.

— Neal Putnam

Discipline Taught at La Jolla Karate

As part of La Jolla Karate's continued commitment to building strong community members through martial arts and character development, students focus on what it means to be disciplined. Says Instructor Billy Borja, "Discipline is one of the most important character concepts that can help children thrive and become their best. By discussing what it means to be disciplined in school, at home, and in the karate studio, students will be able to show that they have the ability to do what is right and fair even if it is difficult to do so."

In addition to teaching fun and challenging martial arts classes, La Jolla Karate prides itself on reinforcing what parents and educators want. Being disciplined is a critical character trait that allows us to make positive choices and be productive members of our community. For more information, visit www.lajollakarate.com or call (858) 255-8384.

**La Jolla Recreation Center
Spring Break Activities and Egg Hunt!****Saturday, March 30th
Egg Hunt Day!**

- Free Egg Hunt
- Bring a basket and camera
- \$3.00 includes crafts, meet with Peter Rabbit, and a goodie bag!

10 am – 2 & under
10:30 – 3 to 4 years old
11:00 – 5 to 6 years old
11:30 – 7 to 9 years old
12:00 – 10-12 years old

**Tuesday, April 2nd • 10-12
Craft & Game Day**

- Fuzzy spring magnets
- Make your own butterfly
- Spring coloring
- Wind socks

**Wednesday, April 3rd • 10-12
Reptile Show & Ice Cream**

- Reptile show: an hour and a half of fun with reptiles!
- Ice cream social will follow the show

**Thursday April 4th • 10-12
Board Game Day & Snacks**

- Several fun games to play along with snacks and refreshments

Come join us at the La Jolla Library Community Room all summer long for the return of the hilarious, riffing TV show spoofing and surprising us with a spin of sci-fi and fun.

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A victory for clean fuel >>

ENVIRONMENTAL GROUPS waged a surprise protest on March 20 during the California Public Utilities Commission's stakeholder meeting at Scripps Institution of Oceanography. The protestors, including representatives from the Environmental Health Coalition, The Sierra Club, SanDiego350.org and Save Mission Trails, asked the commission to deny the proposal to enter into contracts with two new fossil fuel power plants, Pio Pico and Quail Brush, by chanting and marching in front of where the closed-door meeting was taking place, while law enforcement and Scripps personnel looked on. The next day, the commission voted against the power plants, earning commendations from environmentalists. Photos by DON BALCH



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NEWSBRIEF >>

Howell Foundation and IBACH partner for women's health

The Howell Foundation's Community Engagement Initiatives program recently formed its first community partnership with San Diego State University's Institute of Behavioral and Community Health (IBACH). The foundation's new partnership helps bring its goal of supporting pilot research projects that improve the health and well being of San Diego women and their families to life.

The internationally recognized IBACH academic research center has conducted community-based research over the past 25 years focused primarily on improving the health and wellness of the San Diego Latino community.

With the Howell Foundation's support, IBACH senior investigator Elva Arredondo now has the fundamental tools required to advance her goal of preempting diabetes and obesity in pregnant Latina women by empowering women to become their own

health advocates. Specifically, Arredondo — alongside two bilingual college student researchers — will develop and test an intervention program to promote physical activity and healthy eating among Latina women who are expecting their first child.

The Howell Foundation intends to develop additional strategic partnerships over the years through its Community Engagement Initiatives program with an eye on continuous advancement of the promotion of healthy living and disease prevention in women in underserved communities. — Mariko Lamb

SPORTSBRIEFS >>

While every match is important by providing new challenges and goals for the team, when the La Jolla Country Day Torreyes (10-4) play La Jolla High School, they simply compete to win. Not only does the winner get territorial bragging rights, but a win usually places them among the most elite tennis teams in the San Diego section.

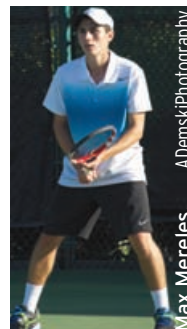
On March 19, the Torreyes came out firing. After the first rotation, they went up with a 5-1 lead. The doubles teams and singles players kept picking off sets until they claimed a dominant 12-6 victory.

Singles and doubles contributed equally, providing six sets each. Senior Jack Murphy went 3-3 in singles while senior Alex Khorsandian and his partner, junior David Shaw, swept their doubles sets as well. Freshman Ryan Tran continues to impress, bringing in two sets without losing single game. Sophomore Max Mereles added one more win for the singles lineup. Seniors Gabriel Pamich and Amir Ferry won two doubles sets, while sophomore Andrew Schiffman and freshman Randall Kras contributed one set.

Junior Ethan Krant had this to say after the match: "Having lost to [La Jolla High] in CIF last year, it was a great feeling to come back this year and beat them. I hope to continue these wins against them in the future."

The Torreyes also defeated La Costa Canyon High School on March 20. The team played another great match to beat the Mavericks 11-7, with senior Murphy sweeping all of his singles sets.

— Cindy Sureephong



Max Mereles. A Demski Photography

SCHOOLBRIEFS >>

AN ANTI-DRUG SPEAKER is coming to La Jolla as part of a community-based effort to reduce teenage drug and alcohol use. Scot Anthony Robinson will speak to students at La Jolla High School on April 8 and 9, and he will make a presentation to parents and the public at 6:30 p.m. on April 9, addressing young people's struggles with peer pressure, self esteem, violence, sex, alcohol, drugs and relationships. The event's organizers are looking for sponsors. Interested businesses, organizations and individuals can contact Sharon Jones via the La Jolla Cluster Association website (www.lajolla-cluster.com). Tickets to the event are \$5 and available on the cluster website.



THE GILLISPIE SCHOOL will begin registration for its diverse schedule of 2013 summertime program offerings on April 8. Some of the offerings include fencing, digital photography, "Who Wants to be a DJ" and American Girls, as well as perennial favorites like LEGO® construction with Play-Well instructors, theater, reading, sports and art classes. Registration begins at 8 a.m. Programs will run at various times throughout the summer, starting June 17 and continuing through Aug. 9. A full list of program dates and times can be found in The Gillispie School's 2013 summer session brochure, available at the office, 7380 Girard Ave., or online at www.gillispie.org/summersession.

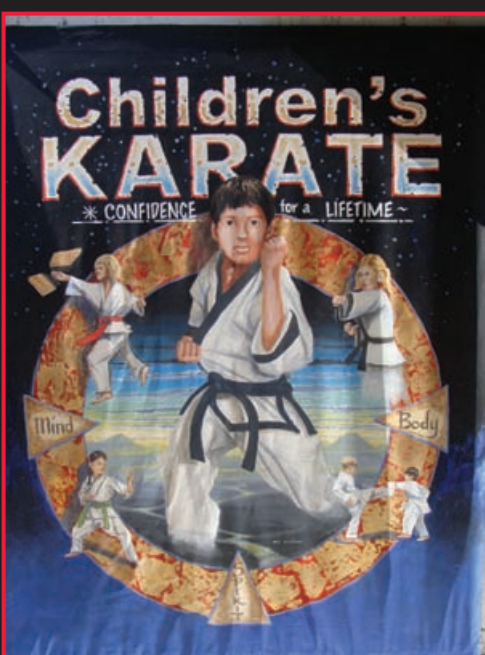


LEON CHOW

LA JOLLA ELEMENTARY SCHOOL'S annual gala, themed "Boogie Oogie Oogie," was held on March 16. The funds raised pay for educational enrichment programs like additional teachers; arts education and supplies; technology support, education and equipment; a full-time librarian; and additional instructional supplies to support classrooms.



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BUSINESSBRIEFS >>

CANCER PATIENTS, SURVIVORS BID ADIEU TO SK SANCTUARY

— For 13 years, SK Sanctuary medical day spa has rejuvenated bodies, revamped looks and uplifted spirits for thousands of men and women dealing with breast cancer in San Diego during monthly breast cancer nights, helmed by owners Dr. Stephen Krant and wife Lyn.

"I've sort of lived through their diagnoses," said Krant. "For these women, it's like coming out of a tunnel and putting it all behind them. The stories abound and it just continued to grow."

Despite the success of the longstanding program, SK Sanctuary's breast cancer night on March 26 marked the final event after 13 years due to the spa's closure and relocation of a portion of its services to SK Clinic.

"Lyn and Steve have given the grace for all of us," said 25-year breast cancer survivor Dani Grady. "We know what it's like to have a really bad day. We know what it's like to breathe in hard and not know what the next thing we're going to do is. We also wonder, 'Who cares?' And that is the gift Lyn and Steve have made sure for us to know is that people really care."

EMBRACE A GOOD CAUSE

— Since SDSU graduates Paul Goodman and Griffin Thall first began selling bracelets crafted by Costa Rican artisans in September 2010, the duo's philanthropic retail business has flourished worldwide. Pura Vida will open its first storefront location at 737 Pearl St., Ste. 206. The public is invited to join them for a grand opening event on March 29. For more information, visit www.puravidabracelets.com or call (858) 444-5477.



La Jolla Naturopathic celebrates its grand opening.

NATUROPATHY MOVES IN

— The La Jolla Naturopathic Clinic, 7820 Ivanhoe Ave., celebrated its grand opening on Feb. 28. Owner and primary-care naturopathic doctor Karen Paquette offers naturopathic consultations, vitamin injections, detoxification and therapeutic bodywork and massage. Appointments are available Mondays, Tuesdays, Thursdays and Fridays. To book an appointment call (858) 779-9120 or visit www.lajollanaturopathic.com

Business minus the bottom line

Four San Diegans prove that ethics in business isn't a lost cause

By KENDRA HARTMANN

Four years ago, Mark Kimsey, Amy Nelson, Kerry Pawl and Jennifer Robinson were all working for the same big home-healthcare provider, a Georgia-based giant that provided services in several states. They all worked in management in San Diego, making comfortable livings.

Something wasn't quite right, however. All four began to notice things about the company they weren't comfortable with. Policies seemed to conflict with their morals, employees didn't seem to be valued very highly and the overall principles of the business didn't quite seem in line with making ailing patients a priority.

Kimsey, Nelson, Pawl and Robinson began to talk to each other, gradually discovering that they were not alone their individual assessments of the company and the actions of decision makers at the top.

"The company was owned by a private equity, so financial performance was the No. 1 motivating force," Kimsey said. "That became more amplified when a new COO was put in place who was driven by the bottom line. We were put in difficult positions where we were having to deliver the will of this COO that we disagreed with."

As they talked about how their company was doing business the wrong way, they began to wonder how they might do things differently. And the more they talked among each other, the more they realized their business values all lined up, and that perhaps starting a company of their own was a real possibility.

Though healthcare is a notoriously difficult industry to break into (obtaining a Medicare number is a seven-figure purchase alone, Kimsey said), the four jumped in, and when they found a floundering home-healthcare operation in San Marcos in 2009, they stepped in and took it over, vowing to mold the company into a poster child for businesses that value ethics over the bottom line.

"It was a huge leap of faith on our part," said Pawl. "We all left fairly comfortable livings at a company we didn't believe in any longer to do this, not knowing whether or not we were going to be able to get this done."

Taking over the broken-down operation proved to be a challenge from day one. The owner, who had been pocketing her employees' 401k money, owed thousands of dollars to the IRS and couldn't even keep the power on regularly, but didn't want to relinquish her hold on the company. The employees weren't getting paid, but due to the recession and the constant promises of



From left, Kerry Pawl, Jennifer Robinson, Mark Kimsey and Amy Nelson started Mission Healthcare together four years ago after they had had enough of the questionable business practices of the home-healthcare giant they were working for. Courtesy photo

better days ahead from their employer, they stuck around. The four pulled out every stop they could think of to keep the company above water.

"We would meet on payroll day with our check books in hand, knowing we weren't going to get paid and we had to make up the difference because the company was going under," Kimsey said.

Eventually, they arranged to buy the business outright from the IRS — a process that proved long and complicated, and required that they keep the company afloat in the interim. As such, the four worked overtime, performing virtually every job that existed in the company — from intake of new clients to treating to patients in their homes (three of them have backgrounds in physical therapy) to taking out the trash. And when the company finally did become theirs, they had knowledge of every aspect of running it, which proved invaluable.

Once they got off the ground, the four were able to put their business ethics to the test. They hired some employees and gave them top-notch health benefits. They took on patients anywhere in the county — relatively unheard of in the local home-health industry, because taking the time to travel to the far reaches of the county doesn't

always make financial sense. They began to offer home-care services with no minimum time commitment, also unheard of because, as Kimsey said, "Those are a loser for us. We make no money on those short-term cases." But, as Robinson added, most home-care providers have a four-hour minimum, and at \$20 per hour, "the cost can be really prohibitive," and they weren't interested in shutting patients out.

The business began to take off, despite the fact that the founders weren't focusing on financial gain. What started with eight employees and 15 patients in 2009 now has 375 employees and 1,200 patients.

"The thing that separates us from everybody is we've improved our bottom line without focusing on it," Kimsey said. "We've focused on taking care of our patients. Even when a particular decision won't make us money or might even cost us a bunch of money, we do it anyway. It's proven to be the right way to operate."

Doing things the right way is made slightly easier when the company only has to get four people to agree to what the right thing is, as opposed to a bevy of shareholders.

"We can do it because we don't have anybody to answer to, no investors," Robinson said.

It also helps that the four share

MISSION HEALTHCARE OFFERS THREE TYPES OF CARE, all tailored to a patient's unique needs.

HOME HEALTH: Services include healthcare management from skilled nurses and therapists, including IV administration, wound care, diabetes and other chronic illness management, Alzheimer's and dementia care, medication management, physical therapy, speech therapy, occupational therapy and nutrition counseling. A skilled clinician will arrive in the patient's home within 24 hours of referral, or on the same day when necessary.

HOME CARE: Offers non-medical services like help with planning and preparing meals, light housekeeping, transportation for shopping or doctor's visits, companionship, live-in caregivers and respite for family caregivers, travel accompaniment and temporary or long-term care. Visits by Home Care professionals have no minimum time requirement, and caregivers will arrive in the patient's home to assess needs within two hours of the initial referral.

HOSPICE: Provides end-of-life care for patients with six months or less to live. Hospice allows patients to stay at home, if they wish, with services like physician and skilled nursing care, chaplain services, bereavement support and volunteer services, for which volunteers run errands, help around the house and provide respite for family caregivers. Mission Hospice personnel respond in the patient's home within 24 hours of referral, instead of the 48 hours required by Medicare.

For more information, visit homewithmission.com or call (888) 871-0766.

the same ideas about what constitutes ethical business, making for a very smoothly run boardroom.

SEE MISSION >> PG. 8

Concours d'Elegance ready to roll

By DAVE SCHWAB

The La Jolla Village Merchants Association (LJVMA) is gearing up for the ninth annual La Jolla Concours d'Elegance classic car show April 5-7 at Ellen Browning Scripps Park in La Jolla Cove.

"We're getting plenty of volunteers and planning is going great and we're raffling off tickets for a Fiat," said Claudette Berwin, who is spearheading planning and promotion for this year's Concours.

This year, Berwin said, one of the event's main goals is to extend its reach out into the downtown Village involving more local merchants.

"La Jolla will benefit by local businesses doing more business obviously on that weekend," said LJVMA chairman Phil Coller.


The Concours d'Elegance annually showcases a wide array of vintage vehicles, including horseless carriages, Italian and British marques, Woodies, 1950s classics, American sports cars (with a salute in 2013 to GM on its 100th anniversary) and the automobiles of Carroll Shelby.

This year, the event will tip its hat to some of the world's finest classics: Rolls Royce, Bentley, Bugatti, Cadillac and Duesenberg.




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MISSION >>
CONT. FROM PG. 5

"We all have the same foundational beliefs about doing the right thing. There's never any argument about that," Kimsey said. "Profit motive never comes into the discussion. The reality is that, among the four of us, we've never had to take a vote. There's a consensus before we even get to the point of raising our hands."

The most recent big decision just paid off in the form of a new division of the business: Mission Hospice. Though the opening of the new operation, which officially launched

on March 11, couldn't have been better timed what with the recent downfall of San Diego Hospice, the process of establishing the hospice started nearly two years ago.

As for addressing the compliance issues that brought down San Diego Hospice — which was audited by Medicare for allegedly admitting patients to hospice care that did not meet the eligibility requirement defined as a patient who has six months or less to live — Mission's founders are unfazed. In fact, they welcome inspections by agencies like Medicare, which they say helps them stay compliant.

"We want higher regulation. We follow compliance to the letter of the

law," Robinson said. "If you do that, there's no reason to fear compliance rules."

Furthermore, because Mission offers care meeting different needs and at different levels of health, it doesn't run the risk of having nowhere to turn if, for example, a hospice patient suddenly takes a turn for the better and is no longer eligible under the six-month requirement.

"Because we have all three levels of care, if someone isn't meeting hospice requirements at some point, we can put them back on home health," said Nelson. "We can provide that continuity of care."

The launch of a new hospice, meanwhile, is good not only for the counties patients, but also for its workforce. Just days before Mission Hospice officially opened, the company hired 45 new employees, and between the company's San Diego and Riverside County operations and a San Bernadino satellite planned for later this year, the founders hope to create as many as 2,000 new jobs in the next 18 to 24 months. And to prove their commitment to the region's workers and patients, the founders said they don't put their own success ahead of the company's.

"We talk about our financial success, but if you look at the top 20-25 earners in the company, none of us are on that list," Kimsey said. "We've never taken another penny off the table in terms of profit. We've reinvested every cent into our expansion and growth, with new offices, new employees, new physicians — and it's paid off."

The founders hope that the changes they've brought to Southern California will eventually resonate in the industry at large. Most importantly, they hope home healthcare will start to gain

Notes from the field>>

Judy Gailey, a behavioral health nurse who works in La Jolla, Point Loma and other areas of the county, talks about her experiences working in Mission's Home Health division helping home-bound patients deal with behavioral issues like depression, grief, loss of independence and stress management.

"I'VE BEEN DOING THIS FOR FOUR YEARS here in San Diego. It seems to be a very popular service, and there's such a need for it. I see a lot of patients who have recently moved into assisted living and they may have depression because of a feeling of losing their independence. It's very hard on the self esteem and we help them transition."

"I'VE SEEN REALLY GOOD CHANGES HAPPEN from working with these patients. The patients I have in La Jolla have the same types of needs as every

place else. There's a stigma about mental illness. It has always been shrouded in mystery, as if it's something to be embarrassed about. I have to concentrate on that when building a rapport with a patient. I assure them that life throws us curve balls. What we [behavioral health nurses] do is intangible, but we've seen some really great things happen. I have seen people who don't want to get out of bed, and then they progress and completely change."

"THE BIGGEST CHALLENGE is when we determine the patient doesn't need the service anymore and we have to discharge them. It's a difficult transition, and sometimes there are tears, but we try to be rational and make sure they have some support system when we leave, and that they know that, down the line if things change, they can always call us back. It's important for them to believe they can manage things on their own."

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Stories We Love To Tell
at Le Chauvinist - Consignment store for men

On the wall there is a selection of genuine Panama hats, handmade in Ecuador; hanging on racks there are shirts, sport jackets and vests in patterns you haven't seen and fabrics you know your body will thank you for wearing them; and against the back wall stand Salvador J. Viesca and his son, Salvador.

Since 2001, with an eye for taste, Salvador has provided people from all over the world with his collection of consigner designer goods — brands like Brioni, Canali, Knott Zegna and items like cufflinks, pocket squares, silk ties, cowboy boots and that shirt you had long ago that you always wished you could find again. His loyal customers, who travel from near and far, punctuate what he does best about business: provide unique clothing with a history, measured not so much by its wear, but by the future that you and your unique piece of clothing will create. It is a story passed on to future generations, and Salvador's son grows his father's legacy by providing a fun setting to embrace a mix of different people and different styles. Any clothes they are unable to sell are

donated to a downtown thrift store, "City Digz" a group of the St. Vincent DePaul Family.

"If they come in here and aren't looking for anything in particular, I guarantee they'll find something," said Salvador. Their lovely associate, Inna, chimed in, "It's treasure hunting." Maybe you can understand what makes these clothes so special.

One day, one of Salvador's consigners stopped in to talk and flip through the newest collection of clothing featured in the store. He grabbed a set of pants and said, "Wow, these are really something special." He tried them on and asked Salvador about them. Salvador took a look at the tag and realized the pants were the same ones the customer had sold to him. "You're trying to buy back the same pants you sold me!" This same thing happened with this same consigner three times more with clothing he didn't realize was his own.

"80 percent of men wear 20 percent of their clothes 80 percent of the time," said Salvador. Come meet these guys who love clothes, love people and love finding something special for you. Keep updated with the newest classics to add to your collection at their website: www.LeChauvinist.com and visit them at 7709 Fay Ave.

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Ben Vereen steps out

By KENDRA HARTMANN

Few performers know the business as thoroughly as triple-threat Ben Vereen. A veteran of the stage and screen, Vereen will grace the La Jolla Playhouse with his quick feet and velvet voice in "Steppin' Out with Ben Vereen."

A retrospective of his 40-plus years in the entertainment business, Vereen said he conceived of the idea when he sat down and tried to figure out how to express gratitude to the audiences that have supported his performances over nearly a half-century.

"I started working on this show some years ago," Vereen said. "I wanted to do a tribute to the journey all these audiences have allowed me, and all the people I've worked with. I tried to answer the question, 'How do you say thank you?'"

The show, which features song-and-dance routines showcasing the numerous collaborations Vereen has had over the years with such greats as Sammy Davis, Jr. and Frank Sinatra, is the prototype for a bigger show for which he's going into development in April. In trying to narrow his vast experience and collaborations down into less than three hours, Vereen said he had to make some tough decisions. After all, more

than four decades of prolific work doesn't easily fit into one evening.

"There was such a plethora, I had to decide which ones will tell the story," he said. "It was very difficult, and going forward [with the bigger show], there will be more included."

At 66, Vereen shows no signs of slowing his high-energy lifestyle, which he says is "a blessing."

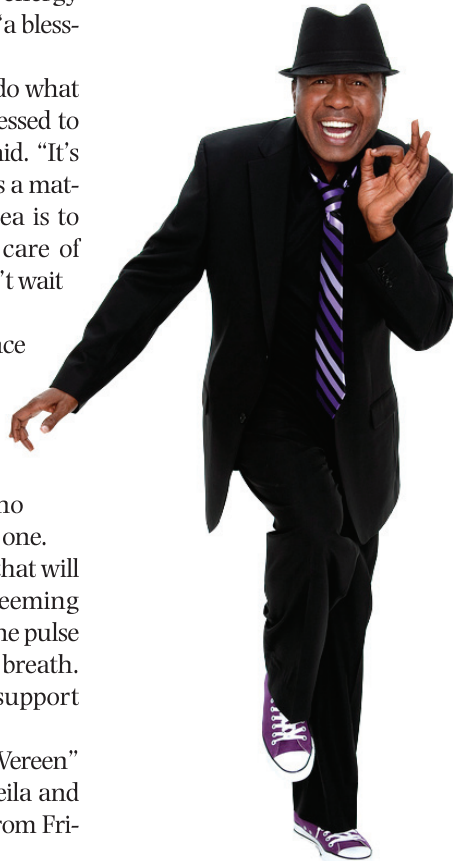
"It's an opportunity to do what we do, and we've been blessed to be able to perform," he said. "It's not a matter of energy, it's a matter of waking up. The idea is to show up, the rest takes care of itself. I love what I do. I can't wait to get on the stage."

Asked which performance art form he prefers — dancing, singing or acting — he said simply, "I prefer employment," and if he had his way, no artist would be a starving one.

"Arts are the one thing that will carry us through this seeming recession," he said. "It is the pulse of arts that gives us our breath. We've simply got to support them."

"Steppin' Out with Ben Vereen" will be on stage at the Sheila and Hughes Potiker Theatre from Fri-

day, March 29 through Sunday, March 31. Showtimes are Friday and Saturday at 8 p.m. and Saturday and Sunday matinees at 2 p.m. For tickets or more information, visit www.lajollaplayhouse.org/ben-vereen or call (858) 550-1010.



Fashion Files

Diana Cavagnaro

M Bride Dazzles

The 2013 Wedding Showcase, themed Swoon 4, took place March 3 at the US Grant Hotel. One hundred local event specialists, including florists, musicians, event planners, photographers, videographers, caterers and DJs set up on three floors, with four of the main ballrooms each transformed into a seasonal theme with winter, spring, summer or fall greeting 800 brides-to-be and guests. City Ballet provided fabulous entertainment.

Two fashion shows presented by La Jolla's M Bride highlighted exclusive couture gowns chosen by owner Michele Martin. Juelerie accessorized the gowns with exquisite jewelry, and as the models glided down the runway, the crowd did indeed swoon. In conjunction with the four seasons, Swoon 4 gave away four honeymoon grand prize packages.

Spring designer preview

Nordstrom presented the spring designer fashions on Feb. 27, a top-shelf fashion show at the Wyland Center in the Del Mar Fairgrounds.

With the runway set up in the shape of a square, models walked counter-clockwise while the name of each designer — fashions hailing from New



SPRING FASHION

Above, a men's design by Givenchy Designer Fabrics. Right, the finale design by Oscar de la Renta. Both lit up the runway at the Nordstrom spring designer preview on Feb. 27.

DIANA CAVAGNARO

York, Milan and Paris — was projected on the wall. Nordstrom added three men's designer collections from Givenchy, Lanvin and Missoni this year.

Black and white styles seemed to dominate some collections, with one of the standouts being a long black-and-white Pucci print dress. The fabulous Donna Karan Collection was casual chic, but one of my favorites was a timeless white pique sculpted dress by

Azzedine Alaïa.

The finale featured an Oscar de la Renta collection with bright colors and oversized earrings. The last dress in his collection — one that would make any woman feel like a princess — was a huge crowd pleaser. Guests stayed for hors d'oeuvres and cocktails after the show while they shopped with an on-site boutique. The event raised \$83,000 for the San Diego Opera.

Upcoming events

April 6 — Fashion with a Passion at the Fashion Institute of Design and Merchandising, 11 a.m. to 3 p.m. cocktails and cuisine, shopping in the vendor village and clothes swap. Tickets at www.fashion-withapassion.org

April 18 — Vista Hill Foundation luncheon and fashion show at the Marriott Marquis. (858) 854-5152

April 21 — Spring Bridal Bazaar with fashion shows presented by Gretchen Productions at the Del Mar Fairgrounds. Three shows presented throughout the day. (760) 334-5500

May 10 — Golden Scissors Fashion Show at the Sheraton Hotel & Marina, 5:30 p.m. reception and silent auction, 7:30 p.m. fashion show and awards. (619) 388-2205

— Diana Cavagnaro is a nationally recognized hat designer and milliner with a fashion business in downtown San Diego. She has been teaching in the fashion department at San Diego Mesa College for 20 years.

Live music calendar >> (full calendar at ljtoday.com)

Friday, March 29

- Tomcat Courtney, 6 p.m., Café-Bar Europa
- Sweet Dreams, 6 p.m., The Marine Room
- AJ DeGrasse trio, 7 p.m., Eddie V's
- Joshua Stephens, 7 p.m., Che Café, UCSD
- Tad Sisler, 8 p.m., Manhattan of La Jolla
- FUNDamental Fridays, 8 p.m., Barfly
- Murs, rap. 8 p.m., Porter's Pub, UCSD
- Afrojazzziacs, 9 p.m., Café-Bar Europa
- Cougar Canyon Band, 9:30 p.m., Beaumont's

Saturday, March 30

- Ryan Hiller, noon, Prospect Bar
- Jimmy Lewis, 3:15 p.m., Prospect Bar
- Kova, 5 p.m., La Valencia
- Tomcat Courtney, 6 p.m., Café-Bar Europa
- J Dean, 6 p.m., The Marine Room
- Guided Sun Salutation, guitars and yoga, 6 p.m., Riff's Acoustic Music
- Aquile, 6:30 p.m., Prospect Bar
- Jazz Mikan, 7 p.m., Eddie V's
- Tad Sisler, 8 p.m., Manhattan of La Jolla
- Ryan Leslie, 8 p.m., Porter's Pub, UCSD
- Superstar Saturdays, 8 p.m., Barfly
- Todo Mundo, 9 p.m., Café-Bar Europa
- DJ Night, 9 p.m., Prospect Bar
- Scott Carter & The New Breed, 9:30 p.m., Beaumont's

Sunday, March 31

- Brent Curtis & Mike Myrdal, noon, Prospect Bar
- Sounds Like Four, 4 p.m., Café-Bar Europa
- John Cain, 5 p.m., Eddie V's
- Chris Cerna, 5 p.m., La Valencia
- Smooth jazz Inspirations, 7 p.m., Café-Bar Europa
- Trinidad James, 8 p.m., Porter's Pub, UCSD

Monday, April 1

- Pan Am, 6 p.m., Café-Bar Europa

Tuesday, April 2

- AfroJazzziacs, 7:30 p.m., Café-Bar Europa

Wednesday, April 3

- Tomcat Courtney, 6:30 p.m., Café-Bar Europa
- ACxDC, 7 p.m., Che Café, UCSD
- Latin Jazz Crew, Café-Bar Europa 7:30 p.m.,
- Camera Lucida, Beethoven and Faure, 7 p.m., CPMC Concert Hall, UCSD
- Athenaeum Spring Jazz Series, 8 p.m., The Auditorium at TSRI

Thursday, April 4

- Kova, 5 p.m., La Valencia
- Tad Sisler, 7 p.m., Manhattan of La Jolla
- Pan Am, 6 p.m., Café-Bar Europa
- Leah Asher, 7 p.m., CPMC Recital Hall, UCSD
- Lotus, 8 p.m., Barfly



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H&BBRIEFS >>

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Practitioners of Chinese medicine attend 4-year post-graduate medical schools and must pass intensive state-regulated Boards. Here in California acupuncture sessions are covered by insurance, making this highly effective form of healing available to millions of patients.

Are you curious? Please call for an appointment. We look forward to hearing from you! Beata Booth 858.454-2025 and Michael Hogan 858.342-2793 at Coast Acupuncture.

Talking with Your Doctor

Has it been a long time since you left your doctor's office feeling that your doctor had listened to you and understood your concerns? Here are a few ways to make things better:

Write down all of your concerns. Prior to going to your MD appointment, make a list of things you would like to discuss. Keep the list to one page and talk about the important things first. Make your doctor a copy so that she can follow along.

Don't be shy. Make sure you discuss your concerns from the beginning. Make sure you speak up about the key issues so the doctor understands and knows what you think is important.

Be sure to listen carefully. If you get nervous, take a tape recorder and ask the doctor if you can record the visit to help you better remember what was said. Take deep breaths and try to concentrate on what she is saying.

Question what you don't understand. Ask the doctor to explain things you don't understand or if she proposes something that do not seem to fit your situation.

Be truthful about your symptoms or situation. If you're up all night with a cough or your mother's wandering keeps you up all night, tell the doctor. How else is the doctor going to take your problems seriously?

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In celebration of the Spring season we are offering an up-do/style and make up application for the affordable price of \$50!

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Most women who want this service suffer from thin, weak and damaged natural hair, but once this application process has been applied, you will be amazed at the transformation that occurs, not only in your hair, but also in your outlook!

Hair Extensions FAQ

How Do You Match Extensions to a Client's Existing Color?

If you are blending colors choose extensions that are the same level of color as the client's own hair. If you are changing the level of the client's hair choose a shade that works well with the skin tone. A coloring process can be done to the natural

con't on page 14

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hair 48 hours prior to application and extensions can be matched to that also.

How Do You Customize Extensions for a Client With Thinning Hair?

Use an extension with a smaller attachment bond and a single strand application process so the hair is not damaged and can hold the weight of the extension. This will give natural looking volume and length to thinning hair.

How Do You Match Hair Extensions for Clients With Curly Hair?

If a client with curly hair wants to wear their hair straight then nothing needs to be done to the extensions. If the hair is worn curly most of the time the extensions can be permed prior to attachment to the natural hair.

What type of hair extensions do you use?

Judy uses Great Lengths all-natural hair extensions and prefers these extensions because they are created from 100% human hair and use a unique, application process that attaches a bond of protein the same molecular structure as your hair. This application process does not harm your own hair. While others use techniques such as welding, waxing, gluing or knotting, which strain your hair to a high degree Judy uses a much more gentle principle called modulating. An extremely high-tech method of bonding the hair strand to your own hair. Extensions can be used for volumizing, lengthening, coloring or simply adding texture; Judy will offer a free consultation guiding you through your new style. Whether creating a new look, following fashion or with a special occasion on the horizon. Judy's hair extensions have over 55 colours to choose from and blend with your own hair for perfect colour matches. Most importantly your own hair will not be damaged and the extensions can be easily removed by an expert.

Can hair extensions damage my hair?

No, they will not. Actually, even very fine and damaged hair can become healthier if you're wearing hair extensions because they will protect your hair from things that could damage it like curling irons, blow dryers, styling heat and environmental damage. Because of the unique application bonding system, the extensions can be easily removed. This is different

than many hair extension methods that bond too tightly to your hair. Those old methods can lead to hair breakage when being removed. Judy's La Jolla hair extensions are joined to your natural hair by using a safe, all-natural, keratin protein bond application system.

Will the hair extensions match my natural color?

Yes, the hair extensions are offered with custom hair color blending. With well over 55 natural, vibrant hair color options to choose from, it is possible to match just about any hair color. This will create the most natural and real-looking hair extension possible.

Are hair extensions uncomfortable?

Judy's La Jolla Hair Extensions are applied to your hair with a very small bond of natural keratin protein. Most people don't even notice a difference between the hair extensions and their own natural hair.

How do I maintain my extensions at home and between visits to the salon?

Judy is fully trained on how to educate her clients to professionally take care of their hair extensions at home. Judy will recommend hair care products, brushes, combs and appliances for use at home. Hairstyling is very similar to how you style your hair without extensions. Contact Judy in La Jolla today for answers to any more of your hair extensions questions.

<http://hairextensionsoflajolla.com/>

Call today and receive \$200 off on your first full head of hair replacements! 858-456-2344. Judy Judy Judy, 7734 Herschel Suite #P La Jolla.

Always Professional Senior Care Present New Programs

What is Real News in Senior Care?

Every company offering In-Home Senior Care works hard to assure the best possible care for their clients. Established companies offer in-house training centered on the latest Evidence Based research and they bond their employees and provide liability insurance, and workers compensation. Those issues are standards at Always Professional Senior Care, but their exciting new Senior Enrich-

ment Program adds in keeping seniors connected to familiar interests, and prompts curiosity in new creative pursuits.

The new program offers:

- * At - home Computer instruction to teach email, e-letter, video phone, Skype and more
- * A Musician visits who will play favorite tunes or help in relearning music put aside
- * Nutrition enrichment that includes assistance from an expert in meal preparation
- * Holistic touch to include Message, Hand and Foot Reflexology, Reiki Energy work
- * Art Creativity provides time spent with a local artist who will share input and perspective
- * An accompanied Out for Lunch, a Movie or a Concert day

These projects are just a start. Always Professional Senior Care will develop other interests or projects suggested by Seniors. Call our La Jolla staff at 858-454-9400 with your ideas.

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Spring is in the air

Spring has officially sprung and that means it's time to think about what can be done around the house. From weeding and replanting the garden to de-cluttering the garage to perhaps some major overhauls to your home and property, now's the time to consider what you'd like to upgrade and what it will take to do so.

We've compiled a list to help readers get started on all those projects, from new gardening techniques and tips to services to help with home improvements to where to buy that perfect accent for the home or garden.

Whether you're looking for a new strategy for how to get the most out of your garden space or just searching for a different approach to gardening, look no further than the feature on a rev-

olutionary new way to plant herbs, vegetables and flowers, conceived by one of our own locals.

If it's major renovations you're planning for, check out our section on landscape architects, interior designers and construction.

Perhaps you don't need to tear down walls or build new ones to upgrade your space, but you're looking for that little something special that will freshen your home. Check out our section on home décor and gifts for accents that can make a room or garden seem new.

Whatever you do to renew your space this spring, remember to support your local businesses. It will put some spring in their step and yours!

— Kendra Hartmann



What's inside:

» Find help you with your landscaping

» Discover who's the best when it comes to light or heavy home improvement makeovers

» Short on gardening space? Learn about a revolutionary practice designed to make the most out of any space

» Read about local businesses that offer unique home décor ideas and gifts



Adventures
in
REAL ESTATE

Charles Schevker & Natasha Alexander

From the moment you decide to sell your home, consider it an inventory item — it is a product that you need to sell. In fact, you could argue that it is now a liability to you until it is sold.

When you have about 30 minutes, take a field trip to a local grocery store. You don't need to buy anything, just look. Look at and observe the seller's packaging efforts. Notice sizes, shapes, colors, positioning on the shelf, wording, lithography and container condition. Are you more likely to be attracted to the

Common sense ideas to prepare your home for sale

right size, design, shape and color that appeals to you? Are you more likely to notice a product that is displayed at eye level? Are you less likely to select an item that is dented, crushed or dusty? This reaction does not occur by happenstance. Manufacturers and retailers spend enormous amounts of money and time to figure out what appeals most to buyers, and then prepare the packaging and placement of their product to induce you to buy it. Here are a few lessons you should take away from your field trip and apply to selling your home.

Staging — Second worse to selling a house in poor condition might



be selling a vacant house or one with old and beat up furniture. Most people need visual assistance to imagine how their lives will look in a new environment. A vacant house gives the impression of void, loneliness, emptiness and even emotional depression. Junk furniture emphasizes to the potential buyer that their new life, if they buy your house, will become broken and dilapidated, just

like your furniture. There appears to be an associative reflex between how a house is presented and how people view the transformation of their lives as a result of buying your home.

Curb appeal

— Let's face it: you do not want your house to be a "drive-by." You want your house to be inviting and welcoming, to say to prospects, "Look no further, this is the home for you." Tour the outside of your house and make a complete list. Maintain a keen eye toward simple, tasteful and inexpensive landscaping, fix cracks, replace falling gutters and downspout, put on a fresh coat of paint

— in other words, de-clutter and refresh.

Bringing your house up to selling standards — This is where many people get confused. Repairs and maintenance items such as replacing a malfunctioning air conditioner or a worn out roof is not upgrading your house — it is merely maintaining its integrity, a condition of purchase that any buyer, including yourself, would expect. If your house has functional issues like 12 bedrooms and only one bathroom, well, then you have real problems. Otherwise, consider cosmetic improvements and ordinary and reasonable fix-ups. Some of the obvious examples would include remediate mold and fix damage, repair cracks, replace broken and non-

SEE REAL ESTATE » PG. 20



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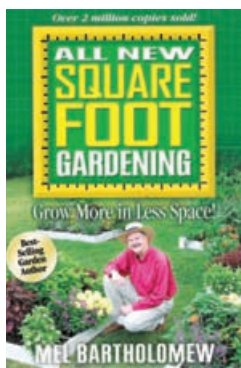
Gardening one foot at a time

By KENDRA HARTMANN

When Mel Bartholomew retired from his career as a consulting civil engineer in 1975, he decided to take up gardening in his free time. As he worked to till and fertilize the soil in long rows, only to plant seeds in a relatively small area of the plot, he wondered what the logic behind the system was.

"I'm not a trained horticulturist," Bartholomew said. "But I wondered if there was a way we could do this better."

Bartholomew started devising a new system for space-efficient planting a growing, and came up with the phenomenon known as Square Foot Gardening.



Essentially a garden in a box, the practice calls for a 4-foot-by-4-foot box, divided into 16 square-foot plots. Each plot can contain a different crop, with seeds planted in groups of 1, 4, 9 or 16, depending on mature plant size.

The technique was particularly useful in Utah, where

Bartholomew lived when he started Square Foot Gardening. The local soil made growing difficult, and Square Foot Gardening allowed for the use of perfect soil while not limiting gardeners to small pots. It also brought gardening back to those who had to give it up due to limited mobility: gardeners who had trouble working the soil on their knees

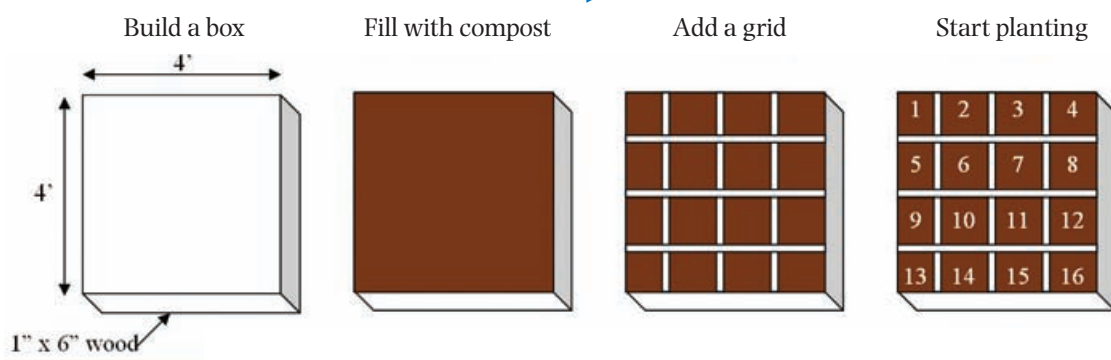
could now easily reach a gardening box raised to hip level.

Bartholomew, who now lives in La Jolla, has been bringing his gardening phenomenon — for which he has published his best-selling book, "All New Square Foot Gardening" — to the rest of the world, hoping to help end world hunger by giving disenfranchised communities the means to grow their own food with his Square Foot Gardening Foundation.

For those looking to grow their own Square Foot Garden, check out Bartholomew's website, www.squarefootgardening.org for tips and tricks on getting started.

In the meantime, look for more gardening hints from Bartholomew in future editions of *La Jolla TODAY*!

How to build a Square Foot Garden:



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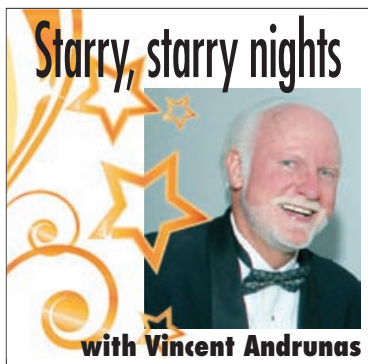
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On a recent evening when at least three major social benefit events took place simultaneously across the San Diego area, the annual La Jolla Playhouse (LJP) gala was arguably the most entertaining place to be. Debby Jacobs, who had chaired the gala 13 consecutive times before, was in charge again. It's well known that she always finds ways to make the party fresh and newly exciting, which is why

the event quickly sold out as the cognoscenti snapped up all 360 tickets. Arriving at the indoor/outdoor reception, partygoers found such specialty cocktails as the "Flaming Lip" (tequila, ginger beer and Tabasco, with a spiced rim) and the "Lounge Cooler" (vodka, lemonade, grenadine and Sprite) complimenting the paella

and other lush hors d'oeuvres prepared by Jeff Strauss and his Pamplemousse Grille (who also created the evening's memorable dinner).

The Playhouse's Potiker Theatre was transformed into a sexy supper club, with tables and upholstered banquettes cascading in tiers downward toward the stage, ensuring great views of the evening's enter-

tainment for everyone in the house. Marston Smith tirelessly played his disembodied electronic cello while diners talked, drank and devoured four delicious courses. The feast began with a petite lobster atop avocado salad, then progressed to risotto with grilled quail and porcini mushrooms. The third course was a beggar's purse with filet of beef,

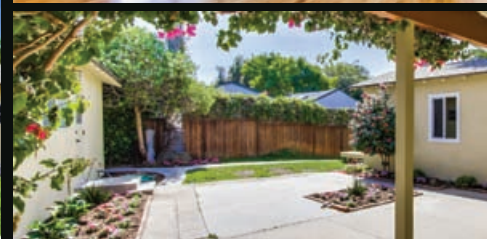
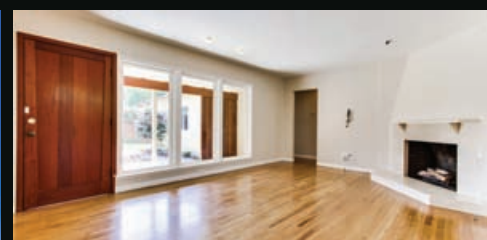
with dessert following as a chocolate caramel bombe with berries.

Anyone who's ever seen LJP's Christopher Ashley (artistic director) and Michael Rosenberg (managing director) work a room from a stage knows they'd make excellent

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CASE NO: 37-2012-00100249-CU-MC-CTL
The name, address, and telephone number of plaintiff's attorney, or plaintiff without an attorney, is: (El nombre, la dirección y el número de teléfono del abogado del demandante, o del demandante que no tiene abogado, es): LEON E. CAMPBELL #2686 7825 FAY AVENUE, SUITE 200 LA JOLLA, CA 92037 858-459-4064. DATE: JUL 09, 2012
Clark, by: M. SCOTT, Deputy, ISSUE DATES: MAR 07, 14, 21 AND 28, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-005257 BAUSH TRAVEL located at: 4517 CONRAD AVE. SAN DIEGO, CA 92117 is hereby registered by the following owner(s): ADELE SHEETS, JENNIFER BAUGHMAN, NICK BAUGHMAN This business is being conducted by: A GENERAL PARTNERSHIP The transaction of business began on: NOT YET STARTED The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: FEB 21, 2013 ISSUE DATE(S): MAR 07, 14, 21 AND 28, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-005685 FRONTLINE PC SYSTEMS, SD COMPUTER DOCTOR located at: 4332 N TALMADGE DR. SAN DIEGO, CA 92116 is hereby registered by the following owner(s): CONOR SMITH This business is being conducted by: AN INDIVIDUAL The transaction of business began on: NOT YET STARTED The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: FEB 26, 2013 ISSUE DATE(S): MAR 07, 14, 21 AND 28, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-005837 GUY LEVY AND ASSOCIATES located at: 7676 HAZARD CTR DR. 5TH FLOOR SAN DIEGO, CA 92108 is hereby registered by the following owner(s): LAW OFFICE OF GUY LEVY INC. This business is being conducted by: A CORPORATION LAW OFFICE OF GUY LEVY INC 7676 HAZARD CTR DR, 5TH FLOOR SAN DIEGO, CA 92108 CALIFORNIA The transaction of business began on: 04/29/2011 The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: FEB 27, 2013 ISSUE DATE(S): MAR 07, 14, 21 AND 28, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-006205 EL CHARRO MEXICAN FOOD located at: 2175 AVENIDA DE LA PLAYA LA JOLLA, CA 92037 is hereby registered by the following owner(s): JOIN PLUS This business is being conducted by: A CORPORATION JOIN PLUS 2175 AVENIDA DE LA PLAYA LA JOLLA, CA 92037 CALIFORNIA The transaction of business began on: NOT YET STARTED The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: MAR 01, 2013 ISSUE DATE(S): MAR 07, 14, 21 AND 28, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-005851 WEDIWIX located at: 2020 DIAMOND ST #19 SAN DIEGO, CA 92109 is hereby registered by the following owner(s): SHAAN COUTURE, DANIEL DUCHENE This business is being conducted by: CO-PARTNERS The transaction of business began on: NOT YET STARTED The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: FEB 27, 2013 ISSUE DATE(S): MAR 07, 14, 21 AND 28, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-006337 VALOR ESCROW SERVICES located at: 925 B STREET SUITE 202 SAN DIEGO, CA 92101 is hereby registered by the following owner(s): VALOR RESIDENTIAL SERVICES, INC. This business is being conducted by:



By Natasha Josefowitz, Ph.D.

I am often struck by the differences in value systems between the U.S. and the other countries I travel in. Because we can understand each other, live in similar circumstances, have more or less familiar political, organizational and family systems, we assume we also share a similar value system. Some of these values may be issues like honesty, loyalty, fidelity, ambition, money (earning it and spending it), power, pride, revenge and respect for human and animal life.

For instance, giving and receiving bribes is the accepted way of conducting business in many countries. Loyalty to one's company is a higher virtue in Japan than here. Infidelity in marriage is accepted in many Latin countries (as long as it's the man who strays). Revenge is expected if you're a Sicilian.

I came across a value that I had assumed was universal. It

Doing it Better
'Up' may not be the only way to go!

wasn't. During a speaking engagement to a group of 130 female executive secretaries in Portugal, I encountered women who had come from all over the world for a three-day seminar. English was the common language and much was gained by their talking to one another and comparing jobs, bosses and social and political environments.

In fact, one woman worked for a boss in Italy and another worked for the same man when he traveled to his Belgium office. In Belgium he was call "Sir," was formal and non-interactive. In Italy he was known by his first name and joked and socialized with his staff. This man obviously was fitting into the culture of his particular work group and was a good example of how the expected norms of conduct should influence behavior.

SEE UP >> PG. 21

A CORPORATION VALOR RESIDENTIAL SERVICES, INC 925 B STREET SUITE 202 SAN DIEGO, CA 92101 CALIFORNIA The transaction of business began on: 01/01/13 The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: MAR 04, 2013 ISSUE DATE(S): MAR 07, 14, 21 AND 28, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-006339 VALOR DESIGN & BUILD located at: 925 B STREET SUITE 202 SAN DIEGO, CA 92101 is hereby registered by the following owner(s): PRINCIPLE INVESTMENT GROUP, INC. This business is being conducted by: A CORPORATION PRINCIPLE INVESTMENT GROUP, INC. 70025 HIGHWAY 111, SUITE 101 RANCHO MIRAGE, CA 92270 CALIFORNIA The transaction of business began on: 02/01/13 The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: MAR 04, 2013 ISSUE DATE(S): MAR 07, 14, 21 AND 28, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-006433 ET VOILA! A HEALTHY ALTERNATIVE located at: 4696 MT. BIGELOW DR. SAN DIEGO, CA 92111 is hereby registered by the following owner(s): PATRICK MARQUILLI This business is being conducted by: AN INDIVIDUAL The transaction of business began on: NOT YET STARTED The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: MAR 04, 2013 ISSUE DATE(S): MAR 07, 14, 21 AND 28, 2013

NOTICE OF PETITION TO ADMINISTER ESTATE OF: EMMA HASKELL CASE NUMBER: 37-2012-0015240-PR-PW-CTL 1. To all heirs, beneficiaries, creditors, contingent creditors, and persons who may be otherwise interested in the will or estate, or both, of EMMA HASKELL: A Petition for Probate has been filed by RITA LYNN HASKELL in the Superior Court of California, County of San Diego 3. The Petition for Probate requests that RITA LYNN HASKELL be appointed as personal representative to administer the estate of the decedent. 4. The petition requests the decedent's will and codicils, if any, be admitted to probate. The will and any codicils are available for examination in the file kept by the court. 5. The petition requests authority to administer the estate under the Independent Administration of Estates Act. (This authority will allow the personal representative to take many actions without obtaining court approval. Before taking certain very important actions, the personal representative will be required to give notice to interested persons unless they have waived notice or consented to the proposed action.) The independent administration authority will be granted unless an interested person files an objection to the petition and shows good cause why the court should not grant the authority. 6. A hearing on the petition will be held in this court as follows: a. Date: APR 11, 2013 Time: 1:30 P.M. Dept: PC-2 b. Address of court: SUPERIOR COURT OF CALIFORNIA, COUNTY OF SAN DIEGO MADGE BRADLEY BUILDING 1409 Fourth Ave. San Diego, CA 92101 Central Probate 7. 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. 8. If you are a creditor or a contingent creditor of the decedent, 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. 9. 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. 10. Attorney for Petitioner: NORMAN MICHAEL COOLEY 600 WEST BROADWAY SUITE 1550 SAN DIEGO, CA 92101 619-234-3220 ISSUE DATE(S): MAR 14, 21 AND 28, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-004586 SDBOTOX, SDBOTOX.COM located at: 3900 5TH AVE. #140 SAN DIEGO, CA 92103 is hereby registered by the following owner(s): ROHER, LLC This business is being conducted by: A LIMITED LIABILITY COMPANY ROHER, LLC 325 7TH AVE. #2005 SAN DIEGO, CA 92101 NEVADA The transaction of business began on: NOT YET STARTED The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: FEB 13, 2013 ISSUE DATE(S): MAR 07, 14, 21 AND 28, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-006795 EMMA'S PRECIOUS BOUTIQUE located at: 3402 COWLEY WAY #1 SAN DIEGO, CA 92117 is hereby registered by the following owner(s): EMMA H. HARGRAVES This business is being conducted by: AN INDIVIDUAL The transaction of business began on: NOT YET STARTED The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: MAR 07, 2013 ISSUE DATE(S): MAR 14, 21, 28 AND APR 04, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-003907 AWOL PRODUCTIONS located at: 5032 NIAGARA ST. SAN DIEGO, CA 92107 is

hereby registered by the following owner(s): DANE KEALA WHITWORTH, SHAWN TREVOR PERRY This business is being conducted by: CO-PARTNERS The transaction of business began on: NOT YET STARTED The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: FEB 07, 2013 ISSUE DATE(S): MAR 07, 14, 21 AND 28, 2013

PIERCE COUNTY DISTRICT COURT STATE OF WASHINGTON Regarding the Name Change of ABRIANNA JAYLYNN WEST, MINOR(S) By KATHLEEN ELIZABETH LANDER Parent / Guardian No. 32801336C NOTICE OF HEARING FOR NAME CHANGE THE STATE OF WASHINGTON - DIRECTED TO SHAUNESSY DAVID WEST (Absent Parent) YOU ARE HEREBY NOTIFIED that pursuant to RCW 4.24.130, the mother/father/legal guardian of the above named minor child(ren), has filed a Petition to Change the Name of WEST, ABRIANNA JAYLYNN TO LANDER, ABRIANNA JAYLYNN The hearing on this matter shall be on April 4, 2013, at 9:00 AM 930 Tacoma Avenue S., Courtroom 127, Tacoma Washington. FAILURE TO APPEAR AT THIS HEARING MAY RESULT IN THE NAME CHANGE OF THE ABOVE LISTED MINOR(S) DATED March 7, 2013 FILE YOUR RESPONSE WITH Pierce County District Court 930 Tacoma Ave. S., Room 239 Tacoma, WA 98402 (253)796-6311 ISSUE DATE(S): MAR 14, 21, 28, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-005621 KINGKRIST MEDIA Located at: 5666 LA JOLLA BLVD. #119 LA JOLLA, CA 92037 is hereby registered by the following owner(s): KRISTOPHER DENNETT This business is being conducted by: AN INDIVIDUAL The transaction of business began on: 01/01/13 The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: FEB 25, 2013 ISSUE

REAL ESTATE >>
CONT. FROM PG. 15

working windows, doors, light fixtures, plumbing fixtures, spackle and apply fresh paint, remove odor sources, fix crooked doors and cabinets, clean carpets and floorings, clean all appliances and make sure they are in good working condition, remove or de-clutter items from storage areas like garages, hide or remove loose phone and internet cabling, look for and resolve safety issues, particularly where it is likely to cause accidents.

Upgrades – This is a tough call. Are you actually going to spend thousands of dollars to upgrade your house when you plan to move onward with your life? In addition, what insight do you have about the personal decorating tastes of the buyer? If your house is not already upgraded, this may not be the time to commit. Think about this! What if you decided to spend \$30,000 to install Berber carpet, and the buyer really prefers hardwood floors. Do you think the buyer is willing to pay your asking price and then rip out the carpet?

Too often, sellers are disappointed by the price offered for their precious homes, yet there may be just reason. Decide what needs to be done to showcase your home, prioritize the list, keep the costs within your budget and consider hiring a reputable handyman.

DATE(S): MAR 14, 21, 28 AND APR 04, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-006741 VISIONS WINDOW CLEANING JP located at: 3927 B ST. SAN DIEGO, CA 92102 is hereby registered by the following owner(s): JESSE PEREZ This business is being conducted by: AN INDIVIDUAL The transaction of business began on: 03/06/13 The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: MAR 06, 2013 ISSUE DATE(S): MAR 14, 21, 28 AND APR 04, 2013

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME FILE NO. 2013-006284 (1) FICTITIOUS BUSINESS NAME(S): a. SAN DIEGO BEACH-N-BAY RENTALS (2) LOCATED AT: 1341 OLIVER AVE. SAN DIEGO, CA 92109 (3) THE FICTITIOUS BUSINESS NAME REFERRED TO ABOVE WAS FILED IN SAN DIEGO COUNTY ON: 01/25/2011, and assigned File No. 2011-002464 (4) IS (ARE) ABANDONED BY THE FOLLOWING REGISTRANT(S): ROB LINTON, ROB LINTON INC. The statement was filed with Ernest J. Dronenburg, Jr., County Clerk of San Diego County on: MAR 01, 2013 Issue date(s): MAR 21, 28 APRIL 04 AND 11, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-007420 MOBILEMAKERY located at: 1963 DIAMOND ST. SAN DIEGO, CA 92109 is hereby registered by the following owner(s): NATHAN BABIN This business is being conducted by: AN INDIVIDUAL The transaction of business began on: 03/13/13 The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: MAR 13, 2013 ISSUE DATE(S): MAR 21, 28 APR 04 AND 11, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-007290 INTERSECTION-INC located at: 2851

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UP >>

CONT. FROM PG. 20

The speakers were excellent and all emphasized upward mobility, job opportunities and strategies for getting ahead. The participants were surprisingly non-responsive. I noticed that they had no questions at the end of the talks and looked glazed a good deal of the time.

I decided to take a survey and found the problem. A large majority of the attendees had been in the same job for more than 15 years and only a small minority had any interest in moving out of their secretarial positions into more managerial or administrative jobs. The organizers expressed not only their surprise, but also their upset at the lack of ambition from the women there.

Their companies had sent these women for three days to a lovely resort by the ocean as a reward for loyalty and good work. If they achieved some personal growth,

learned to communicate better, improved their telephone skills, broadened their general knowledge, learned of new computer technologies and enjoyed the sunshine, that was good enough. The seminar organizers, on the other hand, had seen their purpose as getting the women out of their secretarial roles into positions of greater responsibility, authority and power.

I was fortunate to be the closing speaker and could use the information from my survey. I changed the subject of my talk from "Onward and Upward" to "Happy at Work." In other words, I extolled the virtues of predictability and security and gave permission to not "go anywhere" and to not feel guilty about it.

In our culture, ambition is almost universally seen as positive, whereas words such as "stuck" and "plateaued" have negative connotations. We don't have a term in our language defining lack of ambition as a happy state of standing still, as a satisfactory place to remain for an indefinite period of time. I have often

heard people ask questions like: "Where will you be in five or 10 years?" As if one should expect to be in a more satisfactory place, the assumption being that wherever you are now is not going to be good enough.

We need to re-evaluate our unexamined priorities. "Up" may not be the only way to go. There is a recent trend of professional women leaving their jobs in order to raise children and find satisfaction as stay-at-home moms.

I have caught myself trying to help people move into more lucrative or more fulfilling work, never wondering whether more is indeed better. I had not considered the security of stability, the pleasure of staying in a position one knows and does well, nor the validity of the choice to prioritize other aspects of our lives above professional success. We will find satisfaction only when we give ourselves permission to follow our own individual paths rather than running wherever the herd is headed.

Guest view >> Secret Garden Tour is back

By Linda Marrone

As a co-founder of the Secret Garden Tour, I can't believe it is blossoming into its 15th year. The tour has become a much-anticipated perennial event that gives guests the privilege to wander through the garden gates

and enjoy some of La Jolla's most cherished private gardens.

This year's tour will take place on Saturday, May 18 and it promises to be another memorable event with not only enjoy beautiful gardens, but also artists at work painting garden scenes, designers' imaginative entertaining displays and live music. Following tradition,



the secret garden locations will be revealed on tour day when guests pick up their programs and map at historic Wisteria Cottage.

Guests can choose between the self-guided tour or the Platinum Tour. The Platinum Tour begins

with a scrumptious brunch and visitors are taken by shuttle with docent guides. Plan to make your reservations early because admission is limited and the tour has been known to sell out.

For information or reservations, call the La Jolla Historical Society at (858) 459-5335 or visit www.lajollahistory.org.



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This multi-family project includes the retention of two historic cottages original to the site and the infill of twelve additional units. The goal is to provide for an enclave of homes, both single family and duplex, that pay homage to the style and character of the early beach cottages of La Jolla. The new homes and refurbished cottages each include their own private garage and private elevator. This is a green development and each home is powered by solar energy.



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Heritage on Ivanhoe is well received in the Village of La Jolla

Heritage on Ivanhoe in the Village of La Jolla is very well received in the community. From the day they opened their sales trailer they had people waiting in line to check it out.

There have been sold 11 out of the 14 units in the first 30 days. There are still two wonderful townhomes available and one detached home. Pricing of the detached home will be determined after it is 75% complete. Estimated completion of the project is roughly 60 days.

They are also starting a new development on the ocean front of N. Mission Beach. There will be 3 luxurious condos as large as 1,850 sq. ft. priced from \$1,895,000 to \$2,395,000 each.

For more information on these and other projects call the office of Steve Cairncross, ReMax, (858) 490-4139.

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It carries furniture, accessories, rugs and accents to overhaul any room. The showroom's furniture sets are simple, functional, stylish and built to last. With a variety of intricate rugs and glass lighting fixtures, clients can add their personal taste and touch to their home. The My Own Space website makes home decorating easy and allows customers to explore, design and order products online.

www.mosmyownspace.com
7722-A Girard Ave.
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INSPIRED BY LA JOLLA'S COASTAL ATMOSPHERE,

Seaside Home offers casual, but elegant furniture and home accessories. Its showroom displays collections from a wide variety of lines from all over the world including places like Italy, Patagonia and Peru. Everything from crystal chandeliers and lighting to bath linens and fine china creates a beautiful, coastal atmosphere in any room. Seaside Home also offers interior design services to help with any project.

www.seaside-home.com
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products for about 50 years. It imports lines from six different countries, and it is the only San Diego supplier of the DUX bed. Its interior designers personalize designs and products for homes and yachts. With a huge selection of sheets, blankets, comforters, pillows and beds, Everett Stunz has something for every client's personal taste and perfect bedroom.

www.everettstunz.com
7616 Girard Ave.
(858) 459-3305

INSPIRED BY THE CULTURE AND STYLE OF MARSEILLE,

Cote Sud imports linens, ceramics, dinnerware and accessories from all over Europe. The products feature vibrant colors and floral-inspired designs that can give any room a warm, spring feel. Most of the linens and dishware are not only beautiful, but also durable and easy to wash. As the weather warms and the sun lingers into the evening, a La Jolla patio can feel like the South of France.

www.cotesudlajolla.com
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PATINA GIFT STORE HAS all the finishing touches for a home redecorating project. Its wide selection of home and garden gifts is the perfect way to adorn and accent a newly designed room. With items ranging from glassware, dinnerware and bath products to art pieces, pottery and candles, it's possible to customize every room. It fills its shelves with seasonal items, and recently received some colorful, spring-inspired plates and handmade olive wood pieces.

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Hydrangea Cove

TIP>>> Want to upgrade the look of your home but never quite sure what look to go with or where to get ideas? Interior designers and architects will of course bring with them a plethora of ideas cultivated from years of experience, but there are ways you can get an idea of what style suits you before you consult the professionals. La Jolla – and San Diego in general – offers a rich array of home and garden tours that allow participants to get a glimpse inside the homes of those who know how to put a look together (or who have hired the right people to do it for them). Keep an eye out for these tours that can hold a treasure trove of ideas for how to move forward with your own home makeovers.

HINT: the next one is La Jolla's Secret Garden Tour. More details on Page 20.

Guests at the Bird Rock Home Tour in January, right, were treated to an intimate view of residents' home – and all the design ideas that came with them.

DON BALCH



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Coastal Sage Gardening

Coastal Sage Gardening designs, installs, and maintains individualized landscapes throughout San Diego. The owner, John Noble, has over thirty years of experience. He leads a crew of professional gardeners and apprentices that work hard to create beautiful gardens. They believe the landscape should be an unique expression of the homeowner's desires, within the reality of their budgets, and with nature doing most of the work.

Southern California needs sustainable, water saving gardens. Lawn removal or reductions, proper grading, rain water retention, greywater systems, and led lighting are all important in designing today's landscapes. Coastal Sage specializes in native and mediterranean gardens, as well herb and edible gardens. Adam Nordhues, a permaculturist, is part of the team.

The business office - garden shop- is an incredible seven sided rock building with a butterfly pitched roof. It is located at 3685 Voltaire Street, across from the Point Loma Library. The office hours are Mon-Fri 10am to 2pm., Sat. 10am to 5pm, and closed on Sunday. For an appointment with John Noble contact the office 619 223 5229

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CONT. FROM PG. 18

tag-team hosts for a TV talk show or awards presentation. Together, they welcomed the guests and expounded on the theater's extraordinarily successful year. They told how one of LJP's educational outreach programs, the POP (Performance Outreach Program) Tour introduced more than 20,000 kids to live theater through in-school performances, and proudly announced that three recent LJP shows matriculated to Broadway with a fourth to also open there soon.

The pair welcomed well-known director emeritus Des McNuff to the stage. Speaking of the rock concert that would follow the dinner program, Michael said, "Do whatever you want with your cell phones; we won't hear it. It is going to be loud tonight. Des McNuff actually said to me, 'Mike, you may want to make a joke about earplugs.' I've got some — I have a

bunch in my pocket; the waiters have some; if you need some just ask — 'cause you know, if Des is saying it's loud, I think it's going to be loud tonight."

On a more serious note, the trio gave tribute to three extraordinary LJP supporters who'd passed away this season: Dr. Willard P. "Bill" Vanderlin, Esther Burnham and David Copley. A paddle-raise for LJP's education and outreach programs (supplemented by \$175,000 in matching funds) received enthusiastic response, bringing overall gala proceeds to nearly \$1 million.

Event headliners The Flaming Lips, the rock band that originated the music for "Yoshimi Battles the Pink Robots," took the stage for a private concert. They were appropriately loud, as promised — but few, if any, resorted to those earplugs. Following the performance, an after-party featured drinks, late-night bites and dancing to another very popular band, Zowie Bowie.

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 Sat 1-5pm5982 Avenida Chamnez3BR/3.5BA.....\$1,695,000.....Irene McCann/Melanie Albers 858-232-7373
 Sat 1-4pm333 Midway St3BR/3BA.....\$1,950,000Rosamaria Acuna • 619-890-2828
 Sun 1-3pm.....5550 La Jolla Hermosa.....5BR/3BA.....\$1,200,000-\$1,400,000David Schroedl • 858-459-0202
 Sun 1-3pm.....5584 Soledad Rd4BR/3BA.....\$1,500,000-\$1,700,000David Schroedl • 858-459-0202
 Sun 2-4pm.....5632 Rutgers Road.....4BR/4BA.....\$1,595,000Monica Le Schick • 858-752-7854
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CAMINO DEL RIO SOUTH, STE 200 SAN DIEGO, CA. 92108 is hereby registered by the following owner(s): THE DESIGN ACADEMY, INC. This business is being conducted by: A CORPORATION THE DESIGN ACADEMY, INC. 2851 CAMINO DEL RIO SOUTH, STE 200 SAN DIEGO, CA. 92108 CALIFORNIA The transaction of business began on: NOT YET STARTED The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: MAR 12, 2013 ISSUE DATE(S): MAR 21, 28 APR 04 AND 11, 2013
FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-008085 EARTH ODYSSEY INK located at: 1040

LAW ST #H SAN DIEGO, CA. 92109 is hereby registered by the following owner(s): MICHELLE WILLIS This business is being conducted by: AN INDIVIDUAL The transaction of business began on: NOT YET STARTED The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: MAR 19, 2013 ISSUE DATE(S): MAR 28 APR 04, 11 AND 18, 2013
FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-008129 ARIA CHIROPRACTIC located at: 2830 4TH AVE. SAN DIEGO, CA. 92103 is hereby registered by the following owner(s): DR. NOOR MOHAMAD This busi-

ness is being conducted by: AN INDIVIDUAL The transaction of business began on: NOT YET STARTED The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: MAR 19, 2013 ISSUE DATE(S): MAR 28 APR 04, 11 AND 18, 2013
FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-008253 YELL TAXI, JACK'S CAB located at: 3329 APACHE AVE. SAN DIEGO, CA. 92117 is hereby registered by the following owner(s): JACK J MAGRO The transaction of business began on: 03/29/08 The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San

Diego County on: MAR 20, 2013 ISSUE DATE(S): MAR 28 APR 04, 11 AND 18, 2013
FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-008173 METAL ANGEL FASHION located at: 2185 TWAIN AVE. CARLSBAD, CA. 92008 is hereby registered by the following owner(s): ANNA SENTINA, DAISY SENTINA This business is being conducted by: A GENERAL PARTNERSHIP The transaction of business began on: NOT YET STARTED The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: MAR 19, 2013 ISSUE DATE(S): MAR 28 APR 04, 11 AND 18, 2013

Diego County on: MAR 20, 2013 ISSUE DATE(S): MAR 28 APR 04, 11 AND 18, 2013
FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-008264 KIERA'S MOBILE SCRUBS located at: 2575 FELSPAR ST. SAN DIEGO, CA. 92109 is hereby registered by the following owner(s): EMMA TAMONDONG, ELBERT TAMONDONG This business is being conducted by: A MARRIED COUPLE The transaction of business began on: 03/11/13 The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: MAR 20, 2013 ISSUE DATE(S): MAR 28 APR 04, 11 AND 18, 2013

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-008395 JEANETTE AMACHER'S YACHT MAINTENANCE located at: 4295 VOLTAIRE ST. #2 SAN DIEGO, CA. 92107 is hereby registered by the following owner(s): JEANETTE AMACHER This business is being conducted by: AN INDIVIDUAL The transaction of business began on: 03/15/13 The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: MAR 21, 2013 ISSUE DATE(S): MAR 28 APR 04, 11 AND 18, 2013
FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2013-008374 KSP / DD GLOBAL located at: 2965 BARNARD ST. SAN DIEGO, CA. 92110 is hereby registered by the following owner(s): KIMS PLASTICS USA, INC. This business is being conducted by: A CORPORATION KIMS PLASTICS USA, INC. 2965 BARNARD ST. SAN DIEGO, CA. 92110 CALIFORNIA The transaction of business began on: 08/28/12 The statement was filed with Ernest J. Dronenburg, Jr., Recorder / County Clerk of San Diego County on: MAR 21, 2013 ISSUE DATE(S): MAR 28 APR 04, 11 AND 18, 2013

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