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MOTHER NATURE LANDS WEEKEND PUNCH A relatively powerful storm delivered some much-needed rain to drought-conscious Southern California over the weekend – and some wicked winds over the three-day period – although the rainfall totals didn’t quite live up to the buildup of many weather forecasters. Still, flooding struck several beach communities and also canyon areas like the above scene at Marion Bear Natural Park by University City. At lower left, heavy potted palm trees were felled like bowling pins by strong winds along Avenida de la Playa in La Jolla Shores. Motorists were also forced to slalom around fallen palm fronds along El Paseo Grande in La Jolla. Among those enjoying the nasty weather were surfers, like this one at La Jolla Cove. The same surfer’s luck later ran out when his board was snapped in half by the intense wave action.

Photos by Don Balch



Photo by Paul Hansen

Soledad cross again legal hot potato By DAVE SCHWAB

Attorneys on behalf of Mt. Soledad Memorial Association (MSMA) have petitioned the U.S. Supreme Court yet again, asking it to review Mt. Soledad Memorial Association v. Steve Trunk, et al., following a December district court order requiring the iconic 29-foot cross atop Mt. Soledad Veteran’s Memorial in La Jolla to be moved.

Over the past 25 years, the U.S. Supreme Court has twice previously declined to hear the Soledad cross case, sending it back to the Ninth Circuit Court of Appeals for resolution.

Cross opponents argue the landmark cross is a Christian symbol constituting an unconstitutional “establishment” or endorsement of religion” on public land, and that it must be moved to private property.

Most recently, the Ninth Circuit didn’t order the cross to be dismantled, but instead offered the defendants an opportunity to alter the monument in some unspecified

SEE **CROSS** >> PG. 6

Council fine-tunes city’s operating rules for food trucks By DAVE SCHWAB

San Diego City Council unanimously passed new rules for increasingly popular mobile food trucks citywide which allows them to operate on public streets and in commercial areas, but restricts their late-night operating hours while requiring them to be at least 300 feet from residences.

Food trucks will only be allowed to operate between 6 a.m. and 10 p.m. Sunday through Thursday, and 6 a.m. to 11 p.m. Friday and Saturday.

Mobile trucks can now be operated without a permit in industrial, commercial and high-density residential areas. They will largely be prohibited however, except for special events, in low-density neighborhoods and in the restaurant-dense Gaslamp Quarter and Little Italy.

Food trucks will also be allowed only by special permit on streets in parking overlay zones near the beachfront and close to universities.

New rules also prohibit truck operators from having


SEE **TRUCKS** >> PG. 6



SERVING UP CHANGES The City Council took action to clean up rules and regulations governing the operation of mobile food trucks in city limits. Courtesy photo

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Seals win key victory in long-running saga with humans

By DAVE SCHWAB

Harbor seals got a flipper version of a thumbs-up in the seesaw battle over shared use at La Jolla's Children's Pool after the San Diego City Council voted 6-3 to close the beach to human contact during the marine mammals' five-month pupping season.

District 1 City Councilwoman Sherri Lightner, who represents La Jolla, along with Mark Kersey of District 5 and Scott Sherman of District 7, cast dissenting votes.

The pro-pinniped vote came after Lightner's motion to oppose city staff's recommendation to approve Children's Pool seasonal beach closure from Dec. 15 to May 15 was defeated 6-3.

The Feb. 24 vote came after three hours of public testimony in the decade-long battle over co-existence of the two species at the crescent-shaped pool.

The Children's Pool was created in the 1930s by La Jolla philanthropist Ellen Browning as a safe wading area for children and ocean recreationalists.

Beach-access proponents argued before the City Council that the seasonal beach closure was both unnecessary and unwarranted.

Seal enthusiasts countered seasonal closure was essential to protecting seal mothers and pups. Their argument was bolstered by numerous videos depicting seal harassment by humans.

Citing her "20-year record of

community activism" and "passion for supporting neighborhoods," Lightner said she's "never been supportive of a seasonal beach closure." She said a year-round rope barrier and ranger are in place at the pool to keep the peace between humans and pinnipeds.

"There are better ways to balance the needs of humans and marine mammals," Lightner said adding she couldn't believe the Scripps' trust creating the pool could actually be interpreted to "eliminate physical access to the beach."

Lightner argued that appropriate studies have not been done to assess the impacts of a seasonal beach closure on the surrounding marine ecosystems.

"I'm concerned that we're drawing a line in the sand that we do not need," Lightner said, adding she felt the beach closure would "set a chilling precedent that public, physical access to the beach provided for in the Coastal Act is not guaranteed."

Lightner described the seasonal closure of the Children's Pool as "regulatory overkill."

District 9 City Councilwoman Marti Emerald disagreed with Lightner's perspective.

"Just because a very generous member of the community more than 80 years ago donated this pool doesn't mean we have to continue along that vein as times and circumstances change," Emerald said. "It's also become abundantly clear that

this tiny piece of beach with its harbor seals has become a regional and national treasure, as well as having gained international recognition."

"We should have reverence and respect for wildlife," noted Emerald pointing out that isn't in evidence "from the reports we're seeing about abuse of the environment and overfishing."

Pointing out "many people will never have the opportunity to see the miracle of birth in nature," Emerald made her counter motion to approve the seasonal closure of the Children's Pool to protect the seal rookery.

Several La Jollans spoke against the seasonal beach closure.

"Seals are not an endangered species. Their population is exploding," testified Phyllis Minnick, adding "harrassment is a myth."

Others agreed.

"As a result of human activities, the balance of nature has been changed," argued La Jollan Mike Costello, a scientist. "It's not nice to fool Mother Nature."

Costello is an advocate of doing a comprehensive management study to figure out best practices for dealing with pinnipeds.

Ken Hunrichs, president of Friends of the Children's Pool advocating beach access for people, said seasonal closure would have the net effect of "criminalizing beach use."

San Diego Fire-Rescue Department lifeguard Ed Harris, who has



SEALS GIVEN PROTECTION The City Council opted Feb. 24 to prohibit human-seal contact with the seals at La Jolla's Children's Pool during the marine mammals' five-month pupping season from Dec. 15 through May 15. Photo by Don Balch

presented an alternative plan to beach closure which envisions using faux boulders, which can be moved to encourage use of the beach by either species, chided the city for not being open-minded, warning, "You're really setting this up for litigation if you go through with this plan."

Seal enthusiasts sporting name tags saying "beach for seals" defended the seasonal pool closure.

"It isn't safe for baby seals to share the beach with people," said Ellen Shively, speaking for the Seal Conservancy of San Diego. "Sharing the beach during pupping season does not work."

Shively showed video footage depicting people prompting seals as a group to flush into the ocean, as well children touching seals, "as if this were a petting zoo."

Attorney and animal-rights activist Bryan Pease claimed the majority of San Diegans favor greater protection for seals during their pupping season.

"This is the final step in a management plan voted on in 2010," Pease said. "Harassment has been ongoing."

Others agreed.

"You are the last defense for the seals. The buck should stop with your vote today," said Carolyn Price.

Off-leash dogs, skateboarders take center stage at BRCC meeting

By DAVE SCHWAB

Skateboarders, off-leash dogs and the safety threat some residents say they pose in public parks and neigh-

borhood streets were among the items discussed at Bird Rock Community Council's (BRCC's) March 4 monthly

meeting.

"A woman with a small, leashed dog was attacked recently by a large Ger-

man shepherd that was not leashed," said BRCC president Jacqueline Bell, who added the incident underscores

the gravity of the problem. "Your dog must be leashed."

Bell publicly urged those witnessing unleashed dogs to call animal-control officials at (619) 767-2675 or (619) 236-4250, or by visiting www.sddac.com.

Troublesome off-leash dogs have been a persistent problem communitywide for some time, said some observers.

When asked if it would be helpful to photograph off-leash dogs that cause problems, Bell replied, "You need a record of that animal, a victim, a witness or a photograph for action to be taken."

The signage is clear, said some.

"At Calumet Park and the bike path (between La Jolla High and the La Jolla United Methodist Church) posted at every entrance are signs saying, 'Dogs must be on leash at all times,'" said Bird Rock resident Dale Duffala. "That's pretty basic."

Resident Joyce Snell said skateboarders have also become problematic in Bird Rock, damaging trees, benches and landscaping, as well as skating in dangerous spots where they are vulnerable to collisions with cars.

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City finally OKs rules governing medical pot dispensaries

By DAVE SCHWAB

The San Diego City Council voted 8-1 on Feb. 25 to enact zoning regulations that would allow medical marijuana dispensaries to operate. But councilmembers also restricted dispensaries to mostly outlying industrial areas no closer than 100 feet from residences and 1,000 feet from each other, schools, churches or daycare centers.

Perhaps most notably, the vote also capped the number of dispensaries allowed to set up shop and operate in any one of the nine City Council districts to a maximum of four — a total of 30 citywide.

Several of the council districts, like then-interim Mayor Todd Gloria's District 3, have no existing zonings that would meet the new requirements for dispensaries to operate.

Other communities, however, like Kearny Mesa and Otay Mesa, contain numerous parcels where dispensaries could be located.

District 5 City Councilman Mark Kersey, who cast the dissenting vote, said he could not vote for the ordinance because his constituents opposed it and because federal law continues to forbid possession and sale of marijuana, despite what California voters approved a few years ago.

The City Council action amends the land-development code and the local coastal program to add

medical marijuana consumer cooperatives as a new, separately regulated land use.

It's been 17 years since California's Compassionate Use Act was approved by state voters legitimizing medical marijuana use.

Gloria said the new medical marijuana ordinance "is a balance providing a framework protecting neighborhoods while giving safe access to those (patients) that deserve it."

District 4 City Councilwoman Myrtle Cole said she supported the establishment of zoning that ensures dispensaries will be enforceable, adding she expected a "zero-tolerance policy" for ordinance violators.

District 6 City Councilwoman Lorie Zapf said she expected the city to realize "full cost recovery" from the ordinance. Zapf, who made the motion to cap the number of dispensaries allowed in each of the council districts, noted "that will spread it evenly."

District 8 Councilman David Alvarez expressed concern that the new ordinance was overly restrictive adding, "there are needs for access for people throughout this entire city."

Councilmembers took public input for roughly two hours as scores of people testified for and



RULES FINALLY PUT IN PLACE The City Council has adopted a regulatory plan to allow a limited number of medical marijuana dispensaries to operate within city limits. While the plan left neither proponents or detractors completely happy, the action appears to be the closest thing to a true compromise for both parties.

Photo courtesy David Olender

against the new marijuana zoning ordinance, including several beach residents.

Scott Chipman of Pacific Beach claimed public use of marijuana by adults and teens has "skyrocketed" since California voter approval of the legislation permitting medical marijuana.

Chipman spoke of dispensaries changing names and ownership to try and conceal the fact they're primarily serving recreational users of the drug — not medical

patients, as proponents claim.

"Marijuana use is dangerous, it's unhealthy physically and mentally," Chipman said. "Hiding dispensaries away in industrial areas is admitting they're harmful."

The reaction from medical marijuana proponents was mixed.

"We are glad that the San Diego City Council has decided to allow regulated access to medical marijuana. However, we are very disappointed with the extreme restrictions contained in this ordi-

nance," said James Slatic, executive board member of the California Cannabis Industry Association.

"That said," continued James, "this ordinance does represent an opportunity to show the leadership of the city, as well as our detractors, that well-regulated dispensaries with responsible operators can be positive members of the communities while serving the needs of patients and caregivers."

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QUICKHITS >>

**Scripps Clinic breaks ground
on \$175 million facility**

Scripps Health marked the start of construction March 5 on the Scripps Clinic John R. Anderson V Medical Pavilion. The new \$175 million medical office building – along with the adjacent Prebys Cardiovascular Institute – is part of a comprehensive master plan that Scripps officials said is intended to transform the Scripps Memorial Hospital La Jolla campus and redefine healthcare in San Diego for the 21st century.

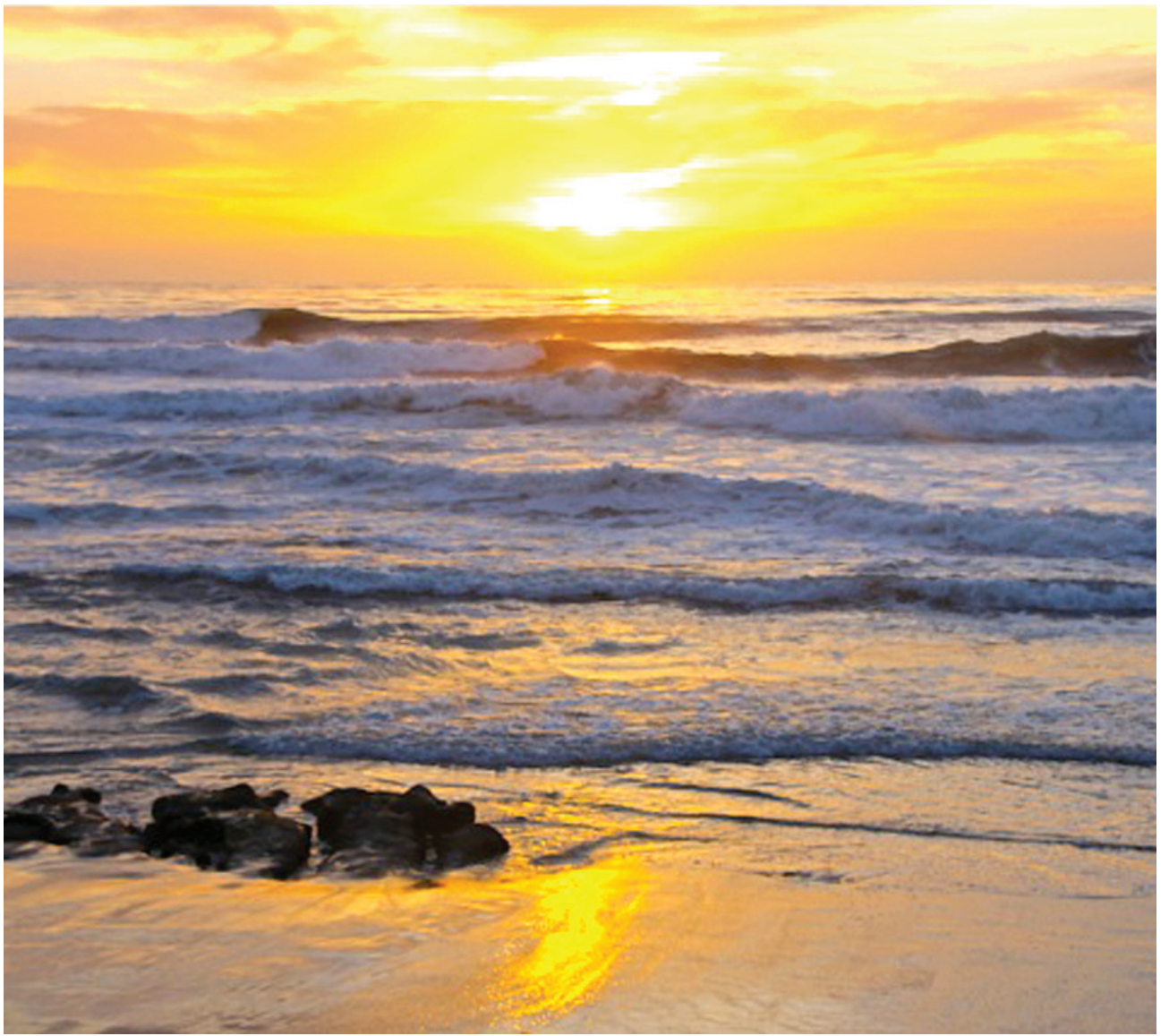
Once completed, the six-story medical-office building and ambulatory-care facility will house a variety of specialty services, including cardiology, gastroenterology, pulmonology, neurology, nephrology and endocrinology. The building will also include four cardiac catheterization labs that will allow physicians to perform certain cardiac procedures in an outpatient setting.

Eileen and John “Jack” R. Anderson IV, longtime supporters of Scripps Health, previously donated \$25 million toward construction of a new Scripps Clinic facility on the campus of Scripps Memorial Hospital La Jolla. In honor of the couple’s generosity, the 175,000-square-foot facility will be named the John R. Anderson V Medical Pavilion as a tribute to their son, who passed away from cancer in 2004. Construction on the building is projected to be completed in 2016.

**Certain SD Blood Bank supplies
still below safe levels**

San Diego Blood Bank officials said O-negative and B-negative blood supplies are still below safe levels. O negative blood supplies are less than three days’ worth and B negative blood supplies are less than two, said officials.

SEE BRCC >> PG. 5



ANOTHER BEAUTIFUL VIEW Local photographer Sharon Hinckley caught this gorgeous sunset shot on March 2 at at Windansea Beach.

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BRIEFS >>**CONT. FROM PG. 4**

"This is a very risky situation, since O negative is the universal donor, the only type safely given to any trauma patient when there is not time to identify their blood type," said San Diego Blood Bank spokeswoman Lynn Stedd. "B-negative patients can only receive blood from B-negative and O-negative donors, meaning that these patients have very few options right now."

The blood shortage was brought on by a national shortage of saline. The saline shortage was caused by a worse-than-average flu season in December and January that spiked the demand for intravenous saline for dehydrated patients.

Anyone at least 17 years old, who is in good health and weighing at least 114 pounds may be eligible to donate blood. Plenty of fluids and a good meal are recommended before donating. For more information, visit www.sandiegobloodbank.org, or call (800) 469-7322.

Firefighters getting eady to give 'the boot' to burns

Local firefighters will take to the streets March 13 for the Burn Institute's 15th annual "Fill the Boot for the Burn Institute" Firefighter Boot Drive.

What began more than a decade ago as a grass-roots effort backed by the fire service, the Burn Institute's countywide Boot Drive has become a hallmark fundraiser for the organization, raising nearly \$200,000 for Burn Institute programs and services in 2013.

Each year, hundreds of uniformed firefighters from fire departments all over the county come together for a common goal, hopping aboard their engines to meet at intersections within their communities to collect donations in their boots during the morning and evening commutes. Motorists help to fill the boots with spare change.

This year, dedicated firefighters from 44 departments will hit the streets at nearly 100 intersections around the county.

Proceeds benefit Burn Institute fire and burn prevention education programs and burn-survivor support pro-

grams like Camp Beyond the Scars for burn-injured children, 5-17 years. Celebrating its 27th season, the Burn Institute's unique camp program has provided a safe place for many hundreds of young burn survivors.

For more information, call (858) 541-2277, or visit www.burn-institute.org.

La Jolla Garden Club to host talk on 'secret gardens'

La Jolla Garden Club's March 18 meeting at 1 p.m. at La Jolla Lutheran Church will feature speaker Patrick Anderson. A horticulturist and passionate gardener, Anderson will narrate a slide presentation on the "Secret Gardens of California."

Patrick's Fallbrook garden has been featured in *Sunset*, *Horticulture*, *Traditional Home* and *San Diego Home and Garden* magazines. Anderson also appeared on the PBS TV show "The Victory Garden."

A reception and tea social follows. Guests are welcome.

For reservations or more information, call (858) 453-0828, or email mtaylor2@san.rr.com.

BRCC >>**CONT. FROM PG. 2**

"Merchants should be more vigilant," said resident Don Schmidt. "[Skateboarding] could be dangerous for elderly people who don't have good balance."

IN OTHER ACTION

• The first annual La Jolla Family Swap Meet, a fundraiser benefiting local schools specializing in kids' items, will be Saturday, April 12 from 9 a.m. to 1 p.m. at La Jolla United Methodist Church, 6063 La Jolla Blvd. Items for sale will include clothes, books, toys and other gear. Proceeds support Bird Rock Ele-

mentary School, as well as La Jolla United Methodist Church's Nursery School. Admission is \$2 per person and booth rental spaces cost \$20. For information, email dana-grantwilliams@gmail.com, or visit www.birdrockcc.org.

• A poll is being conducted online at www.birdrockcc.org and in the print version of the BRCC newsletter, asking residents if they would prefer to have the newsletter primarily online, reducing the number of print copies available at select merchant locations.

• The next BRCC community mixer will be Tuesday, March 19 from 5 to 7 p.m. at Bahia Don Bravo, 5504 La Jolla Blvd.

"How to save thousands when selling your home"

SAN DIEGO, If you've tried to sell your home yourself, you know that the minute you put the "For Sale by Owner" sign up, the phone will start to ring off the hook. Unfortunately, most calls aren't from prospective buyers, but rather from every real estate agent in town who will start to hound you for your listing.

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been prepared especially for home sellers like you. You'll find that selling your home by yourself is entirely possible once you understand the process.

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CROSS >>**CONT. FROM PG. 1**

way so that it no longer violated the law. Litigants were unsuccessful in negotiating a settlement to do that.

"Due to the unique circumstances and the gravity of the Mt. Soledad Veterans Memorial case, we wanted to give the Supreme Court an opportunity to take the case now if they choose — since they will be deciding it eventually," said Liberty Institute President and CEO Kelly Shackelford on behalf of MSMA. "We are hopeful that, once and for all, the Court will settle this question of the constitutionality of the Mt. Soledad Veterans Memorial, as the fate of hundreds of other similar veterans memorials hang in the balance."

Bruce Bailey, MSMA President/CEO said, "The association is eager to have this case reviewed by the highest court in the land. We built this Korean War veterans

memorial with support from The American Legion close to 60 years ago to honor the selfless sacrifice and service of the thousands of veterans who fought for the freedoms we enjoy today. The sacrifice of these great men and women must not be in vain. We will continue to depend on the steady hand of leadership of our attorneys and the court system, and I am confident we will ultimately prevail."

Jim McElroy, attorney for the plaintiffs in the cross case, said this most recent petition to the U.S. Supreme Court is premature.

"They're trying to leap frog the 9th Circuit Court, jump over one step that everybody goes through," McElroy said adding, "It makes no sense. You need to go through the 9th Circuit first, before you can go to the Supreme Court."

McElroy said what's at issue now in the Cross case is "whether a court order to remove the cross within a 90-day period is valid."

In May 2006, the courts

ordered the city of San Diego to remove the cross from then city-owned property by Aug. 1 of that year or be fined \$5,000 day. Two months later, U.S. Supreme Court Justice Anthony M. Kennedy temporarily blocked that order.

A month later, Justice Kennedy's action was followed by President George W. Bush signing into law a bill transferring the cross to the U.S. Defense Department as a war memorial. That law was subsequently challenged in federal court by the American Civil Liberties Union (ACLU), Jewish War Veterans and others.

In 2008, Judge Larry A. Burns of the U.S. Southern District Court for the Southern District of California ruled that the cross could stay.

In 2011, however, the 9th U.S. Circuit Court of Appeals overturned Judge Burns's ruling, finding that the cross, as currently presented and situated, violated the First Amendment.

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TRUCKS >>
CONT. FROM PG. 1

amplified music or selling alcohol, and to police themselves by collecting litter within a 25-foot radius before moving on.

Trucks will be precluded from impairing pedestrian or vehicular traffic. They also will be allowed on private property with a permit costing between \$491 and \$931. Trucks must also have a city phone number posted on them so violations of operating conditions can be reported.

"If you read the ordinance, only 5 percent of the city will not be open to food trucks, and even in those areas they will be allowed by special-event permit," said District 3 Councilman Todd Gloria, who noted that presently "laws do not allow for food trucks on private property."

"We're trying to change that," said Gloria about existing truck regulations adding, "These rules are fair."

Noting there's room for "both brick-and-mortar and mobile food trucks to be successful," District 6 Councilmember Lori Zapf expressed concern about truck operations impacting residents. She made the successful motion that trucks be required to be at least 300 feet from dwellings.

Public testimony largely was in favor of proposed amendments to the city's municipal codes and the need to clarify food truck operating conditions.

A couple of downtown food-cart operators complained that new regulations were giving

mobile truck operators an unfair competitive advantage, and that the cost for permits on private property was excessive.

Denny Knox, executive director of the Ocean Beach Main-Street Association, a business improvement district (BID) representing the restaurant-rich Ocean Beach community, said she was confused about the new truck ordinance and uncertain of its consequences.

"There are so many parts to this, I don't know whether to support it or be opposed," testified Knox. "We're worried about the economic impacts to parts of the city, like ours, where 40-some percent of employees work in restaurants."

Another Obecean, Dave Martin, president of Ocean Beach Town Council, said the "parking impact overlay zone protects us." Martin said beach residents just want to make sure that "we're on a fair playing field" with the new truck regulations.

After the March 3 hearing, Chris Olson, a Pacific Beach Planning Group member, said food trucks provide a community service.

"I love the food trucks at the Saturday Seaside Farmers Market at Mission Bay High School," Olson said. "This is a 'win, win, win. They do not impact local restaurants, a portion of the proceeds go to our local schools and I get a great Saturday lunch during my bay-loop bike ride."

The City Council also voted to review the changes to the ordinance in one year to assess their impacts and effectiveness.

A Familiar Name >>

A year ago in January the *La Jolla Village News* underwent a facelift which included a new style format with cleaner fonts, more white space for readability and an easier, cleaner look for greater sophistication. With those alterations came a name change to *La Jolla Today*. Throughout the year we've frequently heard from readers and clients that they preferred the original name, which they had become familiar with as their community newspaper. Henceforth, *La Jolla Village News* is back and will continue to be the name of the newspaper moving forward.



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CARMODY, MARTIN JONES WESTLIN,
PATRICIA WALSH, VINCENT ANDRUNAS,
JOHNNY McDONALD

**EDITORIAL****David or Goliath? Who really has your community's best interest at heart?**

There's a battle for freedom and independence going on.

But this time, it isn't a British invasion. It's real-estate baron "Papa" Doug Manchester, the owner/publisher of the *U-T San Diego*.

Manchester has embarked on a grand plan to bolster his flagging metropolitan daily's readership by gobbling up local, independent publications.

Is it "Papa" Doug's intent to improve the local print product? Or are his acquisitions a thinly veiled attempt to buy out his competition so he can claim circulation increases and enhanced market penetration?

What does this consolidation bode for the future of San Diego's independent newspaper voices and our local readers who hunger for community news and insight about our neighbors and families? Is this a positive change benefiting the print newspaper industry as a whole or a harbinger of "land grabs" yet to come?

Examine the track record. A case in point is the sale of the *North County Times*, which "Papa" Doug purchased in September 2012, claiming he would maintain the publication's integrity and independence.

The end result: one-third of the *Times'* staff was subsequently laid off. Ultimately, the print edition of the *North County Times*

was folded into the *U-T*. Barely six months after the *Times'* acquisition by Manchester, the supposedly independent *U-T North County Times* name was dropped all together and a *U-T North County Edition* was produced, essentially wiping out community autonomy.

These are disturbing times in the local journalism industry, said Julie Main, publisher of the San Diego Community Newspaper Group, which publishes *The Peninsula Beacon*, covering Poin Loma and Ocean Beach; *Beach & Bay Press*, covering Mission Beach, Pacific Beach and Mission Bay; and *La Jolla Village News*, which serves La Jolla, University City and the Golden Triangle area.

"The media industry has changed drastically over the last 30 years," said Main. "Dailies failed to heed the warning signs from competition. Little by little, they lost insert business to direct mail. Shopper-type publications and local community weeklies gained momentum through direct delivery and market saturation, luring retail-advertising business away from the dwindling subscription numbers of the dailies."

"More recently, Craigslist devastated classified revenues," she said. "Plus, countless print, online, TV and radio outlets have vied for regional ad dollars. It

does not come as a surprise that the *U-T* would try its hand in gaining back market share by buying out the competition as they did in North County, and now through the Main Street Media acquisition (*the La Jolla Light* and sister publications). We will continue to do business as usual, providing our readers with an independent voice. We will continue to publish fair and balanced local news coverage to these neighborhoods in print and online, as we've always done. We have a solid reputation for providing businesses with cost-effective advertising solutions that work. It's a natural win-win."

Noting the *U-T* "has deeper pockets than any of us," Jim Kydd, publisher of *Coast News* and *Rancho Santa Fe News*, emphasized these are, indeed, uncertain times for print journalism as a whole.

"We're going to keep doing what we've been doing for 28 years. We're still here, stronger than ever, with a very good reputation."

Perhaps more readers should begin asking the question: Will "Papa" Doug Manchester save San Diego's independent print media or plunder and profit from them, ultimately absorbing and digesting them?

Stay tuned.

— *The San Diego Community Newspaper Group*



RED: left, honorees Dr. Mary Lyons and Judy White; Tricia Khaleghi (event chairwoman; Mary Birch Hospital CEO); honorees Debbie Turner, Lee Goldberg, and Zandra Rhodes.



PLAYHOUSE: Michael S. Rosenberg (LJP managing director), Ralph and Gail Bryan, Gad and Suzan Shannan (production sponsors), Christopher Ashley (LJP artistic director)



RED: above, Sandy Redman, Lori DeMaria, Reena Horowitz, Jeanne Jones, Maria Olson (American Heart Association executive director). **PLAYHOUSE:** Arthur and Molli Wagner, Ramin Pourteymour, Ayad Akhtar (playwright), Michael Benjamin Washington.

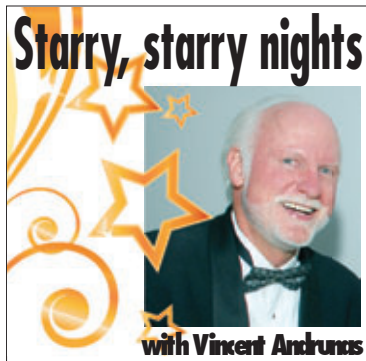
Painting the town red, and a culture clash

Since 2004, the American Heart Association's Go Red For Women movement has helped save more than 627,000 women from heart disease. But there's much more to do, because each day still brings nearly 1,100 deaths.

Heart disease, dubbed "the silent killer" because it frequently lacks noticeable symptoms, is more deadly than all forms of cancer combined. It's the No. 1 killer of women, and to fight it, the American Heart Association launched Go Red for Women, and the red dress came to symbolize the battle against women's heart disease.

The AHA's 11th annual Go Red campaign is now well under way. National Wear Red Day, on the first Friday of each February, raises awareness and encourages women to take action to live longer, healthier lives. The movement holds a huge luncheon event each Feb. 14 (that's right — Valentine's Day). A record 650 guests attended the sold-out affair, headed by 2014 Go Red campaign chairwoman Trisha Khaleghi at the Hilton La Jolla Torrey Pines.

After a morning women's health expo, everyone moved to the ballroom. Emcee and KFMB-TV news anchor Barbara Lee Edwards welcomed them. Warning signs and symptoms are often overlooked, she



said.

"Eating right, being physically fit, and not smoking help prevent heart disease," said Edwards. "When you leave here today, be inspired to lead a heart-healthy life. By your example, inspire others to do the same."

The heart-healthy lunch was delicious. It featured lemon citrus salmon and grilled chicken with hoisin sauce, followed (appropriately) by a crème brûlée heart for dessert.

Guests also enjoyed a fabulous Zandra Rhodes runway fashion show. Besides the professional models, six extraordinary heart and stroke survivors — including one very young girl — walked the runway in Rhodes' brilliant couture (and headdresses by Diana Cavanaugh) as the song "I Will Survive" played. A longtime supporter of this cause, designer Rhodes accompa-

nied all the models in the final scene, receiving a standing ovation.

Keynote speaker Jeanne Jones, normally very private, surprised guests with a very frank and revealing account of her two TIAs (transitory ischemia attacks, or mini-strokes). Simultaneously frightening, seriously instructive and highly entertaining, her account told how she "ruined a friend's day" when each of these incidents occurred. But she also told about the research she subsequently did about strokes, and explained what should be done immediately when you — or a friend — suffers such an attack. With proper medical care, the right medications make recurrences unlikely. To remember how to detect and respond to a stroke or TIA, use the acronym "FAST911" (Face, Arm, Speech, Time, and 911). Visit www.strokeassociation.org to learn how this can save your life — or a friend's.

La Jolla Playhouse supporters gathered recently to celebrate the world premiere of "The Who & The What." At the pre-play party, they found bars serving thematic libations, while Giuseppe Ciuffa darted about cooking, serving and supervis-

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SOCIETY >>
CONT. FROM PG. 7

ing. Giuseppe Fine Catering dispensed beautifully-created dishes from meat-, chicken-, and vegetable-themed stations. His Mediterranean short rib wraps in butter lettuce cups were a particular favorite.

Managing director Michael S. Rosenberg later announced that Giuseppe donated all the food and ser-

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vice, totally free. His generosity to non-profits helps ensure their continued good.

Playhouse board chairman Jeffrey Ressler welcomed guests to “an amazing theatrical production; a product of a leading young American playwright.” Introducing Rosenberg, Ressler greeted him more in a style commonly associated with a very different type of business. Rosenberg quipped, “Knowing what Ressler used to do for a living — lawyer in

New York for “certain families” — a kiss on both cheeks could mean I’m not going to make it to the end of the night. Great working here; love you all; thanks for your support of the Playhouse.” (While this is the final play for Ressler’s board chair term, which expires next month, rumor has it that Rosenberg remains alive and well.)

Just before curtain time, guests were ushered into the Potiker Theater, which appeared quite full. Ayad

Akhtar's new play spans tradition and modernity, conservatism and a changing world, and portrays young Muslim girls growing up in today's America while their father struggles to maintain time-honored religious values for his family. It's about love, and finding understanding — while being strongly dramatic. It's also filled with wonderful humor that grabs audiences' attention, providing entertainment and insight into the motivations of divergent cultures. Apprecia-

tive playgoers gave a full-house standing ovation.

Post-performance, guests returned to the reception area for snacks, coffee, dessert and the restocked bar. They were joined by the cast and crew, who were very well received. DJ Shammy Dee played for dancing and the party continued until quite late.

"The Who & The What" is scheduled to close on March 9, but an extension of this run would not be surprising ...

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FRIDAY, MARCH 7, 2014

Pampered Plates on Prospect Street

By FRANK SABATINI JR.

Time and place fell into remarkable alignment for a moment during our dinner at Nine-Ten in La Jolla, where detailed, nouveau dishes synchronize to exceptional white-linen service, but minus the starchy airs that once defined restaurants in this locale.

While awaiting dessert I nonchalantly wondered aloud about the time. Beating me in fishing out our cell phones, I assumed my companion was joking when he looked at his screen and responded “nine ten.”

Whoa. My phone flashed the same numbers. If this bizarre fluke was the universe confirming we’d come to the right address for an urbane meal laced with intricate flavors, it was a couple hours late in telling us, although magical nonetheless.

Located at street level inside the 100-year-old Grande Colonial luxury hotel, Nine-Ten is one of the few restaurants in town that has retained the same chef for at least 10 years.

Prior to his arrival, Jason Knibb worked under the tutelage of famed chefs Wolfgang Puck and Roy Yamaguchi. He’s since earned the restaurant copious honors with inventive cuisine that glides across trendy boundaries and changes frequently; with the exception of a few mainstays that include lush sashimi-style yellowtail (or sometimes tuna) dressed in baby shitake mushrooms and scallion vinaigrette. It’s clean, simple and exquisite.

Devoted patrons can’t do without his Jamaican-jerk pork belly either. Although on this particular visit the normally unctuous cube of meat lacked its prized layer of fat. And the Riesling from Mosel, Germany that our waiter paired to the dish exceeded in sweetness the anticipated spiciness on the belly’s crispy exterior. The flavor was nonetheless porky, augmented poetically with micro measures of sweet potato puree, plantains and savory jellies.

Another appetizer, “charred broccoli bishop hats pasta,” resembled tortellini and tasted rich at times from shaved egg yolks dusting the dish. Broccoli appeared both inside and

outside the house-made pasta pillows as it teamed up with zesty Myer lemon and finely grated Pecorino cheese. Creamy, crunchy, salty and tangy – everything jived.

Local organics from Chino Farms took center stage in the “little gems” salad constructed with flash-grilled baby lettuce, mild watermelon radishes and crushed hazelnuts. Somewhere in the scheme were anchovies, invisible to the eye but poking through with their elusive, meaty flavor.

The soup du jour was a velvety leek and fennel puree bumped up with citrus relish, vanilla bean and marinated shrimp. No one sip tasted the same, which is exactly what kept me engaged to the very end of it. My companion, on the other hand, abandoned his spoon halfway through, terming the flavors as “all over the place.”



SASHIMI Yellowtail (hamachi) sashimi FRANK SABATINI JR.

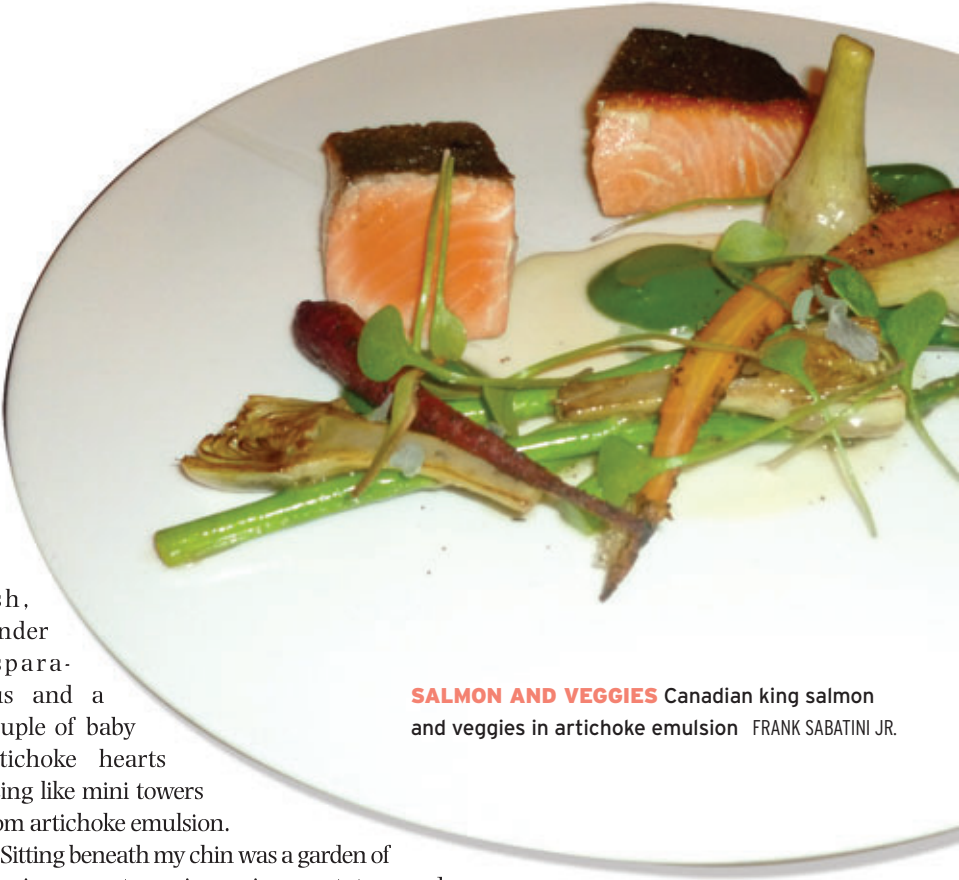
He soon returned to nirvana, however, with the arrival of Canadian king salmon, lauded for its dense, oily flesh. The entrée involved two thick squares of the fish, seared beautifully with crispy skins and translucent interiors. Knibb’s knack for pairing proteins to the right organics was spot on. Amid dollops of herbaceous stinging nettle puree were carrots roasted in lime

ash, tender asparagus and a couple of baby artichoke hearts rising like mini towers from artichoke emulsion.

Sitting beneath my chin was a garden of turnips, carrots, spring onions, potatoes and daikon radishes complimenting braised beef short ribs, which rested in a puddle of opulent consommé. Mustard seeds swathed in Korean gochujan sauce graced a few corners of the

meat, adding a faint red-chili tang to the flavor profile. As I expected from a seasoned chef like Knibb, these weren’t your everyday, straightforward short ribs flooding most winter menus.

Our wine pairings this time around rang of solid marriages – semi-citrusy Aliane Chardonnay from France for the salmon and John Anthony Syrah from Napa Valley singing in perfect harmony with the short ribs. We stuck to glass pours, which don’t exceed \$15 across the list. Bottle choices cover a wider gamut, with prices ranging between \$32 and \$500.



SALMON AND VEGGIES Canadian king salmon and veggies in artichoke emulsion FRANK SABATINI JR.

There’s also a comfy, intimate bar from which signature cocktails and craft beers originate.

Service at Nine-Ten is top-notch. The crew is friendly and highly attentive without being obtrusive. Case in point: when I accidentally dropped a fork on the floor, our waiter appeared within seconds to pick it up while another followed behind with a fast replacement. In clumsy moments like this, I greatly appreciated that neither server brought verbal attention to the mishap.

Our dinner concluded with confections from locally schooled pastry chef Rachel King, whose coconut cake with lime puree and mouthwatering passion fruit ice cream wowed us more than her “lemon meringue” with olive oil ice cream. The latter featured an arty presentation of lemon curd piped across the plate and interspersed with pieces of crispy, lemon-infused meringue and caramelized white chocolate. Dessert lovers looking for a weighty sugar fix might find it too abstract.

Nine-Ten’s atmosphere is sophisticated and warmly textured, yet never feels stiff despite its prime location at the south end of Prospect Street. The kitchen also serves breakfast and lunch daily, which opens up the morning for that strange coincidence to occur, as you might impulsively check the time while forking into lemon-ricotta pancakes at precisely 9:10 a.m.

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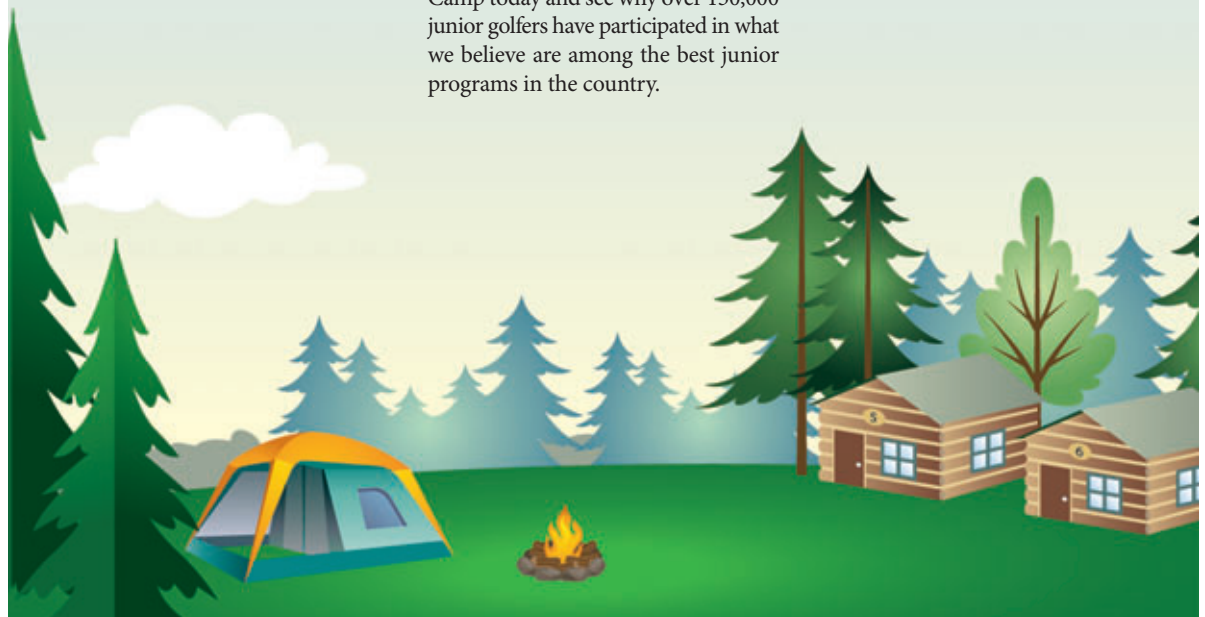
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Live music calendar >>

By BART MENDOZA

Friday, March 7

- Gabriel Apraricio, singer/songwriter, 4 p.m., Café-Bar Europa
- Allegra, acoustic covers, 5 p.m., Beaumont's
- Tomcat Courtney, blues legend, 6 p.m. Café-Bar Europa
- Campbell, singer/songwriter covers, 6 p.m., Prospect Bar & Grill
- Chris Cerna, standards, 6 p.m., La Valencia
- AJ DeGrasse Trio, piano jazz, 7 p.m., Eddie V's
- Lance Diekmann, blues, 7 p.m., Amaya
- Normandie Wilson, piano pop, 7 p.m. Athenaeum
- Tad Sisler, vocals, piano, keyboards; 8 to 11 p.m. in the lounge, The Manhattan
- FUNdamental Fridays, DJ night, 8 p.m., Barfly
- IAMSU, hip hop, 8 p.m., Porter's Pub, UCSD
- Scratch, covers, 9 p.m., Beaumont's
- Afro Jazzies, Latin sounds, 7 p.m., Café-Bar Europa
- Robin Henkel, acoustic blues. 10 a.m.,

Saturday, March 8

- Bird Rock Coffee Roasters
- Ryan Hiller, singer/songwriter covers, Noon. Prospect Bar & Grill
- Jimmy Lewis, singer/songwriter covers, 3:15 p.m., Prospect Bar & Grill
- Zak Lipton Trio, traditional jazz, 4 p.m., Café-Bar Europa
- Pat Dowling, standards, 6 p.m., La

Valencia

- Aquile, singer/songwriter covers, 6:30 p.m., Prospect Bar
- Freddie A Dream Trio, piano jazz, 7 p.m., Eddie V's
- Tomcat Courtney, blues legend, 7 p.m., Café-Bar Europa
- Mark Fulton Band, top 40, 7 p.m., Amaya
- Tad Sisler, vocals, piano, keyboards; 8 to 11 p.m. in the lounge, The Manhattan
- Son Pa Ti, Latin dance music, 9 p.m., Café-Bar Europa
- Honey Rock, classic covers, 9 p.m., Beaumont's
- Malmana, flamenco, 10 a.m., La Valen-

Sunday, March 9

- cia
- Kayla Hope, acoustic covers, 11:30 a.m., Beaumont's
- Brent Curtis & Mike Myrdal, singer/songwriters classic covers, noon, Prospect Bar & Grill
- Sounds Like Four, jazz, 4 p.m., Café-Bar Europa
- Sounds Like San Diego, acoustic covers, 4 p.m., Prospect Bar & Grill
- John Cain, piano jazz, 5 p.m., Eddie V's
- Cattle Decapitation, Death metal, 8 p.m., Porter's Pub, UCSD
- Blue 44, jazz, 9 p.m., Café-Bar Europa

See the full calendar at ljtoday.com

MUST HEAR >>

The La Jolla Athenaeum's popular Acoustic Evenings music series kicks off its latest three-show run on March 7 with a bill that includes pianist Normandie Wilson and singer/songwriter team Katie Leigh & Ashley Reynolds. Helmed by Jefferson Jay, each night features short sets from some of San Diego's brightest talent, with hit tunesmith Jack Tempchin set for March 21 and violinist Jamie Shadowlight on April 25. Of particular note this time out is Wilson. This show doubles as not only the Bacharach-inspired songstress's birthday party, but also the CD-release show for her latest album, "Geography and Other Problems." Pop or jazz fans who like their songs with a heavy melodic edge will love Wilson, live or on record. Her songs are pop gems, hook-filled melodies with thoughtful lyrics and a sense of musical adventure that will sound wonderful in this intimate library setting.

ACOUSTIC EVENINGS takes place at 7:30 p.m. on Friday, March 7 at **THE ATHANAEUM MUSIC & ARTS LIBRARY** 1008 Wall St. All ages. \$12 members / \$17 non members. www.ljathenaeum.org.

— Bart Mendoza



The Patio Unveils New and Improved Children's Menu

BY SAMANTHA ROBINSON ASST. MARKETING DIRECTOR

The Patio on Lamont Street has been a little childish lately, when it comes to the food that is!

A few weeks ago, the popular neighborhood eatery rolled out its new and improved kids menu, featuring perfectly portioned classic dishes for that picky eater.

The menu features chicken tenders, grilled cheese, a cheeseburger (all of which are offered up with a side of fries), small cheese pizza, and finally, pasta with either marinara or butter sauce. All of the items range in price from \$5 - \$8.

A coloring activity sheet for children will be available in the coming weeks.

According to management, the addition of this new menu aims to accommodate local families dining at the restaurant earlier in the evening, usually from 4:30 - 6:30 p.m. Parents are in luck, as happy hour runs daily from 3 - 6 p.m. and features more "adult" items like cool cocktails and worldly wines.

Since opening in late 2012, The Patio on Lamont Street has remained dedicated to providing outstanding service in an environment where you can relax, enjoy and share great food and memories. The whole family is welcome!

For more information or to make a reservation, call 858-412-4648 or visit www.thepatiosd.com.

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SMALLER BITES

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with friesSMALL CHEESE PIZZA 6
marinara and mozzarellaCHEESEBURGER 6
with fries

PASTA & MARINARA SAUCE 5

PASTA & BUTTER SAUCE 5

A vibrant green poster for St. Patrick's Day at The Patio. At the top, a green leprechaun hat sits on a banner that reads "THE PATIO ON LAMONT STREET" with "EST 2012" in a small box. Below this, the address "4445 Lamont Street San Diego, CA 92109" and website "www.thepatiosd.com" are listed. A yellow banner on the right says "JOIN US ON 03.17.14". The main text "HAPPY ST. PATRICK'S DAY" is in large, bold, yellow letters. Below this, a chalkboard graphic displays "ALL DAY HAPPY HOUR" and "LIVE MUSIC WITH JAMES GOSSETT 12-3PM" and "TOMCAT COURTNEY 6-9PM". The bottom of the poster features a black pot of gold overflowing with gold coins, surrounded by more coins and a green shamrock.

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MUST DO >>

Hiatus Lounge launches its first spirit festival of the season with Gin Fest on Saturday, March 29 from 4 to 7 p.m. Gin Fest will feature premium and unique brands that lovers of the spirit will enjoy, as well as slow-roasted chicken off the grill from Cusp's chef, Donald Lockhart. In addition to the tastes, guests can enjoy classic gin cocktail demos from head bartender Chris Burkett, including the gin and tonic and more.

Tickets are \$10, which will get guests a passport to taste all of the fine gin present. A completed passport will enter guests into the Gin Fest drawing, where prizes include unique bottles of booze, swag and more. Tickets can be purchased at ginfest.bpt.me. Hiatus Lounge is located at Hotel La Jolla, located at 7955 La Jolla Shores Drive. For more information, visit CuspRestaurant.com, or call (858) 551-3620.

**Apollonia**

Apollonia has been the destination of choice for La Jollans with an appetite for Greek delicacies. The restaurant has a handsome outdoor patio where shaded alfresco dining is delightful. Venture inside and you will find a charming ambiance in every dining room and in the beautiful lounge. The menu includes age-old favorites such as Dolmathakia and Moussaka, alongside some absolute surprises guaranteed to tantalize your adventurous curiosity. The menu offers many heart-healthy items prevalent in Greek cuisine. Apollonia's service is very friendly and as pleasant as the food. Open daily from 11:00 AM to 9:00 PM (Sun-Thur) and to 10:00 PM (Fri & Sat).

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One woman's stance on repurposing textiles, saving landfill space By SHARONANN HAMILTON

What would you do if you realized that in San Diego County alone, about 225,500,000 pounds of textiles are purchased every year and only 15 percent are resold, repurposed or recycled? That means 85 percent ends up in the landfill.

If you believed with all your heart that you could make a difference, what would you do?

A forward-thinking woman named Benita Webber is taking action by building a textile-collection company. She calls it "Ripple Textile Recycling." Ripple Textile offers textile collection services to not-for-profit organizations like the PTA [Parent-Teachers Association] at schools, churches, Scouts and clubs, as well as individuals and corporations. She is committed to sharing her revenue in a fair way with the organizations that offer this fundraising opportunity. She also speaks of her determination to build her company and offer fair living wages to her employees, not just the bare minimum that the law requires. **BENITA WEBBER** Webber is proving that you can live green and prosper.



A former educator and stay-at-home mom, Webber and her husband, Jeff, decided on a lifestyle change when their children were grown. The time had come and she began finding her quest. Her search led her to information and statistics about the vast amount of textiles that end up in landfills — accounting for 6 percent across the country. They moved from the Midwest to Portland, Ore. They sold their cars and used public transportation and walked to stores and restaurants. She saw a need.

The idea of finding a green way to make money percolated, and in December 2011, after a move to San Diego, she met with Senior Core of Retired Executives (SCORE) officials on how to create this business. She learned about a Mira Costa College Small Business Development Center

and met with a business advisor who helped her put a plan together. Then she took action and launched Ripple Textile.

Recycling is not a new idea. The first professional garment recyclers date back to the 1600s. They took bits and pieces of old clothing to grind up and reuse. Today, on a schedule, Benita drives a truck and picks up what has been collected. Drives are organized by various PTAs in the county and referrals to other not-for-profit organizations create a ripple of donations that all work to reduce the speed of landfill capacity while earning money. Most of us already know about donating clothing, but we can also bring stuffed animals, pet beds, clipping bags, yarn, suitcases, uniforms, linens, drapes, cushions, comforters, craft projects and costumes.

These textiles are repurposed, converted or recycled in ways that benefit the world. Wearable and usable clothing and textiles are sold, providing affordable used clothing to people who cannot afford new, to refugees and to victims of natural disasters. Non-wearable but useable textiles are made into rags or industrial wiping cloths, offering alternatives to single-use paper products currently being used. Non-wearable and non-useable items are sorted into natural, synthetic and blend fibers. To make new garments, the natural fibers are converted back into a fiber by spinning into new threads and yarns to make new garments. The synthetics and blends will be ground up and made into woven, knitted or non-woven articles. Some of these are stuffed animals, pet beds, household items, low-end blankets, carpet backing and padding, upholstery, building materials like insulation, automobile carpeting, sound absorption, speaker cones, even U.S. currency and high-end paper.

The textile business is a global endeavor. The primary phases are gathering, processing, manufacturing, and shipping. In the gathering stage, people sell items to Ripple Textile Recycling for a cause, or thrift

stores. When sold through Ripple, the items are left unsorted, bailed and sold to a processor. Ripple supports US based needs and businesses. When donated to a thrift store, on average 34 percent of the items end

up in the store for 30 days. They are then bailed with the remainder to be sent to either manufacturing facilities or overseas. The sheer logistics of shipping are staggering. Many of the containers on trucks

and ships are full of textiles bound for foreign manufacturing plants. The scary thing about foreign plants

SEE TEXTILES >> PG. 14



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MUST SEE >>

La Jolla Music Society continues this season's dance series with "Gala Flamenca" at the Spreckels Theatre on Thursday, March 13 at 8 p.m. Directed by Ángel Rojas, "Gala Flamenca" brings together four of the world's most celebrated flamenco artists direct from Spain. Antonio Canales, one of Spain's most powerful flamenco dancers; Carlos Rodríguez, choreographer of Nuevo Ballet Español; riveting Karime Amaya, grandniece of Carmen Amaya; and the young sensa-

tion Jesús Carmona. Together, they will showcase masterful choreography, dramatic vocals and seamless compás (flamenco rhythm) highlighting the best of modern flamenco. La Jolla Music Society enhances the concert-going experience by presenting "Preludes" – pre-concert chats and performances – prior to each performance. This prelude will feature an informal conversation with dancers from "Gala Flamenca" at 7 p.m. Tickets are \$20-\$75 and are available through the La Jolla Music Society ticket office by calling (858) 459-3728, or visiting www.LJMS.org.

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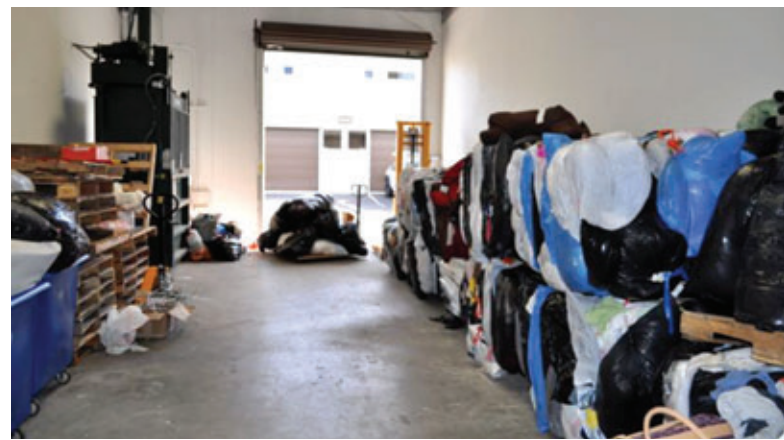
TEXTILES >>

CONT. FROM PG. 13

is the lack of oversight of safety and working conditions. Are slaves being used? It is a compelling reason to keep the business in the U.S.

One answer to reducing the quantity of textile consumption is to educate people about buying less, buying better quality and keeping clothing longer. The average American buys seven garments and one pair of shoes each month. For a family of four, it adds up to nearly 40 garments each month if you add in belts and scarves. We are buyers! Just imagine adding 40 garments each month into your home for a year. That equals nearly 500 garments each year and if you did not remove some of them, in 10 years you would have over 2000 garments. We need help!

Interestingly enough, there is a trend toward purchasing gently used clothing. Both Goodwill and the Salvation Army recently sponsored fashion shows in San Diego to raise money for their causes. Models (employees) strutted down the runway wearing items and accessories that had been donated and amazed guests with the delightful and modern possibilities awaiting discovery in the nearest store. In fact, Goodwill recently opened a store on Girard Street in La Jolla and it is proving to be a success. Imagine name brands, hardly worn, for just a



LIVE GREEN AND PROSPER Benita Webber is taking the issue of textiles reuse, repurposing and recycling to the next level by launching a textile-collection company called Ripple Textile Recycling.

COURTESY PHOTO

few dollars.

Another answer to the massive textile recycling challenge is to learn to be happy with less. Many may not have the choice. There are 70 million baby boomers retiring in the next decade, most with inadequate savings. It may be that financial stresses send the entire generation of baby boomers into a mode of consuming far less than they ever have.

In the quest of her own repurposed life, Webber has three major lessons that she would share with others.

• Lesson 1: Follow your passion. Webber wants to make an ever-expanding difference in her world and will do it using Ripple Textiles, sharing proceeds with collecting organizations and educating everyone she can.

• Lesson 2: Be patient. It takes time to build a business. The research and planning must be thorough. Sometimes others will want to horn in,

but stay strong and focused.

• Lesson 3: Being in the right place at the right time is key. Networking is a vital need for business building.

Just as we learn about how to be fit and healthy, or how to better manage our finances, we can learn to be thoughtful consumers and recyclers beyond the blue trashcans at the curb. Each of us could choose to be a collection point and accumulate items until there is enough to use the free shipping offer. We also can continue to educate ourselves and learn greener habits. Here are a few resources for your information: www.terracycle.com/en-US; www.smartasn.org; and www.epa.gov/osw/conservation/materials/textiles.htm. Once you understand Benita's message to live green and prosper, you might decide to find your own way along this path and your life will never be the same.

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SUPERIOR COURT OF CALIFORNIA, COUNTY OF ORANGE 700 Civic Center Drive West, Santa Ana, CA, 92701 IN THE MATTER OF THE PETITION OF: BENJAMIN ALKEN PARKER II ON BEHALF OF: SAMANTHA MARIE GUTIERREZ A CHILD, CITATION TO APPEAR CASE NUMBER 13AD000245 BEFORE THE PEOPLE OF THE STATE OF CALIFORNIA: To Jimmy Bucar GUERRA: By order of this court you are hereby cited to appear before the judge presiding in courtroom L64 of this court on 03-21-14, at 10:00 AM, to show cause, if any you have, why petition of Benjamin Alken Parker II for the adoption of Samantha Marie Gutierrez, your minor child, should not be granted. Date: 01-09-14. ALAN CARLSON, EXEC OFFICER/CLERK BY: DEPUTY C.PRETO I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct. Date: 01/09/14 Benjamin Alken Parker II. ATTORNEY OR PARTY WITHOUT ATTORNEY: Benjamin Alken Parker II 136 N. Harding Place Placentia, CA. 92870 (714) 397-0807 (ISSUE DATES): JAN 23, 30 FEB 06, 13, 20, 27 MAR 06 AND 13, 2014

FACTITIOUS BUSINESS NAME STATEMENT FILE NO. 2014-003160 *Factitious Business Names(s):* VOICE OF LA JOLLA located at: 605 ROSEMONT ST., LA JOLLA, CA. 92037 is registered by the following: RON J. JONES This business is conducted by: AN INDIVIDUAL The first day of business was: NOT APPLICABLE Registrant Name: RON J. JONES Title: OWNER The statement was filed with Ernest J. Dronenburg, Jr., Recorder/County Clerk of San Diego County on: FEB 04, 2014 ISSUE DATES: FEB 13, 20, 27 AND MAR 06, 2014

FACTITIOUS BUSINESS NAME STATEMENT FILE NO. 2014-002890 *Factitious Business Names(s):* TRIBAL SEEDS, TRIBAL SEEDS OUTLET located at: 4645 CASS ST., #104 SAN DIEGO, CA. 92109 is registered by the following: ISEED INDUSTRIES LLC. This business is conducted by: A

LIMITED LIABILITY COMPANY ISEED INDUSTRIES LLC 1504 ORO VISTA RD. #148 SAN DIEGO, CA. 92154 CALIFORNIA The first day of business was: 05/14/2008 Registrant Name: ANTONIO JACOBO Title: MANAGER The statement was filed with Ernest J. Dronenburg, Jr., Recorder/County Clerk of San Diego County on: JAN 31, 2014 ISSUE DATES: FEB 13, 20, 27 AND MAR 06, 2014

FACTITIOUS BUSINESS NAME STATEMENT FILE NO. 2014-004334 *Factitious Business Names(s):* PENINSULA GRAPHICS located at: 1360 ROSECRANS STREET #D SAN DIEGO, CA. 92106 is registered by the following: ROBERT EDWARD SORREN, SUSAN LEE SORREN This business is conducted by: A MARRIED COUPLE The first day of business was: 11/01/2003 Registrant Name: ROBERT E. SORREN Title: OWNER The statement was filed with Ernest J. Dronenburg, Jr., Recorder/County Clerk of San Diego County on: FEB 05, 2014 ISSUE DATES: FEB 13, 20, 27 AND MAR 06, 2014

FACTITIOUS BUSINESS NAME STATEMENT FILE NO. 2014-003282 *Factitious Business Names(s):* D' ANGELO AND ASSOCIATES located at: 2330 ALBATROSS ST. SAN DIEGO, CA. 92101 is registered by the following: BKZ RETAIL, LLC This business is conducted by: A LIMITED LIABILITY COMPANY BKZ RETAIL, LLC. 3380 BIG SKY DR. RENO, NV 89503 NEVADA The first day of business was: NOT APPLICABLE Registrant Name: MARK KUBINSKI Title: MANAGING MEMBER The statement was filed with Ernest J. Dronenburg, Jr., Recorder/County Clerk of San Diego County on: FEB 05, 2014 ISSUE DATES: FEB 13, 20, 27 AND MAR 06, 2014

FACTITIOUS BUSINESS NAME STATEMENT FILE NO. 2014-000808 *Factitious Business Names(s):* STRATFORD ROARK located at: 945 5th AVE SUITE A SAN DIEGO, CA. 92101 is registered by the following: NOELLE DELGADO, JOSEPH DELGADO This business is conducted by: A JOINT VENTURE The first day of business was: 01/10/2014 Registrant Name: NOELLE DELGADO Title: MANAGING MEMBER The statement was filed with Ernest J. Dronenburg, Jr., Recorder/County Clerk of San Diego County on: JAN 10, 2014 ISSUE DATES: FEB 06, 13, 20, AND 27, 2014

FACTITIOUS BUSINESS NAME STATEMENT FILE NO. 2014-003041 *Factitious Business Names(s):* Y & J COIN LAUNDRY located at: 3576 NATIONAL AVE. SAN DIEGO, CA. 92113 is registered by the following: TRANG DO, TRA DO This business is conducted by: A MARRIED COUPLE The first day of business was: 06/29/2004 Registrant Name: TRANG DO Title: OWNER The statement was filed with Ernest J. Dronenburg, Jr., Recorder/County Clerk of San Diego County on: FEB 03, 2014 ISSUE DATES: FEB 13, 20, 27 AND MAR 06, 2014

FACTITIOUS BUSINESS NAME STATEMENT FILE NO. 2014-00309 *Factitious Business Names(s):* Y & J LAUNDRY located at: 441 BROADWAY CHULA VISTA, CA. 91910 is registered by the following: HONG YOUNG J. HONG, JONG S This business is conducted by: A MARRIED COUPLE The first day of business was: 04/09/2010 Registrant Name: HONG YOUNG Title: OWNER The statement was filed with Ernest J. Dronenburg, Jr., Recorder/County Clerk of San Diego County on: FEB 03, 2014 ISSUE DATES: FEB 13, 20, 27 AND MAR 06, 2014

FACTITIOUS BUSINESS NAME STATEMENT FILE NO. 2014-003687 *Factitious Business Names(s):* VANITY ATHLETIC APPAREL located at: 6050 MISSION GORGE RD. SAN DIEGO, CA. 92120 is registered by the following: HAZEL EYEZ, LLC. This business is conducted by: A LIMITED LIABILITY COMPANY HAZEL EYEZ, LLC 7621 ILLUMINADO SAN DIEGO, CA. 92127 CALIFORNIA The first day of business was: NOT APPLICABLE Registrant Name: MICHAEL N. SPOLES Title: CEO / PRESIDENT The statement was filed with Ernest J. Dronenburg, Jr., Recorder/County Clerk of San Diego County on: FEB 07, 2014 ISSUE DATES: FEB 13, 20, 27 AND MAR 06, 2014

SUPERIOR COURT OF CALIFORNIA HALL OF JUSTICE 330 WEST BROADWAY SAN DIEGO, CA. 92101 CASE NO: 37-2014-00002176-CU-PT-CTL PETITIONER OR ATTORNEY, AUDREANNA JEANELLE ATTANASIO 1564 COULIDGE STREET SAN DIEGO, CA. 92111 619-913-8162 HAS FILED A PETITION WITH THIS COURT FOR A DECREE CHANGING PETITIONERS NAME FROM AUDREANNA JEANELLE ATTANASIO TO AUREN CHANDER ATTANASIO THE COURT ORDERS THAT all persons interested in this matter shall appear before 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 TO BE HELD ON MAR 28, 2014 TIME: 9:30 AM DEPT 46 220 WEST BROADWAY SAN DIEGO, CA. 92101 ISSUE DATES: FEB 13, 20, 27 AND MAR 06, 2014

FACTITIOUS BUSINESS NAME STATEMENT FILE NO. 2014-001467 *Factitious Business Names(s):* ABC VIP - ABOVE AND BEYOND VIP CONGEREE located at: 3 RIDGE WOOD DR. DANBURY, CT. 06811 is registered by the following: JACQUELINE BOTELHO This business is conducted by: AN INDIVIDUAL The first day of business was: NOT APPLICABLE Registrant Name: JACQUELINE BOTELHO Title: OWNER The statement was filed with Ernest J. Dronenburg, Jr., Recorder/County Clerk of San Diego County on: JAN 29, 2014 ISSUE DATES: FEB 20, 27 MAR 06 AND 13, 2014

FACTITIOUS BUSINESS NAME STATEMENT FILE NO. 2014-001467 *Factitious Business Names(s):* ABC VIP - ABOVE AND BEYOND VIP CONGEREE located at: 3 RIDGE WOOD DR. DANBURY, CT. 06811 is registered by the following: JACQUELINE BOTELHO This business is conducted by: AN INDIVIDUAL The first day of business was: NOT APPLICABLE Registrant Name: JACQUELINE BOTELHO Title: OWNER The statement was filed with Ernest J. Dronenburg, Jr., Recorder/County Clerk of San Diego County on: JAN 29, 2014 ISSUE DATES: FEB 20, 27 MAR 06 AND 13, 2014

FACTITIOUS BUSINESS NAME STATEMENT FILE NO. 2014-001864 *Factitious Business Names(s):* FIVE STAR GOURMET PURVEYORS, FIVE STAR GOURMET located at: 4528 DAVES ST SAN DIEGO, CA. 92109 is registered by the following: COREY TAYLOR This business is conducted by: AN INDIVIDUAL The first day of business was: 01/20/14 Registrant Name: COREY TAYLOR Title: SOLE PROPRIETOR The statement was filed with Ernest J. Dronenburg, Jr., Recorder/County Clerk of San Diego County on: JAN 22, 2014 ISSUE DATES: FEB 20, 27 MAR 06, 13, 2014

FACTITIOUS BUSINESS NAME STATEMENT FILE NO. 2014-004062 *Factitious Business Names(s):* RANDALL PRUDEN SERVICES located at: 5473 ADOBE FALLS ROAD #4 SAN DIEGO, CA. 92120 is registered by the following: RANDALL PRUDEN This business is conducted by: AN INDIVIDUAL The first day of business was: NOT APPLICABLE Registrant Name: RANDALL PRUDEN Title: OWNER The statement was filed with Ernest J. Dronenburg, Jr., Recorder/County Clerk of San Diego County on: FEB 12, 2014 ISSUE DATES: FEB 20, 27 MAR 06 AND 13, 2014

FACTITIOUS BUSINESS NAME STATEMENT FILE NO. 2014-004141 *Factitious Business Names(s):* PSYCHIC WITH MANS MIND located at: 6626 AVENUE MANANLA LA JOLLA, CA. 92037 is registered by the following: THERESA VAN DER VRIES This business is conducted by: AN INDIVIDUAL The first day of business was: NOT APPLICABLE Registrant Name: THERESA VAN DER VRIES Title: OWNER The statement was filed with Ernest J. Dronenburg, Jr., Recorder/County Clerk of San Diego County on: FEB 12, 2014 ISSUE DATES: FEB 20, 27 MAR 06 AND 13, 2014

FACTITIOUS BUSINESS NAME STATEMENT FILE NO. 2014-001372 *Factitious Business Names(s):* J.R.G. MAINTENANCE located at: 4980 LONGFORD ST. SAN DIEGO, CA.

92117 is registered by the following: JIMMY GRAMAJO This business is conducted by: AN INDIVIDUAL The first day of business was: 12/01/2013 Registrant Name: THERESA VAN DER VRIES Title: OWNER The statement was filed with Ernest J. Dronenburg, Jr., Recorder/County Clerk of San Diego County on: JAN 16, 2014 ISSUE DATES: FEB 13, 20, 27 AND MAR 06, 2014

FACTITIOUS BUSINESS NAME STATEMENT FILE NO. 2014-004421 *Factitious Business Names(s):* THE AUTO ENHANCERS located at: 2785 KURTZ ST. SAN DIEGO, CA. 92110 is registered by the following: NICHOLAS VANDERBENT This business is conducted by: AN INDIVIDUAL The first day of business was: 03/12/2012 Registrant Name: THERESA VAN DER VRIES Title: OWNER The statement was filed with Ernest J. Dronenburg, Jr., Recorder/County Clerk of San Diego County on: FEB 14, 2014 ISSUE DATES: FEB 20, 27 MAR 06 AND 13, 2014

FACTITIOUS BUSINESS NAME STATEMENT FILE NO. 2014-004370 *Factitious Business Names(s):* PHO HUT located at: 5252 BALBOA AVE #101 B SAN DIEGO, CA. 92117 is registered by the following: TRANG DO This business is conducted by: AN INDIVIDUAL The first day of business was: NOT APPLICABLE Registrant Name: TRANG DO Title: OWNER The statement was filed with Ernest J. Dronenburg, Jr., Recorder/County Clerk of San Diego County on: FEB 14, 2014 ISSUE DATES: FEB 20, 27 MAR 06 AND 13, 2014

FACTITIOUS BUSINESS NAME STATEMENT FILE NO. 2014-004450 *Factitious Business Names(s):* SWEETIE BELLS located at: 9932 MESA RIM RD. SUITE A SAN DIEGO, CA. 92121 is registered by the following: RENEE ADAMCZYK This business is conducted by: AN INDIVIDUAL The first day of business was: 02/06/2014 Registrant Name: RENEE ADAMCZYK Title: SOLE PROPRIETOR The statement was filed with Ernest J. Dronenburg, Jr., Recorder/County Clerk of San Diego County on: FEB 14, 2014 ISSUE DATES: FEB 20, 27 MAR 06 AND 13, 2014

STATEMENT OF ABANDONMENT OF USE OF FACTITIOUS BUSINESS NAME FILE NO: 2014-002986 (1) *FACTITIOUS BUSINESS NAME(s):* A SYMBIOTIC SERVICES (2) LOCATED AT: 3652 OLEANDER DRIVE SAN DIEGO, CA. 92106 (3) THE FACTITIOUS BUSINESS NAME REFERRED TO ABOVE WAS FILED IN SAN DIEGO COUNTY ON: 09/27/2005, and assigned File No. 2005-032687 (4) IS (ARE) ABANDONED BY THE FOLLOWING REGISTRANT(S): AMANDA HEIDEMANN, KHUONG TRAN Registrant/Corp/LLC Name: AMANDA HEIDEMANN Title: GENERAL PARTNER The statement was filed with Ernest J. Dronenburg, Jr., County Clerk of San Diego County on: FEB 03, 2014 Issue date(s): FEB 20, 27 MAR 06 AND 13, 2014

FACTITIOUS BUSINESS NAME STATEMENT FILE NO. 2014-002590 *Factitious Business Names(s):* SYMBIOTIC SERVICE located at: 3782 MT. ACADIA BLVD. SAN DIEGO, CA. 92111 is registered by the following: KHUONG TRAN This business is conducted by: AN INDIVIDUAL The first day of business was: 02/03/2014 Registrant Name: KHUONG TRAN Title: OWNER The statement was filed with Ernest J. Dronenburg, Jr., Recorder/County Clerk of San Diego County on: FEB 03, 2014 ISSUE DATES: FEB 20, 27 MAR 06 AND 13, 2014

SUPERIOR COURT OF CALIFORNIA HALL OF JUSTICE 330 WEST BROADWAY SAN DIEGO, CA. 92101 CASE NO: 37-2014-00002188-CU-PT-CTL PETITIONER OR ATTORNEY, DANIELLE SUSALLA 825 TOULON CT. SAN DIEGO, CA. 92109 858-414-0792 HAS FILED A PETITION WITH THIS COURT FOR A DECREE CHANGING PETITIONERS NAME FROM DANIELLE SUSALLA TO DANIELLE SUSALLA DEERY THE COURT ORDERS THAT all persons interested in this matter shall appear before 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 TO BE HELD ON MAR 28, 2014 TIME: 9:30 AM DEPT 46 220 WEST BROADWAY SAN DIEGO, CA. 92101 ISSUE DATES: FEB 20, 27 MAR 06 AND 13, 2014

FACTITIOUS BUSINESS NAME STATEMENT FILE NO. 2014-004363 *Factitious Business Names(s):* CLUB PLATES POINT LOMA located at: 3501 ACCOMAC AVE. SAN DIEGO, CA. 92111 is registered by the following: GOLD AND GUIDO INC. This business is conducted by: A CORPORATION GOLD AND GUIDO, INC. 3501 ACCOMAC AVE. SAN DIEGO, CA. 92111 CALIFORNIA The first day of business was: 02/14/2014 Registrant Name: JENNIFER GOLD Title: CEO The statement was filed with Ernest J. Dronenburg, Jr., Recorder/County Clerk of San Diego County on: FEB 14, 2014 ISSUE DATES: FEB 20, 27 MAR 06 AND 13, 2014

FACTITIOUS BUSINESS NAME STATEMENT FILE NO. 2014-002597 *Factitious Business Names(s):* ASIANAS located at: 4885 NEWPORT AVE. SAN DIEGO, CA. 92107 is registered by the following: EUFFRACIA N. HESSELBACHER This business is conducted by: AN INDIVIDUAL The first day of business was: 10/08/2012 Registrant Name: EUFFRACIA N. HESSELBACHER Title: SOLE PROPRIETOR/OWNER The statement was filed with Ernest J. Dronenburg, Jr., Recorder/County Clerk of San Diego County on: JAN 29, 2014 ISSUE DATES: FEB 20, 27 MAR 06 AND 13, 2014

FACTITIOUS BUSINESS NAME STATEMENT FILE NO. 2014-004312 *Factitious Business Names(s):* LOCAL PER BOARD SHOP located at: 3982 C INGRAM ST. SAN DIEGO, CA. 92109 is registered by the following: JOAO VITOR LAGOA BOVINO This business is conducted by: AN INDIVIDUAL The first day of business was: NOT APPLICABLE Registrant Name: JOAO VITOR LAGOA BOVINO Title: OWNER The statement was filed with Ernest J. Dronenburg, Jr., Recorder/County Clerk of San Diego County on: FEB 13, 2014 ISSUE DATES: FEB 20, 27 MAR 06 AND 13, 2014

FACTITIOUS BUSINESS NAME STATEMENT FILE NO. 2014-004375 *Factitious Business Names(s):* OAKWOOD MHP located at: 1705 EAST 28TH ST. ASHTABULA, OH. 44004 is registered by the following: COSTA VERDE MANAGEMENT LLC This business is conducted by: A LIMITED LIABILITY COMPANY COSTA VERDE MANAGEMENT LLC. 4144 TENNYSON ST. SAN DIEGO, CA. 92107 MICHIGAN The first day of business was: 08/01/2008 Registrant Name: KATJA RADA Title: PARTNER MEMBER The statement was filed with Ernest J. Dronenburg, Jr., Recorder/County Clerk of San Diego County on: FEB 14, 2014 ISSUE DATES: FEB 20, 27 MAR 06 AND 13, 2014

SUPERIOR COURT OF CALIFORNIA HALL OF JUSTICE 330 WEST BROADWAY SAN DIEGO, CA. 92101 CASE NO: 37-2014-00002158-CU-PT-CTL PETITIONER OR ATTORNEY, BONNIE ANN EDMUNDS 6212 BEADNELL WAY #1H-1 SAN DIEGO, CA. 92117 858-442-7483 HAS FILED A PETITION WITH THIS COURT FOR A DECREE CHANGING PETITIONERS NAME FROM BONNIE ANN EDMUNDS TO BONNIE CHARLENE BERTANO THE COURT ORDERS THAT all persons interested in this matter shall appear before 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 TO BE HELD ON APR 18, 2014 TIME: 8:30 AM DEPT D-46 220 WEST BROADWAY SAN DIEGO, CA. 92101 ISSUE DATES: MAR 06, 13, 20 AND 27, 2014

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 TO BE HELD ON MAR 28, 2014 TIME: 9:30 AM DEPT 46 220 WEST BROADWAY SAN DIEGO, CA. 92101 ISSUE DATES: FEB 27 MAR 06, 13 AND 20, 2014

FACTITIOUS BUSINESS NAME STATEMENT FILE NO. 2014-004694 *Factitious Business Names(s):* SUNNY MESSAGE & SPA INC. located at: 4310 GENESEE AVE. SUITE 109 SAN DIEGO, CA. 92117 is registered by the following: SUNNY MESSAGE & SPA INC. This business is conducted by: A CORPORATION SUNNY MESSAGE & SPA INC. 4310 GENESEE AVE. SUITE 109 CALIFORNIA The first day of business was: NOT APPLICABLE Registrant Name: HAIMING HUANG Title: CEO The statement was filed with Ernest J. Dronenburg, Jr., Recorder/County Clerk of San Diego County on: FEB 19, 2014 ISSUE DATES: FEB 27 MAR 06, 13 AND 20, 2014

FACTITIOUS BUSINESS NAME STATEMENT FILE NO. 2014-004412 *Factitious Business Names(s):* TERRA DAWGIE, KITTY, DOGGY located at: 5663 BALBOA AVE #435 SAN DIEGO, CA. 92111 is registered by the following: PADREASTSB, LLC. This business is conducted by: A LIMITED LIABILITY COMPANY PADREASTSB, LLC. 5663 BALBOA AVE., #435 SAN DIEGO, CA. 92111 CALIFORNIA The first day of business was: NOT APPLICABLE Registrant Name: AUDREY GLANTZ Title: MANAGING MEMBER The statement was filed with Ernest J. Dronenburg, Jr., Recorder/County Clerk of San Diego County on: FEB 14, 2014 ISSUE DATES: FEB 27 MAR 06, 13 AND 20, 2014

FACTITIOUS BUSINESS NAME STATEMENT FILE NO. 2014-003775 *Factitious Business Names(s):* SCHOOL OF EVANGELISM located at: 5331 MT. ALFAN RD. SAN DIEGO, CA. 92111 is registered by the following: AMY NOEL KRAFT This business is conducted by: AN INDIVIDUAL The first day of business was: 02/03/14 Registrant Name: AMY NOEL KRAFT Title: OWNER The statement was filed with Ernest J. Dronenburg, Jr., Recorder/County Clerk of San Diego County on: FEB 10, 2014 ISSUE DATES: FEB 27 MAR 06, 13 AND 20, 2014

SUPERIOR COURT OF CALIFORNIA HALL OF JUSTICE 330 WEST BROADWAY SAN DIEGO, CA. 92101 CASE NO: 37-2014-00003626-CU-PT-CTL PETITIONER OR ATTORNEY, BENNY FONTAN 2621 WEST CANYON AVE. #429 SAN DIEGO, CA. 92123 HAS FILED A PETITION WITH THIS COURT FOR A DECREE CHANGING PETITIONERS NAME FROM BENNY FONTAN TO BENNY MOLINA FROM MONICA PINTO-FONTAN TO MONICA PINTO-MOLINA THE COURT ORDERS THAT all persons interested in this matter shall appear before 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 TO BE HELD ON APR 04, 2014 TIME: 8:30 AM DEPT 46 220 WEST BROADWAY SAN DIEGO, CA. 92101 ISSUES: FEB 27 MAR 06, 13, 20, 2014

FACTITIOUS BUSINESS NAME STATEMENT FILE NO. 2014-004768 *Factitious Business Names(s):* WORLD WEDDINGS AND ROMANCE TRAVEL, WORLD TREE TOURS located at: 4350 WOODLAND RD. LA MESA, CA. 91941 is registered by the following: AMY NOEL KRAFT This business is conducted by: AN INDIVIDUAL The first day of business was: NOT APPLICABLE Registrant Name: KIMBERLY M. SYNES Title: OWNER The statement was filed with Ernest J. Dronenburg, Jr., Recorder/County Clerk of San Diego County on: FEB 19, 2014 ISSUE DATES: FEB 27 MAR 06, 13 AND 20, 2014

FACTITIOUS BUSINESS NAME STATEMENT FILE NO. 2014-003136 *Factitious Business Names(s):* SD GAMES & COMICS, SAN DIEGO GAMES & CARDS located at: 9910 MIRA MESA BLVD. SAN DIEGO, CA. 92131 is registered by the following: MARINA PARENTI This business is conducted by: AN INDIVIDUAL The first day of business was: 02/01/2011 Registrant Name: MARINA PARENTI Title: OWNER The statement was filed with Ernest J. Dronenburg, Jr., Recorder/County Clerk of San Diego County on: FEB 04, 2014 ISSUE DATES: FEB 27 MAR 06, 13 AND 20, 2014

FACTITIOUS BUSINESS NAME STATEMENT FILE NO. 2014-004817 *Factitious Business Names(s):* ABCDESIGN, A BRENT CHADWICK DESIGN located at:

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From My Garden By LINDA MARRONE



SAVE THE DATE - MAY 17, 2014

An invitation to tour La Jolla's secret gardens this spring



In its 16th year, the La Jolla Historical Society's, Secret Garden Tour of La Jolla has come a long way from the cup of coffee Susan Vandendriesse and I had to discuss how we could bring more awareness to the La Jolla Historical Society. Today, we are both pleased to see that the tour has become a much loved and anticipated perennial event that attracts hundreds of people to La Jolla each spring to enjoy our beautiful scenery and learn about our communities rich history.

Scheduled for Saturday, May 17th, this year's tour promises to be another memorable event that allows you to wander through the private garden gates of some of La Jolla's most cherished secret gardens. As in past years, the tour will offer a potpourri of hand-tended gardens adorned with designers' touches, live music from a variety of musicians and artists painting memorable garden scenes.

This year's poster features the painting, "Garden Joy" by artist, Sharon Hinckley. Each year, a painting is chosen to grace the following year's poster - a long tradition that began with artist, Pati Sofia who painted whimsical La Jolla garden scenes for the tours first three tour posters.

Last year, Susan Vandendriesse organized a successful garden boutique on the grounds of Wisteria Cot-

tage and it will return again this year. The boutique is open to the public and will offer garden related items for sale, as well as handmade lanterns, vintage and new furniture, shell art, jewelry, herb and edible garden containers and of course chickens - the perfect addition to a sustainable urban garden. When you stop by the boutique you will also be able to see all the wonderful changes that have taken place at historic Wisteria Cottage, the Society's new headquarters.

The tradition of the Secret Garden Tour has been to keep the garden locations a closely guarded secret until the day of the tour, but here is a little peek into what the tour has in store for you..... This year's gardens beautifully demonstrate how gardens are ever-changing works of art that always seem to be evolving. Our changing lifestyles, children, grandchildren, pets, interest in health, the environment, as well as our weather have all had profound effects on both garden design and how we care for them. In each garden you will see how the gardeners have dealt with some of these changes and how their gardens have evolved with them.

Reservations are available for either the Self-Guided Tour or Platinum Tour. The Platinum Tour offers brunch at the Estancia La Jolla Hotel & Spa, docent guided shuttle service to

the gardens and the tour of a special garden open to Platinum patrons only. Reservations for both tours can be made online at the Society's website: www.lajollahistory.org or call them at: 858/459-5335.

Linda is a local Realtor, who specializes in historic & architectural properties and she is a member of the City of San Diego's Historical Resources Board. A co-founder of the Secret Garden Tour, her garden was featured on the 2001 tour. Take a tour of Linda's garden on www.LindaMarrone.com

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How does motivation affect real-estate sales for you?



Charles Schevker & Natasha Alexander

In addition to being a real-estate broker associate, I am also a non-practicing certified public accountant (CPA). In past years, my accounting career was focused toward executive positions in major corporations and not private accounting or consulting services.

The point to this introduction leads to my discussion. In the past, at social gatherings while sipping on a drink or eating hors' d'oeuvres and straining myself to meet new people, the second question after "What is your name?" usually is "So, what do you do for a living?"

Once I mention that I am a CPA, most people immediately and mistakenly believe in their

minds that I must be a tax expert. Nothing could be further from the truth. Nonetheless, that person, without taking a further breath, will usually say something like, "So, here is my situation ... My neighbor and I make almost the same amount of money, yet he paid \$10,000 less in taxes than did I last year — why would that be?"

My answer is a polite, "Gee, I really do not know," as I squeeze out a smile. However, in my self-talk, I am saying to myself, "How the hell do I know?" There are hundreds of reasons that could cause such a situation and you have given me no facts to express a judgment.

Now that I am practicing real-estate sales, the landscape has changed but people have not. I still get questions at social events like, "So, you are the real-estate

SEE **MOTIVATION** >> PG. 18

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"Linda is an excellent mediator." R.F

"Linda was an amazing agent. Her suggestions to make the house more attractive were "spot on". This was a probate sale and our lawyer was very impressed with Linda's knowledge and professionalism." L.A

"Thank you for all your help, Linda. You made selling our previous home and buying our current one easy. You'll be the only person we recommend to friends and family when they need a real estate agent." P.H. and C.H

"Her attention to detail made sure that all parties were up to date as the transaction proceeded. We cannot imagine a more hard working, professional agent. She is exactly the closer we had in mind. We would absolutely use her again in the future." J.R. and S.I



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MOTIVATION >>

CONT. FROM PG. 17

expert. Tell me why did the house up the street from me sells for X dollars more than the exact same house down the street from me?" I politely reply with the same stupid smile and say, "Gee, I really do not know." And, in the same self-talk I am saying to myself, "How the hell do I know?"

However, in this case, without being given the benefit of facts not revealed, I have a better chance of knowing the disparity in selling prices than I did in knowing the circumstances of the tax question. The reason is because there are fewer causes for the situation. Without specifically addressing hard factors like recent sold values in the area, features of the home, perceived benefits to the buyer, con-

dition of the property, location, etc., there is one hidden factor that rarely receives its due attention — motivation.

Motivation is an inner drive that induces us to behave in a certain manner. Hunger, for example, is a motivation that creates the desire to eat. So what does motivation have to do with real estate?

Buyers and sellers may each have a different set of motivational factors, and these motivations can change with time. But does motivation help to explain a disparity in selling prices even if two or more properties previously sold seem to be similar? Yes it could.

We sold two nearly identical condos in a coastal condominium complex within months of each other. Both condos were in the same original condition, same exact floor plan and only located two floors apart. In one case, the buyer was so dev-

astated by having made offers on homes only to lose out to a higher bidder, that now her motivation changed in such a way that she was willing to pay a premium to get what she wanted before losing out yet again to another competing buyer. In the other case, the seller was aging and experiencing serious health issues, and thereby willing to sell quickly and at a lesser amount. Motivation of buyer and seller was quite different. Yet with nearly all other factors being seemingly equal, their motivations had caused a significant difference to the selling prices.

When real-estate agents perform a market analysis for their clients, sometimes there are unsolved mysteries as to why some houses sell for more or less than others seemingly similar. The one factor about the selling price that cannot be analyzed quantitatively is the motiva-

Without specifically addressing hard factors ... there is one hidden factor that rarely receives its due attention — motivation.

tion of the parties involved.

As a buyer, finding the "perfect" home at the lowest price for your family may start out to be your primary motivation. However, if demand for houses is high, and supply or inventory is flat or declining, competition and bidding wars will challenge your motivation. The more hungry you are, the greater your motivation.

As a seller, having expectations

to sell at a certain amount may start out to be your primary motivation. However, as time moves forward without any offers, your motivation is challenged, and the desire to move onward with the next or more exciting life plans may heighten your motivation and cause you to reduce the listing price.

Motivation can play a key component in the negotiation process. Learning or perceiving the motivation levels of the opposite party to a deal can be a significant advantage.

— If you have any questions about real estate in San Diego, send your inquiries to www.WeSellLaJolla.com or Charles Schevker or Natasha Alexander at Cshevker@san.rr.com. They will respond directly to you, and those questions that have a broader public appeal will be published along with our next column in La Jolla Village News.

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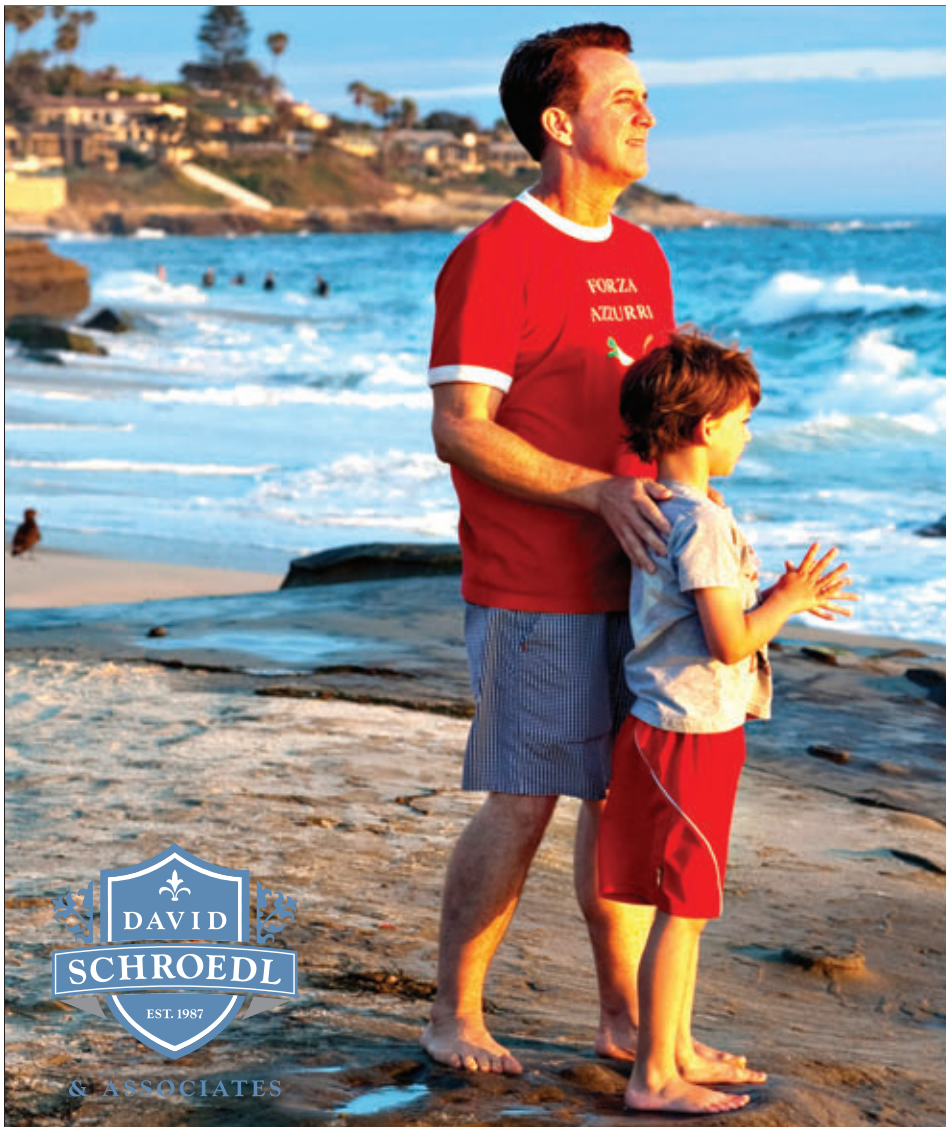
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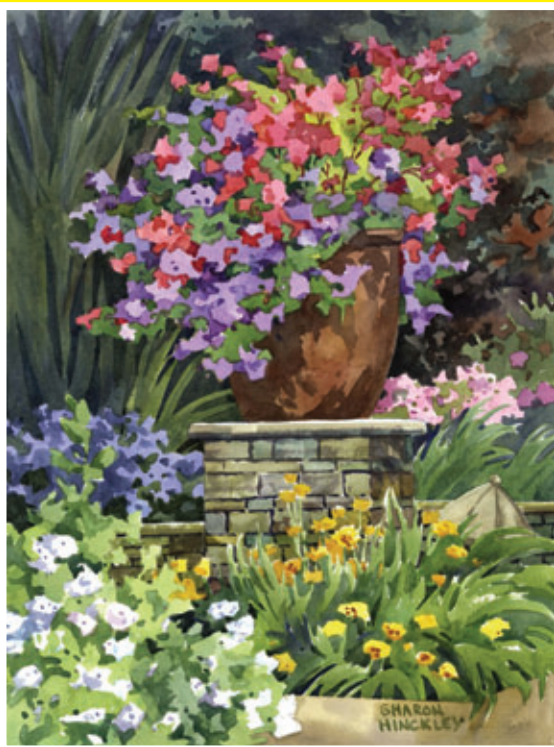
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