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Best-selling author, feminist trailblazer, Village News columnist Natasha Josefowitz dies

A university professor, the best-selling author of 21 books on everything from management textbooks to humorous verse, a syndicated columnist, international keynote speaker, and notable feminist, Natasha Josefowitz, ACSW, Ph.D., 96, died on March 15.



Natasha Josefowitz

She was a longtime resident of White Sands Retirement Center in La Jolla and had been a columnist for La Jolla Village News.

“Sadly, my mother died peacefully at home,” said her surviving daughter, Nina Josefowitz. “We will all miss her very much. I know you will also miss her wit and wisdom.”

Nina said her mother, in the few days before her death, dictated a message to her readers from her hospital bed. It reads: “This is the last column I will be writing. I have been writing to you for 40 years. You may not know it, but I will be 97 and I think my time has come to put down my pen. Thank you for all your comments and letters. One of the highlights of my life has been writing this column and hearing from all of you.”

Kati Mikes-Papp, Josefowitz’s office assistant who said Natasha used to refer to her as her “office daughter,” said Josefowitz had “a sense of royalty about her” right down to the elaborate earrings she wore that were “renowned for perfectly matching her outfits.”

Of Natasha’s character, Kati said: “She made everyone feel like they were heard and validated, and she inspired them to keep going. The life story of Natasha



A vendor selling elote and tostilocos in Scripps Park near La Jolla Cove earlier this year. Local leaders say enforcement of the new Sidewalk Vending Ordinance for coastal areas has been inconsistent. PHOTO BY THOMAS MELVILLE



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UC San Diego expert on violence assesses police brutality and mass shootings

Psychologist Tage Rai works to prevent violence by understanding the motives that underlie it

By CHRISTINE CLARK

Tage Rai is a psychologist and assistant professor of management at UC San Diego's Rady School of Management who studies ethics and violence. He co-authored the book "Virtuous Violence" outlining research that finds that most acts of violence are driven by moral motives on the part of perpetrators. That is, perpetrators believe they are doing the right thing when they hurt and kill their victims. In this Q&A, Rai, who teaches negotiation at the Rady School, addresses dual crises impacting America — police brutality and gun violence — and what can be done to prevent them.

Q: A lot of your work is focused on understanding why people hurt other people, so we can better understand motives to treat and prevent violence. In the case of police brutality, it has garnered more attention in recent years because it is increasingly caught on tape, and yet instances continue to persist, why is that?

A: I think that if you want to prevent violence, then the first key is understanding the motives that underlie it. We need to confront the possibility that a lot of violence isn't driven by an absence of morality in the minds of perpetrators. It's driven by a presence of moralistic and ideological motivation.

In the case of police brutality, ethnographic and historical evidence suggests that police officers involved may view themselves as authorities who demand respect and obedience from civilians. I outlined this in chapter four of "Virtuous Violence," "the right and obligation of parents, police, kings and gods to violently

enforce their authority." In this context, officers believe that they are entitled to hurt civilians and that bystanders should trust their judgment absolutely — anything less than absolute trust is perceived as betrayal and disloyalty. The worst offenses are disrespect, disobedience or any effort to harm the officer. Such offenses are worse even than the crimes that police are tasked with preventing. Spitting in the face of an officer or cursing them out might be more likely to result in police brutality than robbing a store or harming another civilian.

Q: How much is race a factor in police brutality?

A: This authority relationship also takes on racial connotations, with some officers seeing themselves as warriors policing "the enemy," largely composed of Black citizens who are seen as less worthy of full citizenship and who pose a threat to the social hierarchy that the police defend. Officers of all races use force against Black civilians more than white, but those effects are at least somewhat reduced when officers are Black too. However, race of the officers alone won't solve the problem of police brutality.

Q: What do think are some of the possible solutions to curb police brutality?

A: First, I think it's important to focus on what is called "subtraction neglect," which refers to the phenomenon wherein people are trying to improve something. In many cases, they have a bias toward coming up with solutions that add to the design rather than subtract from it. In the context of policing, this means that when faced with police brutality, our immediate intuition is to think

that the answer is more training, more personnel, more resources, more funding. This is instead of a more obvious solution — that we should give police fewer responsibilities to reduce police-civilian interactions as well as less funding for weaponizing and militarization of the police. Such calls to "defund the police" are always met with opposition because we have a bias toward thinking that reducing funding means that we care less about public safety, but that's just a cognitive bias. What could be more effective is allocating those same resources toward social services, mental health responders, community infrastructure, jobs programs and even universal basic income.

Q: Your work also addresses an increase in mass shootings that are plaguing the nation. We know these numbers increase every year, with over 50 in January 2023 alone. Are these shootings inspiring each other?

A: Mass shootings are defined based on the number of people who are harmed, not the motives of the shooter. I'd be hesitant to assume that people involved in mass shootings that are motivated by gang disputes, workplace grievances, white supremacy, misogyny, or bullying are necessarily drawing inspiration from each other. I think it's more likely that when we see, for example, a spate of shootings in California, that's just a coincidence that becomes more likely as the number of mass shootings increases overall.

It should be noted that while the number of mass shootings continues to climb, data shows mass shootings account for less than 2% of all annual homicide deaths in the United States, yet they garner the most attention. We are probably not paying enough attention or giving enough resources to the other kinds of gun violence that go on. We're not paying enough attention to violence in the home, we're not paying enough attention to suicide deaths by gun, we're not paying enough attention to a lot of other kinds of gun violence that we see.

Q: Is increased mental illness a factor in the rise of gun violence?

A: Mental illness contributes to less than 5% of all gun violence. The vast majority of mass shootings are going to be committed by people who have no diagnosable mental health illness before the incident. The vast majority who have been diagnosed with a mental health illness are never going to engage in a shooting. Even if mental illness is involved in gun violence, it's a mistake to think that we can use mental health diagnoses to identify a small subset of shooters. Instead, such efforts will just stigmatize those who benefit from mental health services.

There's a broader question in how we think about violence. I think people have a kind of implicit



Tage Rai is a psychologist and assistant professor of management at UC San Diego's Rady School of Management.

belief — and I think a lot of academics do, too — that a sane, rational, mentally healthy person would not hurt another human being. If they're harming someone, or killing someone, it must be because something has gone wrong in their psychology.

A lot of my research argues that this belief is just not true. Most of the time when people hurt other people it's because they feel that they're doing it for the right reasons. They think that a person deserves it — that they have a moral obligation to hurt those people. What's driving this is not mental illness — at least not in the diagnosable sense.

Q: Are there any other factors driving mass shootings?

A: Many shooters, especially in the American context, are often misogynistic, White supremacists. They are often young men searching for meaning through violence. With those factors coming together, these shooters justify violence because they feel that they're "defending something greater than themselves" when they attack people.

Q: What can we do to prevent more gun-related deaths?

A: One of the proposed solutions to better address the problem of gun violence is treating mental illness, so we can identify a perpetrator before a violent act is committed. And we can't. Trying to identify mentally ill shooters through health screening is like looking for a needle in a haystack. And there are always going to be needles that get through. The only way it's going to work is to prevent those "needles" from getting AR-15s.

What we find when we look at violence across the world, not just mass shootings, but all sorts of violence, is that most of the time when people hurt others,

they think it's the right thing to do. They think that their social communities are going to praise them for it. And, in some cases, their particular communities will. So, in the case of, for example, the Highland Park shooter, the community we need to be thinking about is the kind of online right-wing extremist communities that the shooter was floating in.

If perpetrators think that their communities won't approve of their violent actions then they're not going to want to do it as much anymore. And so, really trying to communicate to people that violence is not acceptable is going to be key, and that means making it not acceptable within those communities. When we've seen successful community interventions, oftentimes it's been the case where people who are prone to violence are confronted by people in their community who are expressing to them that they don't approve of violence. And that does have an effect.

Q: Did your research find any potential tools to counteract these ideological ties that you say can lead to someone committing violence?

A: There are no easy answers here. If we wish to stop the violence caused by misogyny and racism then we have to destroy the culture of misogyny and racism that excuses, validates, and valorizes violence. In some cases that may mean restricting communication channels so that these ideas don't have a place to fester. In other cases, it means having people that potential perpetrators respect talk to them about how these cultural values are wrong and will not be tolerated in the community. If we wish to end violence, then we have to make it morally unacceptable in our culture.

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Results mixed on enforcement of new Sidewalk Vending Ordinance

By DAVE SCHWAB

It's too early to tell if enforcement of the new Sidewalk Vending Ordinance in the beach areas has been working as the City expected. Local leaders have seen mixed results and are curious about how the City will handle the summer.

"I'd say the results are still to be determined," said Larry Webb, Mission Beach Town Council president, about early returns on the Sidewalk Vending Ordinance. "[Poor] weather has played a factor in not as many vendors attempting to be out. So when better weather comes it may lead to more vendors. We will have to see how enforcement goes at that point."

"Many community leaders and I are very frustrated with the resurgence of the vending appearing along our coastline parks and beaches," said Bob Evans, president of La Jolla Parks & Beaches, Inc.

"Initially, park rangers and other enforcement were very effective with the ordinance at removing all the vending that had taken over the coastal areas. However, now the City's policy is to let any vendor who claims, insincerely, they're exempt from the ordinance because of their freedom of speech rights, to continue to operate in just about any place they desire," Evans said.

"Since the implementation of the sidewalk vending ordinance, many people in Pacific Beach have

noticed a drastic increase in public access to the beach," said Charlie Nieto, president of Pacific Beach Town Council. "It is almost like comparing night and day when you contrast the difference of what the boardwalk is like now to how it was last summer."

"Park rangers did an excellent job educating vendors on the ordinance," said Susan Crowers of PBTC noting, "Within a week, there was a noticeable improvement in the situation and residents enjoyed unimpeded views and access to public beaches and shoreline park pathways. Since then, some vendors have returned and are claiming protection under the First Amendment."

"I pay taxes and rent as well as buying permits and business licenses," noted Chris Cott, a La Jolla artist who worked over 20 years on the Mission Beach boardwalk. "Scripps Park wasn't donated so vendors could turn it into Kobey's Swap Meet."

"It is better without the vendors for most everyone except the vendors," said Gary Wonacott of Mission Beach questioning, "Is this issue done? Probably not. It all comes down to what happens in July and August."

Will some of the vendors come back? Probably. Will code enforcement or rangers step in? Depends on how much money the City is getting versus time/money required to manage the vendors,"



Vendors set up at the entrance to Ellen Browning Scripps Park near La Jolla Cove.

COURTESY PHOTO

Wonacott added.

The City Council voted to approve the new Sidewalk Vending Ordinance in May 2022, bringing San Diego into compliance with SB 946, a California law that decriminalized sidewalk vending statewide and set parameters on how cities could impose regulations.

San Diego law enforcement personnel began fully enforcing the Sidewalk Vending Ordinance in beach areas on Feb. 1 of this year. The ordinance then went into effect in the City's Coastal Overlay Zone, which includes Point Loma, Ocean, Mission and Pacific beaches, La Jolla, and Sorrento Valley.

Webb of MBTC believes Sidewalk Vending Ordinance enforcement thus far has "had a positive effect" while noting "some vendors are still around." He added that "Initially, City officials stated vendors claiming First Amendment rights would not be allowed unless their goods were political or religious. Over the last several weeks, we learned that park rangers are not allowed to enforce the ordinance if a vendor claims First Amendment rights regardless of the goods offered. The city attorney is once again acting in fear of litigation."

Crowers of PBTC questions whether vendors are obeying all Sidewalk Vending Ordinance rules.

"I have spoken with vendors who display their goods and offer services for a donation, and I've also spoken to vendors who claim it's okay for them to sell their goods as long as they're homemade," she said. "That doesn't align with what the ordinance says. It seems the park rangers are still waiting on a clear directive from the city attorney. But with summer just around the corner – we need action now."

"The families who are using Scripps Park can't find a place to park because it's all being taken up by vendors," complained Cott of La Jolla. "The so-called vendor artisans who are selling knick-knacks, sunglasses, T-shirts, and doing wetsuit rentals at taxpayer's expense should all be run off."

Evans of LJPB believes the new Sidewalk Vending Ordinance isn't being properly enforced.

"Until the City changes their policy on the ordinance and decides to enforce it as intended, the rangers are essentially powerless to get results," he said. "No other California coastal communities seem to have this vending problem, and all state and national parks don't allow

vending. You don't see merchandise vendors set up at Cabrillo National Monument, nor Torrey Pines State Park, Yellowstone, or the DC Mall. San Diego needs to return its great coastline parks and beaches to recreational use and scenic beauty, and not be a commercial zone."

"There are certainly still some concerns about some remaining vendors along coastal pathways," pointed out Nieto. "The work that remains has to do mainly with some fine-tuning and determining the distinction between actors who are earnestly exercising their First Amendment rights versus those who are abusing loopholes in the system."

But, having confidence in park rangers and law enforcement, Nieto concluded: "Ultimately, with the current ordinance in place, I do believe that this summer, many will see that the coastline has returned to a place for families and recreation."

Playtime at Claytime

Caroline started her venture into art after leaving the practice of Law both in Boston and San Diego 20 years ago. Since taking ownership of a ceramic painting Studio, Caroline has incorporated several services in art mediums such as Day Camps, Mosaics, Canvas Painting, tie Dye Tees, Clay Handbuilding, and pottery throwing classes.

Caroline has an undergrad in both Fine Arts and Psychology, along with a Masters in Education in addition to her JD from Boston. Register at claytimeceramics.com

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BEAUTIFULPB PROJECTS

"For art, we're continuing to work on a new mural project with Audubon," said Katie Matchett, president of beautifulPB, a nonprofit working to implement community projects and programs that create a more sustainable, equitable, and beautiful community. "We'll be choosing an artist in the next month and hope to have it installed over the summer."

Regarding progress on communitywide mobility, Matchett said the City's preliminary design for Diamond Street went to the Pacific Beach Planning Group's Streets and Sidewalks committee "and will be presented to the full group on April 12." She added the City is moving away from the "Slow Street" term for Diamond, as "they've received federal money to develop an official Slow Street program for San Diego. But it will be another year or two before that program is fully implemented."

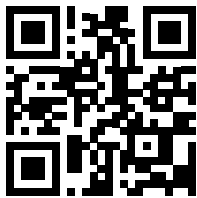
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Always Forward.

Actress Dorothy McGuire co-founder of La Jolla Playhouse

By JILL ALEXANDER

Her name might not be as well-known as some actresses from the Golden Age of Hollywood like Joan Crawford or Bette Davis, but actress Dorothy McGuire appeared in many major films as well as had ties to La Jolla.

McGuire's softness made her a favorite leading lady in films such as "Gentleman's Agreement" (1947, for which she received an Academy Award nomination for Best Actress) and "Friendly Persuasion" (1956), and "Swiss Family Robinson" (1960), to name a few.

She was also part of a stellar trio that founded the La Jolla Playhouse, which continues to be a leading venue for people to see live theater in 1947.

"We are deeply grateful for the extraordinary vision of La Jolla Playhouse founders and Hollywood luminaries Dorothy McGuire, Mel Ferrer, and Gregory Peck, and we are honored to carry forward their legacy," said La Jolla Playhouse managing director Debby Buchholz.

LEAVING A LEGACY

According to longtime La Jolla resident Scott Paulson, who curates a film series for the La Jolla Historical Society and at the UC San Diego Library and hosts popular events and exhibitions that embrace La Jolla's past and present, co-founder Peck was her co-star in "Gentlemen's Agreement," released the same year. That proximity allowed for a bit more ease in inaugural Playhouse planning.

"She and Peck (along with Ferrer) longed for the challenge of stage acting, but active film careers and restrictive studio contracts didn't allow for Broadway commitments.

"Our La Jolla High School stage was just a couple hours from some



Dorothy McGuire with Gregory Peck in the film 'Gentleman's Agreement.' They were co-founders of La Jolla Playhouse. COURTESY PHOTO

of their studio commitments, so it was possible to hit the 92037 ZIP code floorboards one evening and be in Tinsel Town present and camera-ready the following morning, if necessary," Paulson said.

"McGuire was a truly versatile actress, with great success in radio, on Broadway, in film, and on television. Her ties to La Jolla are still appreciated and old photos of her in Playhouse publicity Village outings truly relay her sincerity and joy about the seasons spent here. Her time in La Jolla was not a chore — you can see her beaming in those stills and know that she was both inspired by the work here and inspiring to those immediately around her."

Paulson added, La Jollans, who had an adoptive fondness for McGuire as a Playhouse founder were mortified when she was not included in the 2002 Oscars "In Memoriam" tribute. Though Peck was a true local, McGuire's long-term commitment to La Jolla Playhouse endeared her forward to more official village-citizen status.

"McGuire's long-term, full

commitment to La Jolla Playhouse outlasted Peck and Ferrer's by many years. Locals watching the broadcast were aghast to witness that snub. To see 'one of our own' overlooked caused quite a stir here," he said.

LA JOLLA PLAYHOUSE HISTORY

The Playhouse website says in its history section: "La Jolla Playhouse thrived as a summer stock retreat for such Hollywood luminaries as Vivian Vance, Groucho Marx, and Eve Arden.

"After over a decade of performances featuring numerous greats from stage and film, the Playhouse went on hiatus from 1959–1982. While shuttered, a handful of dedicated supporters fought to keep the Playhouse alive, eventually working to revive it on the campus of UC San Diego in 1983.

"Over the next three decades, La Jolla Playhouse rose to prominence as one of the most celebrated regional theatres in the country. Under the artistic leadership of Des McAnuff (1983–1994; 2001–2007), the Playhouse



Dorothy McGuire in the film 'Old Yeller.'

developed dozens of new works, many of which transferred to Broadway, including "Big River," "The Who's Tommy," and "Jersey Boys." In 1993, the Playhouse was awarded the Tony Award for Outstanding Regional Theatre.

"This period also saw the beginning of the Playhouse's acclaimed Performance Outreach Program (POP) Tour, in which a brand new, Playhouse-commissioned work brings the magic of theatre into San Diego schools. The Playhouse's continued its commitment to developing new plays and musicals with the launch of its Page To Stage New Play Development Program, spawning the Pulitzer Prize-winning "I Am My Own Wife..."

EARLY DAYS

Born Dorothy Hackett McGuire, in 1916 she was an only child who kicked off her acting career in her hometown, at the Omaha Community Playhouse.

She moved to New York City and appeared on Broadway as an understudy to Martha Scott in "Our Town" and gained almost instant stardom in the domestic comedy "Claudia."

McGuire was brought to Hollywood by big-time producer David O. Selznick because of her superb stage performance. She starred in her first film, a movie adaptation of her Broadway

success, "Claudia" (1943), co-starring Robert Young.

POPULAR FAST

McGuire immediately gained popularity with the public and critics and was the catalyst for not only a sequel, "Claudia and David" (1946, also co-starring Young), but also for many other film roles, including "A Tree Grows in Brooklyn" (1945), "The Enchanted Cottage" (1945), "Till the End of Time" (1946), "The Spiral Staircase" (1946), "Mister 880" (1950), "Three Coins in the Fountain" (1954), "Old Yeller" (1957), "A Summer Place" (1959), "The Dark at the Top of the Stairs" (1960), "The Greatest Story Ever Told" (1965, as the Virgin Mary), and the television film "Little Women" (1978).

She also appeared in the television mini-series "Rich Man, Poor Man" (1976) many episodes of "The Love Boat," "St. Elsewhere," and "Highway to Heaven."

DEATH AND RESTING PLACE

In 1943 she married Life Magazine photographer John Swope and was married to him until he died in 1979.

McGuire died of a heart attack at the age of 85 in Santa Monica, in 2001 following a brief illness. She has a star on the Hollywood Walk of Fame. Cremated, her ashes were scattered at sea.

La Jolla's Violet La Plante silent screen actress had a rich career

By JILL ALEXANDER

Former La Jolla resident Violet La Plante, also known as "Violet Avon" and "Violet Benson," may not have a name as recognizable as others during the years she was a silent film star, but she did have an interesting career.

La Plante was known for such films as "Battling Buddy" (1924), "The Clean Heart" (1924), and "My Home Town" (1928). Of course, these were well before the "talkies," as the silent film was then the rage and there was no synchronized recorded sound (or any spoken dialogue). But that's not all.

WAMPAS STAR

Additionally, La Plante was a member of the elite WAMPAS Baby Stars which was a

promotional campaign sponsored by the United States Western Association of Motion Picture Advertisers. It honored 13 (15 in 1932), young actresses, each year whom they believed to be on the threshold of movie stardom. At the time, the baby star was common slang for starlet. Her sister, Laura La Plante, was named a 1923 "Star."

EARLY DAYS

Violet La Plante was born on Jan. 17, 1908, in St. Louis and would follow in her older sister Laura's footsteps as a future Hollywood star. Born Nov. 1, 1904, Laura La Plante appeared in such films as "The Dangerous Blonde" (1924), "The Cat and the Canary" (1927), "Silk Stocking" (1927), "Show Boat" (1929), and "The Girl In Possession" (1934). Her last film was "Spring



Article from Photoplay Magazine on the WAMPAS Baby Stars.

Reunion" (1957).

After the sisters' parents were divorced, their mother took them to live in San Diego, and Violet began acting in the early 1920s, adapting her surname to "La

Plante," like her sister.

According to John "J-Cat" Griffith, an M.P. Corps U.S. Army Vietnam War veteran and a former CHP Officer residing in San Diego County, who wrote Violet

La Plante's bio for FindGrave.com: "I came across her some time back while doing a research project about silent film era performers for the imdb.com website. I've also done projects for Hollywood Forever, Forest Lawn, Cypress Lawn, Arlington National, etc., and countless other cemeteries."

FILMS, OTHER MEDIA

Violet La Plante would go on to appear in various films such as "Battling Buddy," a 1924 American silent Western film directed by Richard Thorpe and starring Buddy Roosevelt, (June 25, 1898 - Oct. 6, 1973), who was an American film and television actor and stunt performer from Hollywood's early silent film years through the 1950s.

READ MORE ONLINE AT sdnews.com

City increases potentially developable areas for housing

The San Diego City Council adopted updates to the City's development regulations, including an update to the definition that determines the geographical boundaries for certain home construction incentive programs. The move will increase the amount of developable land near major public transit stops.

Every year City staff updates the Land Development Code to keep up with the ever-changing needs of the City's development regulations. These draft updates include clarifications, corrections, regulatory reforms and changes to the regulations to bring the City into compliance with state law and advance the City's housing and climate goals.

Among this year's 78 adopted items is a new definition for

Sustainable Development Area, which is replacing the City's definition of Transit Priority Area. Properties within these areas are eligible for the City's local incentive programs like the Complete Communities Housing Solutions program and the Accessory Dwelling Unit (ADU) density bonus program to help build more homes near transit.

Transit Priority Areas allowed for incentive programs to be used within a half-mile radius of an existing or planned major public transit stop. The distance was measured as the crow flies, or in a straight line, so barriers to accessing transit, like canyons and freeways, which may have realistically made access to transit miles away, were not considered.

The new Sustainable

Development Area definition removes the "as the crow flies" distance and instead allows local incentive programs to be used if the development is accessible to a major public transit stop up to a 1-mile walk. The change increases the potential developable areas by more than 5,200 acres while also removing other areas that would otherwise be less accessible to public transit.

"The new definition of Sustainable Development Area aligns development with the City's Climate Action Plan goals to expand housing near transit so more people can bike, walk, roll or take transit to their work, home, shopping and other places of enjoyment within their community," said Planning Director Heidi Vonblum. "At the same time, it furthers fair

and affordable housing opportunities in our city that desperately needs it."

The City will still use the State of California's definition of Transit Priority Areas for other state-mandated incentive programs.

Developers will continue to be able to use the local incentive programs under the City's definition of a Transit Priority Area for a full year after the latest Land Development Code Update takes effect.

CITY AWARDED STATE CANNABIS EQUITY GRANT

As part of an ongoing effort to promote equity in the local cannabis industry, the City of San Diego was awarded a statewide grant for more than \$880,000 by the Governor of California's

Office of Business and Economic Development (GO-Biz). The money will support residents seeking to enter the legal cannabis industry in San Diego through funding grants to cover permit and license fees and associated start-up property costs while providing access to the cannabis industry workforce.

San Diego was among 16 cities and counties across the state to receive a combined \$15 million in grants, funded through tax revenue generated from statewide recreational cannabis sales. The GO-Biz funds will be dispersed locally, supporting the state's effort to advance economic justice for populations and communities harmed by cannabis prohibition.

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APRIL 9

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11:00 AM EASTER EGG HUNT

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La Jolla Presbyterian Church

Music by
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Keith Pedersen Director

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PACIFIC LIFE CHURCH
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Fine dining and donuts in an iconic setting in Bird Rock

By DAVE SCHWAB

A dual-eatery, Paradisaea and Dodo Bird Donuts in the former Piano Building in Bird Rock are far more than the sum of its parts.

Co-owned by neighbors Eric and Zoe Kleinbub, Paradisaea at 5680 La Jolla Blvd., open since last September and named after the genus of a species of six birds of paradise, is captivating residents with its winning blend of prime location and menu options.

"We waited for all the leases to expire while we were getting our entitlements," said Eric Kleinbub who characterized the Piano Building's redevelopment as a "long saga. We had to rebuild everything except the facades to bring it up to current codes and standards involving new electrical, plumbing, fire sprinklers, safety systems, restrooms, etc. — everything you can see from the street. It was a complete restoration."

The Kleinbubs bought the building, which had been an ice cream parlor/soda fountain in the 1950s, because "we loved the architecture so much by prominent post-modern architect William Kessling," said Eric adding, "We had no thought of changing it: We wanted to keep it."

The Kleinbubs discussed their dual-restaurant concept. "It is the same business, but we just

decided to take the opportunity to brand it differently," said Zoe, pointing out Dodo is essentially a "pop-up coffee shop," whereas Paradisaea is "a dinner place with a full bar serving 18 specialty cocktails."

"We originally wanted an outpost for the Bird Rock retail corridor that accommodated a lot of different food requirements," noted Eric citing Liberty Station with its public market and small



restaurants as a model. But he added that concept proved untenable with parking limitations along La Jolla Boulevard. "The bottom line was we wanted a center that could serve all sorts of food needs for the community



from donuts and breakfast sandwiches, coffee and ice cream to burgers, quiches, and fine dining," he said. "It was a way to make the restaurant as accessible as possible to whatever your food need is. We felt Bird Rock lacked a

bunch of options. We just wanted to be as flexible as possible with the neighborhood."

Zoe Kleinbub said their new restaurant concept has been "very well received" by the community. "It's an exciting place,"

PARADISAEA + DODO BIRD DONUTS

Where: 5680 La Jolla Blvd.
Info: paradisaea.com, 858-255-8011.

A few details:

- **Paradisaea:** Seasonal menus feature entrées sourcing ingredients from local farmers, anglers, and foragers to create an elevated-yet-approachable menu.
- **Dodo Bird Donuts:** A daytime café that offers donuts made fresh each morning, local espresso and coffee, rare teas, locally sourced breakfast items, and more.
- **Artful design:** Located within the iconic "piano building" landmark designed by William Kessling in 1949, Paradisaea's 4,500-square-foot space seats up to 57 guests in the main dining room and is outfitted with floor-to-ceiling glass windows, accented with vibrant colors like its banana leaf wallpaper, bronze lighting fixtures, travertine counters and tables, and custom furnishings in stylish shades of salmon and green.
- **Beverages:** The seasonal crafted cocktails are accompanied by a sommelier-selected wine program, and a selection of San Diego craft beers and locally distilled spirits.

she pointed out noting, "We mostly have a night crowd. We offer a sunset happy hour on Sunday as well."

Of their menu, Eric commented: "We didn't want anything too exotic. We have a burger on the menu. But we also have steak and roasted chicken. What goes into each dish is extraordinary whether its high-quality ingredients or craftsmanship — everything is at a high level. We only use the best steak available, the highest-quality products."

READ MORE ONLINE AT sdnews.com



PACIFIC BEACH

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Bishop's girls lacrosse: Off to a strong start

By ED PIPER

The Bishop's girls lacrosse team is off to a strong start in Coastal Conference play, winning their first five games behind some solid leadership by six seniors, including midfielders Ericka Pfister and Jordyn Mariam.

Early in the 2023 schedule, the Knights downed rival Francis Parker 13-7, a nice reversal from last year's two conference losses to the Lancers. "We played fluidly, athletically, aggressively, and as a team," said Pfister, the team's leading scorer and assist maker who is working at modeling an active role through her example and encouraging younger teammates as one of coach Meg Carr's captains.

Mariam, the squad leader in ball recovery, spells out her dual role on offense and defense as a middle: "If we don't win the ball on the draw (like a jump ball to re-start play after every goal), it is important that I quickly get to the ball and box out to win the ground ball." She turned 18 on March 27 and plans to study biomedical engineering in college.

Besides motivating multiple passes to get the ball upfield quickly on offense, Jordyn says



Sophomore midfielder Natalie Marvin (4) moves into position to score against Pacific Ridge. Bishop's led, 4-0, on the way to a 19-3 win. **PHOTO BY ED PIPER**

on defense, "I need to quickly find my player and stay aware of where the ball is, to potentially get an interception or turnover."

Carr calls Natalie Marvin, a sophomore, a "game-changer" due to her stick skills, quick draw recovery, and shot placements. Alongside her on the Knight offense are Alex Pfister, a sophomore, freshman Ava Brocius, senior Phoebe Paradez, and freshman Sabrina Feldman.

The older Pfister, Ericka, has a unique view of the ground-breaking value of learning and using new skills.

READ MORE ONLINE AT sdnews.com

NATASHA »
CONT. FROM PG. 1

Josefowitz is a story of words. The words she spoke and wrote guided and inspired people around the world for over 50 years. In her books, her speeches, and her hundreds of articles, Natasha dispensed knowledge, wisdom, advice, insight, inspiration, and humor.”

Dave Schwab, a San Diego Community Newspaper Group reporter who was a longtime friend of Josefowitz, noted Natasha always referred to herself as his “Jewish mother.”

“Besides her overwhelming intelligence, there was an overpowering warmth that always shone through,” said Schwab, who shared lunches with her at White Sands. “She always treated me as family. I found that to be a rare and endearing quality. It is something I will always miss, along with her incisive wit and disarming charm.”

Born on Halloween, Natasha would say that made her “a certified witch.” Natasha called herself a “late bloomer,” having earned her master’s degree in social work at age 40 and her Ph.D. in social psychology at 50.

“She taught the first class in the country for ‘Women in Business’ at the University of New Hampshire, followed by San Diego State University,” Kati said adding Natasha’s mission in life was “to be an empowerer and trailblazer. Her ground-breaking work began opening doors for other women entering the workforce. Her entire career focused on empowering women through her writing, teaching, and public lectures on women’s issues.”

Over the years, Natasha received numerous accolades. Amongst her most memorable were becoming one of the first

women to join the San Diego Rotary Club, receiving the “Living Legacy Award” from the Women’s International Center, and being inducted into the San Diego Women’s Hall of Fame in 2015. San Diego Business Journal named her one of San Diego’s “Top Guns.”

In her later years, Natasha turned her focus to empowering seniors to live full and purposeful lives. Her wish was to help women and men celebrate their increasing number of years and find meaning in their lives while having fun addressing the pleasures and pitfalls of aging.

“Natasha was always ready for her next new adventure, acknowledging the necessity for risk-taking,” said Kati. “Her secret to being a successful ager was to be active, involved in a community, and daring to be innovative. Her advice to others was: ‘Live your life so that by the time you are my age you would have done everything, been everywhere, said everything, with no regrets and no remorse.’”

“Natasha told it like it was. She never minced words. I was scolded a few times when the La Jolla Village News was late arriving at White Sands or there weren’t enough to go around. I loved her direct, honest approach,” said Julie Main, publisher of San Diego Community Newspaper Group. “She was genuinely interested in people and their lives. She listened and you felt the connection. A mentor to many, she was a dear friend to me and she will be missed by many.”

Natasha’s hobbies included writing poetry, reading medical journals, doing needlepoint, and emailing jokes to family and receptive friends. Whenever she was asked how she was, Natasha would always reply, “Amazing,” said Kati who shared that Natasha “was an indomitable

powerhouse with all her energy, compassion, intelligence, incredible wit, and insatiable curiosity. She embraced and celebrated life. She remained a force to be reckoned with to the very end. This exceptional woman, legendary pioneer, and remarkable role model will be sorely missed.”

Natasha Josefowitz (1926–2023) was the wife of the late Herman Gadon, Ph.D., mother of Nina and the late Paul Josefowitz; grandmother of Laura Stahl, Aaron and Daniel Myran, and Nicholas Josefowitz; great-grandmother of Cole and Quinn Stahl, Oliver and Max Myran, Alec and Ben Josefowitz; and sister of the late Alec Chapiro.

Born in Paris, France, she came to the United States to escape the Nazis in 1939. She was a bestselling author of 21 books, including critically acclaimed management textbooks and award-winning books of humorous verse. Her book “Paths to Power: a woman’s guide from first job to top executive,” became a classic. She was an international keynote speaker, syndicated columnist, and frequent guest on local and national talk shows.

Later in life, Natasha was widely recognized for her pioneering work on growing older and for authoring best-selling books such as “Too Wise to Want To Be Young Again” and “Been There, Done That, Doing It Better!”

The Washington Post noted: “Natasha Josefowitz is helping her generation, and those that follow, find their way into a successful, meaningful and fun older age... her optimism about aging is inspiring.”

Donations in memory of Natasha Josefowitz can be made to: Natasha’s Scholars Fund, White Sands La Jolla, 7450 Olivetas Ave., La Jolla, CA 92037. May her memory be a blessing.

New technology illuminates bladder cancer detection

Procedure at UC San Diego Health uses blue light and white light combined with an imaging dye to make bladder cancer cells glow fluorescent pink

UC San Diego Health is the first health system in San Diego County to offer a new technology that detects and monitors bladder cancer in both the clinic and operating room settings by using blue light, white light, and an imaging dye that makes cancer cells glow fluorescent pink.

“This new in-clinic component improves our ability to catch tumors earlier, identify tumors that might have been missed, and help decrease the rates of recurrence and progression,” said Aditya Bagrodia, MD, urologic oncologist at UC San Diego Health.

Called Blue Light Cystoscopy (BLC) with Cysview, the FDA-approved procedure allows urologists to pinpoint tumors. About an hour prior to the clinic procedure, the imaging dye is placed into the bladder using a catheter. During the cystoscopy, the urologist first looks inside the bladder

using white light then switches to blue light mode. In blue light, cancerous tumors that may not have been picked up by the white light suddenly glow pink, allowing urologists to identify and remove tumors more easily.

“The availability of this new technology illustrates our commitment to advancing patient care,” said Christopher Kane, MD, urologist and chief executive officer of UC San Diego Health Physician Group. “At UC San Diego Health, patients with known or suspected bladder cancer undergo diagnostic procedures performed by physicians who have been specially trained in the use of this innovative technology.”

UC San Diego Health is one of only 33 locations in the nation able to offer this full continuum of care.

“About 50% of people diagnosed

with bladder cancer will have a recurrence within five years, so that can mean many trips to the operating room in a person’s lifetime,” Bagrodia said. “Now, we can detect those tumors earlier in the clinic, ultimately helping to prevent cancer from progressively growing.”

Bladder cancer is the sixth most common cancer in the United States. It is often difficult to detect and has the highest rate of recurrence of any form of cancer, according to the National Cancer Institute.

White light cystoscopy has long been the standard of care for detecting suspicious bladder lesions. Now, since being included in the American Urological Association/Society of Urologic Oncology guidelines for non-muscle-invasive bladder cancer, this new form of BLC is becoming the new standard.

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tious Business Name(s) a. 1502 BEANCOUNTER a. 5108 MUIR AVENUE,
SAN DIEGO, CA 92107 Is registered by the following: a. KRISTY A FUKUDA
This business is conducted by: AN INDIVIDUAL The first day of business
was: 01/18/2023 Registrant Name: a. KRISTY A FUKUDA TITLE of Officer, if
Limited Liability Company/Corporation Title of Signor The statement was filed
with Jordan Z. Marks, , Jr. , Jr. Recorder/County Clerk of San Diego County on:
FEBRUARY 07 ,2023 ISSUE DATES: MARCH 10 ,17,24 & 31

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9004185 Ficti-
tious Business Name(s) a. SHANNON VETTER PILATES b.SHANNON VETTER
PILATES a. 1955 HORNBLEND ST, SAN DIEGO, CA 92109 Is registered
by the following: a. SHANNON LEANN VETTER This business is conducted
by: AN INDIVIDUAL The first day of business was: 01/01/2023 Regis-
trant Name: a. SHANNON LEANN VETTER TITLE of Officer, if Limited Liability
Company/Corporation Title of Signor The statement was filed with Jordan Z.
Marks, , Jr. , Jr. Recorder/County Clerk of San Diego County on: FEBRUARY
24 ,2023 ISSUE DATES: MARCH 10 ,17,24 & 31

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9003618 Ficti-
tious Business Name(s) a. SEAWENCHES b.SECURITY INDUSTRIES c.BODY
CONTOUR d. G & G a. 1004 CHALCEDONY ST, SAN DIEGO, CA 92109
Is registered by the following: a. KELLY LYNN BYERS GUSTAFSON This
business is conducted by: AN INDIVIDUAL The first day of business was:
01/01/2023 Registrant Name: a. KELLY LYNN BYERS GUSTAFSON TITLE
of Officer, if Limited Liability Company/Corporation Title of Signor The statement
was filed with Jordan Z. Marks, , Jr. , Jr. Recorder/County Clerk of San Diego
County on: FEBRUARY 15, 2023 ISSUE DATES: MARCH 10 ,17,24 & 31

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9004614 Fictitious
Business Name(s) a. SPICY SPORE a. 4267 44TH ST 12, SAN DIEGO, CA
92115 Is registered by the following: a. BRENDAN'S AMAZING MEALS This
business is conducted by: A LIMITED LIABILITY COMPANY The first day
of business was: N/A Registrant Name: a. BRENDAN'S AMAZING MEALS
TITLE of Officer, if Limited Liability Company/Corporation Title of Signor
BRENDAN WHITE, CEO The statement was filed with Jordan Z. Marks, , Jr. ,
Jr. Recorder/County Clerk of San Diego County on: MARCH 01 ,2023 ISSUE
DATES: MARCH 10 ,17,24 & 31

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9004133 Fictitious
Business Name(s) a. THE POPN CECIVCHE STAND a. 4525 TWAIN AVE #31,
SAN DIEGO, CA 92120 Is registered by the following: a.PHILLIP RAYMOND
LEE This business is conducted by: AN INDIVIDUAL The first day of business
was: N/A Registrant Name: a. PHILLIP RAYMOND LEE TITLE of Officer, if
Limited Liability Company/Corporation Title of Signor The statement was filed
with Jordan Z. Marks, , Jr. , Jr. Recorder/County Clerk of San Diego County on:
FEBRUARY 23 ,2023 ISSUE DATES: MARCH 10 ,17,24 & 31

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9003113 Fictitious
Business Name(s) a. MY KAWAII CUTE STUFF a. 4653 CARMEL MOUNTAIN
ROAD,SUITE 308 #AA101 SAN DIEGO, CA 92130 Is registered by the follow-
ing: a.ONE GORGEOUS WORLD, LLC This business is conducted by: A
LIMITED LIABILITY COMPANY The first day of business was: 1/10/2023
Registrant Name: a. ONE GORGEOUS WORLD, LLC TITLE of Officer, if Limited
Liability Company/Corporation Title of Signor AIKK HIPPMEMBER The state-
ment was filed with Jordan Z. Marks, , Jr. , Jr. Recorder/County Clerk of San Di-
ego County on: FEBRUARY 09 ,2023 ISSUE DATES: MARCH 10 ,17,24 & 31

ORDER TO SHOW CAUSE FOR CHANGE OF NAME; CASE NO: 37-2023-
00010074 -CU-PT-NC SUPERIOR COURT OF CALIFORNIA, COUNTY OF SAN
DIEGO; STREET ADDRESS: 325 S. MELROSE DR CITY AND ZIP CODE :VIS-
TA, CA 92081 ; BRANCH NAME: SUPERIOR COURT . TO ALL INTERESTED
PERSONS: 1. Petitioner (name): THOMAS STANLEY CONKLE filed a petition
with this court for a decree changing names as follows: Present name: a
THOMAS STANLEY CONKLE to Proposed name: THOMAS STANLEY BONN
court at the hearing indicated below to show cause, if any, why the petition
should not be granted. Any person objecting to the name changes described
above must file a written objection that indicates the reasons for the objection
at least two court days before the matter is scheduled to be heard and must
appear at the hearing to show cause why the petition should not be granted.
If no written objection is timely filed, the court may grant the petition without
a hearing. NOTICE OF HEARING: a. Date: MAY 2, 2023 TIME: 8:30 AM DEPT:
61; a. A copy of this Order to show cause shall be published at least once
each week for four consecutive weeks prior to the date set for hearing on the
petition in the following newspaper of general circulation, printed in this coun-
ty (specify newspaper): LA JOLLA VILLAGE NEWS, AND PENINSULA BEACON.
Date: 3/13/23 . JUDGE OF THE SUPERIOR COURT BRAD A WEINREB ISSUE
DATES: March 17,24,31 & April 7 ATTACHMENT TO ORDER TO SHOW CAUSE
— Name Change (NC-120) Due to the Covid-19 Pandemic, and the Court not
conducting in-person hearings, the following order is made: NO HEARING
WILL OCCUR ON THE DATE SPECIFIED IN THE ORDER TO SHOW CAUSE. The
Court will review the documents filed as of the date specified on the Order to
Show Cause. If all requirements for a name change have been met as of the
date specified, and no timely written objection has been received (require at
least two court days before the date specified), the petition will be granted
without a hearing. One certified copy of the Order Granting the Petition will
be mailed to you. If all of the requirements have not been met as of the date
specified, the court will mail you a written order with further directions. If a
timely objection is filed, the court will set a hearing date and contact the
parties by mail with further directions. If you are a respondent objection to the
name change, you must file a written objection at least two court days (ex-
cluding weekends and holidays) BEFORE THE DATE SPECIFIED. Do not come
to the court on the specified date, you will be notified by mail by the Court of
a future hearing date. Any petition for the Name Change of a minor, that is
signed by only one parent, must have this Attachment served along with the
Petition and Order to Show Cause on the other, non-signing parent, and proof
of service must be filed with the court. IT IS SO ORDED

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME
FILE NO. 2023- 9004737 Fictitious Business Name to be Abandoned: DIVINE
COUPLES Located at: 2733 POWHATAN AVE., SAN DIEGO, CA 92117. The
Fictitious Business name referred to above was filed in San Diego County on:
03/13/2021 and assigned File No. 2021-9004731 Fictitious Business name
is being abandoned by: NAOMI SLATER, 2733 POWHATAN AVE., SAN DIEGO,
CA 92117 . This business is conducted by: AN INDIVIDUAL. I declare that all
information in this statement is true and correct. (A registrant who declares
as true any material matter pursuant to section 17913 of the Business and
Professions code that the registrant knows to be false is guilty of a misde-
meanor punishable by a fine not to exceed one thousand dollars (\$1,000).)
Registrant name: NAOMI SLATER, Title of officer, if limited liability company/
corporation. The statement was filed with Jordan Z. Marks, , Jr. , Recorder/
County Clerk of San Diego County on: MARCH 02, 2020. ISSUE DATES:
March 17,24,31 & April 7

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9005232 Fictitious
Business Name(s) a. 3B SMOG CHECK b.3B AUTO GLASS & WINDOW TINT-
ING a. 4505 CLAREMONT MESA BLVD, SAN DIEGO, CA 92117 Is registered
by the following: a. BHW AUTOCARE, LLC This business is conducted by:
A CORPORATION The first day of business was: 03/01/2023 Registrant
Name: a. BHW AUTOCARE, LLC TITLE of Officer, if Limited Liability Company/
Corporation Title of Signor BASAM SADIQ, CEO The statement was filed with
Jordan Z. Marks, , Jr. Recorder/County Clerk of San Diego County on: MARCH
08 ,2023 ISSUE DATES: March 17,24,31 & April 7

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9004612 Fictitious
Business Name(s) a. COLLISION FIX b. QWIK AUTO SALES, LLC a. 2909 DA-
MON AVE, SAN DIEGO, CA 92109 Is registered by the following: a. QWIK
AUTO SALES, LLC This business is conducted by: A LIMITED LIABILITY COM-
PANY The first day of business was: N/A Registrant Name: a.QWIK AUTO
SALES, LLC TITLE of Officer, if Limited Liability Company/Corporation Title of
Signor SAIED SEDAGHAT, MANAGING MEMBER The statement was filed with
Jordan Z. Marks, , Jr. Recorder/County Clerk of San Diego County on: MARCH
01 ,2023 ISSUE DATES: March 17,24,31 & April 7

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9005152 Fictitious
Business Name(s) a. OCEAN BEACH BUSINESS CENTER a. 4967 NEWPORT
AVE, STE 12 AVE, SAN DIEGO, CA 92107 Is registered by the following: a.
PEREGUY INDUSTRIES, LLC This business is conducted by: A LIMITED LIABILI-
TY COMPANY The first day of business was: 09/01/2017 Registrant Name:
a. PEREGUY INDUSTRIES, LLC TITLE of Officer, if Limited Liability Company/
Corporation Title of Signor CHRIS PEREGUY MEMBER The statement was
filed with Jordan Z. Marks, , Jr. Recorder/County Clerk of San Diego County

on: MARCH 07 ,2023 ISSUE DATES: March 17,24,31 & April 7

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9005495 Fictitious
Business Name(s) a. IAM CREATION a. 419 MARINE ST, LA JOLLA, CA 92037
Is registered by the following: a. FERNANDA RALSTON FERRAZ DO AMAR-
AL SEMLER This business is conducted by: AN INDIVIDUAL The first day
of business was: 09/01/2017 Registrant Name: a. FERNANDA RALSTON
FERRAZ DO AMARAL SEMLER TITLE of Officer, if Limited Liability Company/
Corporation Title of Signor The statement was filed with Jordan Z. Marks, ,
Jr. Recorder/County Clerk of San Diego County on: MARCH 10 ,2023 ISSUE
DATES: March 17,24,31 & April 7

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9005428 Fictitious
Business Name(s) a. THE CAP GIRL a. 3960 WEST POINT LOMA BLVD, SUITE
H # 5007 , SAN DIEGO CA 92110 Is registered by the following: a. HING TRIV
This business is conducted by: AN INDIVIDUAL The first day of business
was: 03/02/2023 Registrant Name: a. HING TRIV TITLE of Officer, if Limited
Liability Company/Corporation Title of Signor The statement was filed with
Jordan Z. Marks, , Jr. Recorder/County Clerk of San Diego County on: MARCH
09 ,2023 ISSUE DATES: March 17,24,31 & April 7

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9004159 Fictitious
Business Name(s) a. BUBS NATURALS a. 1028 NORTH COAST HIGHWAY
101, ENCINITAS, CA 92024 Is registered by the following: a. SLAYER FOR-
EVER, LLC This business is conducted by: A LIMITED LIABILITY COMPANY
The first day of business was: 1/3/2018 Registrant Name: a. SLAYER FOR-
EVER, LLC TITLE of Officer, if Limited Liability Company/Corporation Title of
Signor SEAN LAKE, CEO The statement was filed with Jordan Z. Marks, , Jr.
Recorder/County Clerk of San Diego County on: FEBRUARY 23 ,2023 ISSUE
DATES: March 17,24,31 & April 7

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9002322 Ficti-
tious Business Name(s) a. LOADRUP a. 1650 GARNET AVENUE #1067,
SAN DIEGO, CA 92109 Is registered by the following: a. MATT CORLESS
This business is conducted by: AN INDIVIDUAL The first day of business was:
01/30/2023 Registrant Name: a. MATT CORLESS TITLE of Officer, if Limited
Liability Company/Corporation Title of Signor The statement was filed with
Jordan Z. Marks, , Jr. Recorder/County Clerk of San Diego County on: JANU-
ARY 31 ,2023 ISSUE DATES: March 17,24,31 & April 7

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9005245 Fictitious
Business Name(s) a. SWAN APOTHECARY a. 11937 WOODSIDE AVENUE,
SUITE C1, LAKESIDE, CA 92040 Is registered by the following: a. HAPPY
DOG, LLC This business is conducted by: A LIMITED LIABILITY COMPANY
The first day of business was: 02/01/2023 Registrant Name: a. HAPPY DOG,
LLC TITLE of Officer, if Limited Liability Company/Corporation Title of Signor
ROBIN J SWAN, MANAGING MEMBER The statement was filed with Jordan
Z. Marks, , Jr. Recorder/County Clerk of San Diego County on: MARCH 08
,2023 ISSUE DATES: March ,24,31, April 7 & 14

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9005822 Fictitious
Business Name(s) a. ALEXANDRIA MAIELLO b.HELFPUL VETERINARY SER-
VICES a. 4085 ROSENDA CT, U 246, SAN DIEGO, CA 92122 Is registered
by the following: a. HELFPUL VETERINARY SERVICES, PC This business is
conducted by: A CORPORATION The first day of business was: 02/01/2023
Registrant Name: a. HELFPUL VETERINARY SERVICES, PC TITLE of Officer, if
Limited Liability Company/Corporation Title of Signor a. ALEXANDRIA MAIEL-
LO, PRESIDENT The statement was filed with Jordan Z. Marks, , Jr. Record-
er/County Clerk of San Diego County on: MARCH 15 ,2023 ISSUE DATES:
March ,24,31, April 7 & 14

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9005558 Fictitious
Business Name(s) a. ENIGMA UNEARTHED LLC a. 9129 VILLAGE GLEN
DR #173, SAN DIEGO, CA 92123 Is registered by the following: a. ENIG-
MA UNEARTHED LLC This business is conducted by: A LIMITED LIABILITY
COMPANY The first day of business was: N/A Registrant Name:a. ENIGMA
UNEARTHED LLC TITLE of Officer, if Limited Liability Company/Corporation
Title of Signor a.SARA GORMIRAN, OWNER The statement was filed with
Jordan Z. Marks, , Jr. Recorder/County Clerk of San Diego County on: MARCH
10 ,2023 ISSUE DATES: March ,24,31, April 7 & 14

SUMMONS CASE # 37-2022-00016362 -CU-BT-NC NOTICE TO DEFEN-
DANT : James Kozen, Mark Kozen, , Mark Pack, Ryan Buenafior, Jim
Jenkins, Vardan Kushklyan, Wayne Yamamoto, Rattlesnake Pine LLC, OEM
National, a corporation, John Does (1-6), and XYZ Corporations (1-6), in-
clusive; YOU ARE BEING SUED BY PLAINTIFF: JAMES LAKE You have 30
CALENDAR DAYS after this summons and legal papers are served on you to
file a written response at this court and have a copy served on the plaintiff.
A letter or phone call will not protect you. Your written response must be in
proper legal form if you want the court to hear your case. There may be a
court form that you can use for your response. You can find these court forms
and more information at the California Courts Online Self-Help Center (www.
courtfinfo.ca.gov/selfhelp), your county law library, or the courthouse nearest
you. If you cannot pay the filing fee, ask the court clerk for a fee waiver form.
If you do not file your response on time, you may lose the case by default,
and your wages, money, and property may be taken without further warning
from the court. There are other legal requirements. You may want to call an
attorney right away. If you do not know an attorney, you may want to call an
attorney referral service. If you cannot afford an attorney, you may be eligible
for free legal services from a nonprofit legal services program. You can lo-
cate these nonprofit groups at the California Legal Services Web site (www.
lawhelpcalifornia.org), the California Courts Online Self-Help Center (www.
courtfinfo.ca.gov/selfhelp), or by contacting your local court or county bar as-
sociation. NOTE: The court has a statutory lien for waived fees and costs on
any settlement or arbitration award of \$10,000 or more in a civil case. The
court's lien must be paid before the court will dismiss the case. The name
and address of the court is: SAN DIEGO SUPERIOR COURT 325 SOUTH MEL-
ROSE DRIVE, VISTA, CA 92081 The name, address, and telephone number of
petitioner's attorney, or petitioner without an attorney, is: Jeffery T. Graham,
Eounselaw, Ltd. 7023 Camino Degrazia, Unit 212 San Diego, CA 92111
NOTICE TO THE PERSON SERVED: You are served as an individual defendant.
Date: 03-24-2023 Clerk, by: ERIKA DEEVERS Deputy Clerk (ISSUE DATES:)
March 31, April 7 , 14 & 21

NOTICE OF CLAIM FOR PUNITIVE DAMAGES STATEMENT CASE #
37-2022-00016362 -CU-BT-NC Jeffery T. Graham(SBN-262305)Ecountse-
law,Ltd. 7023 Camino Degrazia, Unit 212 San Diego, CA 92111 Phone: 619-
796-1377 Counsel for Plaintiff James Lake VS Defendant James Kozen,
Mark Kozen, R. Michael Pack, Ryan Buenafior, Jim Jenkins, Vardan Kushklyan,
Wayne Yamamoto, Rattlesnake Pine LLC, OEM National, a corporation, John
Does (1-6), and XYZ Corporations (1-6), inclusive; IN THE SUPERIOR COURT
OF THE STATE OF CALIFORNIA FOR THE COUNTY OF SAN DIEGO JUDGE:
Honorable Robert P Dahlquist, Dept. N-29 NOTICE OF CLAIM FOR PUNITIVE
DAMAGES STATEMENT UNLIMITED JURISDICTION JURY TRIAL DEMANDED
COMPLAINT FILED: May 2, 2022 TRIAL DATE: TBD - NOTICE TO: James
Kozen Plaintiff James Lake reserves the right to seek \$4,000,000 in punitive
damages when James Lake seeks a judgment in the suit filed against you.
Date: 3/22/2023 March 31, April 7 , 14 & 21

NOTICE OF CLAIM FOR PUNITIVE DAMAGES STATEMENT CASE #
37-2022-00016362 -CU-BT-NC Jeffery T. Graham(SBN-262305)Ecountse-
law,Ltd. 7023 Camino Degrazia, Unit 212 San Diego, CA 92111 Phone: 619-
796-1377 Counsel for Plaintiff James Lake VS Defendant James Kozen,
Mark Kozen, R. Michael Pack, Ryan Buenafior, Jim Jenkins, Vardan Kushklyan,
Wayne Yamamoto, Rattlesnake Pine LLC, OEM National, a corporation, John
Does (1-6), and XYZ Corporations (1-6), inclusive; IN THE SUPERIOR COURT
OF THE STATE OF CALIFORNIA FOR THE COUNTY OF SAN DIEGO JUDGE:
Honorable Robert P Dahlquist, Dept. N-29 NOTICE OF CLAIM FOR PUNITIVE
DAMAGES STATEMENT UNLIMITED JURISDICTION JURY TRIAL DEMANDED
COMPLAINT FILED: May 2, 2022 TRIAL DATE: TBD - NOTICE TO: Mark Kozen
Plaintiff James Lake reserves the right to seek \$4,000,000 in punitive dam-
ages when James Lake seeks a judgment in the suit filed against you. Date:
3/22/2023 March 31, April 7 , 14 & 21

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9006280 Ficti-
tious Business Name(s) a. THE NORI b. THE NORI HANDMADE a.2150
PACIFIC BEACH DRIVE APRO 130, SAN DIEGO, CA 92109 Is registered by
the following: a. NORI HANDMADE LLC This business is conducted by:
A LIMITED LIABILITY COMPANY The first day of business was: 03/21/2023
Registrant Name:a. NORI HANDMADE LLC TITLE of Officer, if Limited Li-
ability Company/Corporation Title of Signor a.DA YANI DUARTE DA SILVA
MELO POJOL, MANAGER The statement was filed with Jordan Z. Marks, ,
Jr. Recorder/County Clerk of San Diego County on: MARCH 21 ,2023 ISSUE
DATES: March 31, April 7 , 14 & 21

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9005778 Fictitious

LIVE FROM SAN DIEGO – Music performances on the coast this week

By BART MENDOZA
RECOMMENDED

The Athenaeum's Acoustic Evening series returns on April 7. Promoted by local music favorite, Jefferson Jay, each concert features three top performers playing short sets, with a great lineup for this year's first edition: guitarist Greg Douglass (right), the singer-songwriter duo of Blossom and Bloom, and rhythmic combo Ritmo Latino. All are well worth hearing, but the nod here goes to Douglass, an inspired, unique lead player, who has scored major chart hits as a member of both The Steve Miller Band ("Jungle Love") and The Greg Kihn Band ("Jeopardy") and also penned TV theme songs (CBS-TV's "Everybody Loves Raymond"). These shows are a great way to showcase the best of San Diego's performers, in one of the area's best listening rooms.

Acoustic Evenings: Friday, April 7 at the Athenaeum Music & Arts Library, 1008 Wall St. 7:30 p.m. \$15-\$39. l Athenaeum.org.

SPOTLIGHTS
Originally from Calgary AB Canada, rockers Daring Greatly's move to San Diego in 2015 has helped them rise to the status of national contenders. Appearing at Humphrey's Backstage Live on March 31, the band has one of the best draws in town, with nominations at this year's San Diego



Music Awards in an impressive three categories, including "Best Rock Band," "Best Rock Album" for their latest, "Gird Valley," and "Song of the Year," for their single, "Never A Goodbye." With accomplishments like that it won't be long before Daring Greatly moves from Humphrey's relatively intimate Backstage Live to their major Concerts by the Bay outdoor stage.

Daring Greatly: Friday, March 31 at Humphrey's Backstage Live, 2241 Shelter Island Drive. 8 p.m. \$15. humphreysbackstagelive.com.

1980's era R&B hitmakers, New Edition, stop in at Pechanga Arena on April 6. Billed as a "Legacy" tour, the night also includes singers Keith Sweat and Guy, as well as Tank, however, it's New Edition's string of hits and founding member

Bobby Brown's appearance with the group that will most thrill fans. It's been nearly two decades since New Edition released new music, but concertgoers won't mind the night's "greatest hits" set featuring close harmony classics such as "I'm Still in Love With You" and "Can You Stand the Rain."

New Edition: Thursday, April 6 at Pechanga Arena, 3500 Sports Arena Blvd. 7:30 p.m. 74.50 and up. pechangaarenasd.com.

On April 7, the 2023 Wu Tsai QRTyrd Concert Series, at The Conrad Prebys Performing Arts Center, kicks off with an afternoon celebration of Women in Jazz. Part of the First Friday La Jolla Art Walk, the event will be headlined by The Lori Bell Quartet, featuring Bell on flutes, with Melonie Grinnell on piano, Evona Wascinski on bass, and Monette Marino on percussion. Bell's most recent album, "James Taylor Reimagined," contains masterful reworkings of Taylor's hits, however, jazz fans will first want to give Bell's 2016 original release, "Brooklyn Dreams," a listen to hear the full range of her talents.

The Lori Bell Quartet: Friday, April 7 at Wu Tsai QRTyrd at The Conrad Prebys Performing Arts Center, 7600 Fay Ave. 4:30 p.m. Free. www.theconrad.org.

Vocalist Lauren Leigh performs at the Mission Bay Resort on April 8. Nominated this year for two SDMA's, Best Pop Artist and Best

Pop Album, for her release, "Ghost In The Picture," the "pop" category barely contains Leigh's talent. One of the busiest musicians in town, she's at home singing the blues or letting loose on a Pink Floyd cover, Leigh can do it all. For fans used to seeing her on festival stages or headlining venues such as the Belly Up Tavern, this intimate solo performance will be a real treat.

Lauren Leigh: Saturday, April 8 at the Mission Bay Resort 1775 East Mission Bay Drive. 6 p.m. No cover. missionbayresort.com.

Fourth time the charm? Following the postponement and rescheduling of their area concerts in 2020, 2021, and 2022, quirky rock duo, They Might Be Giants, finally play San Diego concerts on April 12 and 13 at Humphrey's Concerts by the Bay. Currently touring in support of their most recent album, "Book," the group's sound hasn't strayed too far from their early 1990s hits such as "Birdhouse In Your Soul" or "Istanbul (Not Constantinople)," both of which feature in the current setlist. While the group hasn't scored a major hit in some time, they have a fanatical fan base that's sure to know the lyrics to every song, no matter how deep the band digs into its catalog.

They Might be Giants: Wednesday, April 12 and 13 at Humphrey's Concerts by the Bay, 2241 Shelter Island Drive. 8 p.m. \$49. humphreysconcerts.com.

CELEBRATE THE CRAFT RETURNS ON APRIL 16

The Lodge at Torrey Pines will hold the 20th Celebrate the Craft culinary festival on April 16. A premier showcase of California's agricultural bounty and epicurean craftsmanship, Celebrate the Craft brings together dozens of the region's finest chefs, food artisans, farmers, ranchers, fishers, wineries, distilleries, and breweries in one stunning outdoor setting: The Lodge's Arroyo Terrace overlooking the Torrey Pines Golf Course. The ultimate food fête will take place from 11:30 a.m.-3 p.m.

Hundreds of gourmets of every ilk will converge at The Lodge's kickoff event of the culinary season to mingle, sip and savor regionally grown ingredients, innovative cooking, masterful winemaking, and more. Tickets are available for \$250 per person at CelebrateTheCraft.com. Each all-inclusive ticket includes extensive offerings of food tastings, wine, craft beer, and complimentary valet and self-parking. A VIP experience is also available for \$350 per person, which includes a private seating area in the luxurious Gamble Suite and the opportunity to sample exclusive reserve wines from the event's featured wineries.

Guests interested in extending their Celebrate the Craft experience can reserve a deluxe room package, starting at \$1,129,

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Every year there are over twenty thousand chimney / fireplace related house fires in the US alone. Losses to homes as a result of chimney fires, leaks, and wind damage exceeds one hundred million dollars annually in the US.

CHIMNEY SWEEPS, INC., one of San Diego's leading chimney repair and maintenance companies, is here to protect you and your home from losses due to structural damage and chimney fires.

Family owned and operated and having been in business for over 30 years, Chimney Sweeps Inc. is a fully licensed and insured chimney contracting company (License # 976438) and they are certified with the National Fireplace Institute and have an A+ rating with the Better Business Bureau.

For a limited time, readers of this paper will receive a special discount on our full chimney cleaning and safety inspection package with special attention to chimney water intrusion points in preparation for the rainy season.



SUDOKU PUZZLE

3					8	7		
	4							
			1	6		3	4	
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		8	2	3			1	
8			6	1				
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CROSSWORD PUZZLE

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	56					57		58			59
				60			61				
					62					63	

- CLUES ACROSS**

 - 1. Millisecond
 - 5. Narcotic drug
 - 11. Accident
 - 14. Formal submissions
 - 15. Popular 70s rock band
 - 18. Discourage from doing
 - 19. More socially elite
 - 21. Arid
 - 23. A way to look
 - 24. Heroes
 - 28. A surfer rides it
29. Potato state

30. Insect repellent

32. Cool!

33. Have already done

35. Collegiate women's fraternity

36. To the ___ degree

39. Gasteyer and de Armas are two

41. Blood type

42. Looked over

44. Language of Cameroon and Chad
46. Species of armadillo

47. Touch softly

49. Part of your upper body

52. Large, stocky lizards

56. Lack of social or ethical standards

58. Congressman

60. Unofficial force

62. As a result of this utterance

63. A main branch of Islam

- CLUES DOWN**

 - 1. Woman (French)
 - 2. Province of Pakistan
 - 3. This (Spanish)
 - 4. Transportation device
 - 5. Greater in importance or priority
 - 6. The human foot
 - 7. Within
 - 8. Consumed
 - 9. Respectful Malaysian term
 - 10. Therefore
 - 12. Ceased to exist
 - 13. Type of macaroni
 - 16. English composer
17. Wooded tract

20. Tall, slender-leaved plant

22. 36 inches

25. Take too much (abbr.)

26. Allow

27. Individually

29. Journalist Tarbell

31. Bar bill

34. Hong Kong food stall: ___ pai dong

36. Not messy

37. Species that includes reed-mace

38. Former MLB catcher Ed

40. Northern U.S. state
43. Wilt

45. Commercial

48. Bolivian river

50. Nursemaid

51. A car needs four

53. Guns (slang)

54. American state

55. Clusters of fern fronds

57. Body part

58. A person's brother or sister

59. Breed of sheep native to Sweden

61. Of I

V	I	H	S		A	B	E	R	E	H	
A	B	V	L	I	T	I	W	V	V	D	
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2	2	9	8	1	9	7	6	8
9	1	6	9	8	2	8	2	7
7	8	9	1	9	2	6	8	2
8	2	2	7	8	6	9	9	1
2	7	8	2	9	1	9	8	6
8	9	1	6	2	8	2	7	9
6	9	2	8	7	9	1	2	8

Belmont in Bloom festival in Mission Beach



By DAVE SCHWAB

Spring is bursting and so is Belmont Park in Mission Beach, which is kicking off its colorful second annual Belmont in Bloom festival from April 1 through May 31.

In springtime, Belmont Park flourishes with color, life, and joy through one-of-a-kind photo opportunities and Instagrammable moments including towering flowers, tasty treats, and floral-inspired cocktails at boardwalk eateries.

Fun and attractions at Belmont in Bloom will feature live art performances and community “give back” events. You can also gift mom a day at the park for Mother's Day on Sunday, May 14 with a “Mom-osa” from the traveling bubble cart, along with brunch by the beach.

Belmont in Bloom will be a many-splendored thing and a continuation of the oceanside amusement park's restoration and revitalization. “We fully reopened after

COVID in April 2021,” said park general manager Steve Thomas. “Since 2014, we have rebuilt the restaurants and the Plunge pool building, as well as building a new rock wall this year and adding another 2,000 square feet to our arcade with 20 or more games, which are new, fresh, and updated.”

Starting in 2019, Thomas said a conscious decision was made to begin promoting the amusement park on a seasonal basis, launching a Winter Wonderland festival in 2020 and a Harvest Walk fall festival in 2021, before debuting the Belmont in Bloom fest in 2022.

“We're going to have a seven-days-a-week floral activation throughout the park including sculptures and picture opportunities to bring spring to life,” said Thomas. “Then on weekends, we will have action character appearances with a flower princess, dancing tulips, a balloon twister, a bubble girl, and the Easter Bunny on Easter weekend. We will have

BELMONT PARK

Where: 3146 Mission Blvd.
Belmont Park was developed by sugar magnate John D. Spreckels and opened on July 4, 1925, as the Mission Beach Amusement Center.
Features: Giant Dipper roller coaster turns 98 this year. The Giant Dipper is listed on the National Register of Historic Places. The Plunge historic beachfront pool features floor-to-ceiling glass walls for ocean views and a retractable roof. Originally, the world's largest saltwater pool was called the Natatorium.
Rides: Flip Out, Beach Blaster, Octotron, Overdrive Bumper Cars, Krazy Kars, Tilt-A-Whirl, Mic Drop, Liberty Carousel, Crazy Submarine, Wave Jumper, Speedway, Zero Gravity
Attractions: Laser Tag, Lazer Maze, Sky Ropes, Rock Wall, Zip Line, Tiki Town Mini Golf, Xanadu 7D Theater, Coconut Climb.
Games: Arcade, Escapology San Diego, Jungle Gems, Midway Games, Belmont Lanes Mini Bowling, Old Time Phone Booth.
Restaurants: Beach House Grill, Cannonball, Draft, Belmonty's Burgers, Hot Dog on a Stick, Sweet Shoppe, Dippin' Dots, Round Table Pizza, Icee, Wetzel's Pretzels, Beach Treats, and Dole Whip.

face painting and live music in our food court on April 27 and May 25. We will also have floral arrangement classes on different dates in April and May, as well as live music 2-5 p.m. on Saturdays and 3-5 p.m. Sundays every weekend of the two months.”

Also on weekends, Thomas said there will be a bubble bar from noon to 7 p.m. where adult park guests can come and sip mimosas.

Noting Belmont Park turns 98 this July 4th, Thomas said Belmont is “building toward our centennial celebration in 2025. We're still cooking it up. But we've got some new projects we are working on, and we will be unveiling some new rides. It will be a lot of really fun stuff.”

Belmont Park has three full-service restaurants including Cannonball serving sushi on the rooftop overlooking the ocean, the Beach House Grill on the lower level overlooking the boardwalk, and Draft sports bar with an outdoor patio on the boardwalk.

LEGALS »
CONT. FROM PG. 10

Business Name(s) a. WORKOUT PARTNER a. 2221 HARTFORD ST, SAN DIEGO, CA 92110 Is registered by the following: a. INCREASE YOUR PROFITS This business is conducted by: A CORPORATION The first day of business was: N/A Registrant Name: a. INCREASE YOUR PROFITS TITLE of Officer, if Limited Liability Company/Corporation Title of Signor: STEPHEN L YOUNG, CEO The statement was filed with Jordan Z. Marks, , Jr. Recorder/County Clerk of San Diego County on: MARCH 15 , 2023 ISSUE DATES: March 31, April 7 , 14 & 21

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9006425 Fictitious Business Name(s) a. CONNIE'S SWEET CREATIONS SD a. 1502 TARBOX ST, SAN DIEGO, CA 92114 Is registered by the following: a. CONSUELO CUERVO This business is conducted by: AN INDIVIDUAL The first day of business was: 01/01/2023 Registrant Name: a. CONSUELO CUERVO TITLE of Officer, if Limited Liability Company/Corporation Title of Signor The statement was filed with Jordan Z. Marks, , Jr. Recorder/County Clerk of San Diego County on: MARCH 22 , 2023 ISSUE DATES: March 31, April 7 , 14 & 21

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9006348 Fictitious Business Name(s) a. RAZI HOLISTIC a. 420 WALNUT AVE, SAN DIEGO, CA 92103 Is registered by the following: a. JENNIFER BETANCOURT This business is conducted by: AN INDIVIDUAL The first day of business was: N/A Registrant Name: a. JENNIFER BETANCOURT TITLE of Officer, if Limited Liability Company/Corporation Title of Signor The statement was filed with Jordan Z. Marks, , Jr. Recorder/County Clerk of San Diego County on: MARCH 21 , 2023 ISSUE DATES: March 31, April 7 , 14 & 21

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-

9006419 Fictitious Business Name(s) a. ALIGATO SPA a. 1943 GRAND AVENUE, SUITE A, SAN DIEGO, CA 92109 Is registered by the following: a. SO YON MARCUM This business is conducted by: AN INDIVIDUAL The first day of business was: 01/31/2023 Registrant Name: a. SO YON MARCUM TITLE of Officer, if Limited Liability Company/Corporation Title of Signor The statement was filed with Jordan Z. Marks, , Jr. Recorder/County Clerk of San Diego County on: MARCH 22 , 2023 ISSUE DATES: March 31, April 7 , 14 & 21

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9006612 Fictitious Business Name(s) a. JD HOISERY a. 1021 BAY BLVD, SUITE M-Q, CHULA VISTA, CA 91911 Is registered by the following: a. JOSEPH WOONG HAN This business is conducted by: AN INDIVIDUAL The first day of business was: 03/23/2023 Registrant Name: a. JOSEPH WOONG HAN TITLE of Officer, if Limited Liability Company/Corporation Title of Signor The statement was filed with Jordan Z. Marks, , Jr. Recorder/County Clerk of San Diego County on: MARCH 23 , 2023 ISSUE DATES: March 31, April 7 , 14 & 21

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9005249 Fictitious Business Name(s) a. REPAIR PLUMBING NOW a. 2307 FENTON PARKWAY, SUITE 107-46, SAN DIEGO, CA 92108 Is registered by the following: a. JOHN KWIECINSKI This business is conducted by: AN INDIVIDUAL The first day of business was: N/A Registrant Name: a. JOHN KWIECINSKI TITLE of Officer, if Limited Liability Company/Corporation Title of Signor The statement was filed with Jordan Z. Marks, , Jr. Recorder/County Clerk of San Diego County on: MARCH 24 , 2023 ISSUE DATES: March 31, April 7 , 14 & 21

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9005249 Fictitious Business Name(s) a. CASS ST. TAX SERVICE a. 4609 CASS STREET, SAN DIEGO, CA 92109 Is registered by the following: a. MATTHEW COBAS This business is conducted by: AN INDIVIDUAL The first day of business was: 3/8/2023 Registrant Name: a. MATTHEW COBAS TITLE of Officer, if Limited Liability

Company/Corporation Title of Signor The statement was filed with Jordan Z. Marks, , Jr. Recorder/County Clerk of San Diego County on: MARCH 08 , 2023 ISSUE DATES: March 31, April 7 , 14 & 21

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9004567 Fictitious Business Name(s) a. COACHING THROUGH CHAOS a. 2307 FENTON PKY, STE 107-123, SAN DIEGO, CA 92108 Is registered by the following: a. COLLEEN MULLEN This business is conducted by: AN INDIVIDUAL The first day of business was: 9/1/2012 Registrant Name: a. COLLEEN MULLEN TITLE of Officer, if Limited Liability Company/Corporation Title of Signor The statement was filed with Jordan Z. Marks, , Jr. Recorder/County Clerk of San Diego County on: MARCH 01 , 2023 ISSUE DATES: March 31, April 7 , 14 & 21

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9006556 Fictitious Business Name(s) a. LOVA ADS AGENCY a. 303 MARKET ST #533, SAN DIEGO, CA 92101 Is registered by the following: a. SUN SKY ALLIANCE GROUP, INC This business is conducted by: A CORPORATION The first day of business was: 03/02/2023 Registrant Name: a. SUN SKY ALLIANCE GROUP, INC TITLE of Officer, if Limited Liability Company/Corporation Title of Signor ALISA LYAPKOVA, VICE PRESIDENT The statement was filed with Jordan Z. Marks, , Jr. Recorder/County Clerk of San Diego County on: MARCH 23 , 2023 ISSUE DATES: March 31, April 7 , 14 & 21

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2023-9006035 Fictitious Business Name(s) a. KANE GATEWOOD REAL ESTATE a. 1361 HORNBLEND ST, SAN DIEGO, CA 92109 Is registered by the following: a. KANE ANTHONY GATEWOOD This business is conducted by: AN INDIVIDUAL The first day of business was: 03/02/2023 Registrant Name: a. KANE ANTHONY GATEWOOD TITLE of Officer, if Limited Liability Company/Corporation Title of Signor The statement was filed with Jordan Z. Marks, , Jr. Recorder/County Clerk of San Diego County on: MARCH 17 , 2023 ISSUE DATES: March 31, April 7 , 14 & 21

San Diego Crew Classic returns to Mission Bay March 31-April 2

The United States' largest springtime rowing regatta will return to the shores of Mission Bay from March 31-April 2 to celebrate its 50th anniversary. The San Diego Crew Classic originated in 1973 as a means to bring the titans of East Coast and West Coast collegiate rowing together for early season competition.

Since its original iteration as a three-hour event featuring just 11 rowing teams, the Crew Classic has grown into one of the largest regattas in the world, bringing together rowers of all ages and ability levels for three days of racing. Over 4,000 competitors from 100 teams will come together for this year's event, with an anticipated spectator draw of over 20,000.

50 YEARS: A MAJOR MILESTONE

In reaching its 50th year, the San Diego Crew Classic joins an elite list of annual San Diego events that have stood the test of time, including Comic Con and the San Diego (Farmers Insurance) Open. Over the years tens of thousands of athletes have raced at the Crew Classic; for many of whom it is their first rowing regatta as a youth or collegiate athlete. The regatta is proud to welcome these athletes back year after year as they continue to race the Crew Classic as masters rowers well into their 60s and 70s. To honor the Crew Classic's 50th anniversary, City Councilmember Joe LaCava will attend the regatta on April 2 to present a proclamation from City Hall.

FEMINIST REGATTA FROM THE START

The San Diego Crew Classic is proud to be

CREW CLASSIC

Participants will race a 2,000-meter race in a multi-lane side-by-side format. The Crew Classic race course starts from SeaWorld in Fiesta Bay and finishes at Crown Point Shores. Youth (high school), Collegiate, Masters (21+), Elite (Olympic level), and Para (adaptive) categories will be offered in Eights, Fours, and Quadruple Sculls. The regatta will consist of approximately 140 races over three days.

Regatta Headquarters will be at Crown Point Shores. Friday, March 31, 3-5 p.m., Saturday, April 1, 7 a.m.-7 p.m. Sunday, April 2, 7 a.m.-7 p.m. For more information, crewclassic.org.

a regatta founded — and currently run by — women. The regatta was started in 1973 by Patty Wyatt, a civic-minded San Diegan, and member of ZLAC rowing club, who saw the potential in San Diego hosting a prestigious large-scale rowing regatta. Wyatt worked to include women's events from the beginning — no easy feat during the pre-Title IX era — and worked constantly to get the women's events to run the same 2k distance as the men's (a change that was not implemented until 1985). The current regatta staff consists entirely of women, including executive director, Bobbie Smith; associate director, Megan Kalmoe, OLY; and marketing and volunteer coordinator, Hannah Broadland.

TOP COMPETITORS

The Crew Classic will have some of the top collegiate teams in the country in its marquee events: the Jessop-Whittier Cup (varsity women) and Copley Cup (varsity men).

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BIRCH AQUARIUM CELEBRATES EARTH DAY

This Earth Day, Birch Aquarium is throwing a Party for the Planet, offering guests a fun opportunity to celebrate our ocean's biodiversity and learn how they can take action to make a difference. As the public outreach center for Scripps Institution of Oceanography at UC San Diego, the aquarium aims to connect families to the ocean through research, play and social learning that support healthy habitats.

Held over two weekends, Party for the Planet runs from 11 a.m. to 3 p.m. on April 22-23 and 29-30, 2023. Interactive activities include earth-friendly crafts, live music, a community art project, a scavenger hunt and more.

Birch Aquarium educators and Scripps scientists will be hosting hands-on stations that discuss how we can collectively tackle some of our planet's greatest challenges. Party for the Planet is part of an annual nationwide initiative by the Association of Zoos & Aquariums (AZA) and its 220-plus accredited members. The event is included with the cost of admission, which is \$24.95 for adults and \$19.95 for children ages 3-17. The aquarium is open from 9 a.m. to 5 p.m. daily and advanced reservations are required for all guests, including members. Visit aquarium.ucsd.edu for more information about Party for the Planet.

CONRAD COURTYARD CONCERTS

The Conrad's free courtyard concerts, launched last year, are returning for three months this spring.

This year's series at the concert venue at 7600 Fay Ave. in La Jolla is expanded to three months, with Traffic Jams kicking

off on Friday, April 7 offering live jazz during rush hour. Midday Classics will present live classical music beginning on Tuesday, May 23. April celebrates National Jazz Month with flutist Lori Bell kicking off the courtyard concert series with an all-women jazz quartet featuring pianist Melonie Grinnell, bassist Evona Wascinski, and percussionist Monette Marino.

"With the opening of The Conrad in 2019, La Jolla Music Society gained an amazing new resource that can help us build and strengthen our connection to the community," said Allison Boles, director of learning and engagement. "I hope the free concerts featuring talented local musicians will serve as a point of entry for many individuals and help us build excitement and engagement at The Conrad."

EASTER AT GEORGE'S

George's at the Cove, 1250 Prospect St., doesn't typically serve brunch, but Easter Sunday, April 9 is one of the few exceptions for the restaurant. Executive chef Masa Kojima, pastry chef Aly Lyng, and the entire kitchen staff welcome guests for Easter Brunch from 10 a.m.-3 p.m. Brunch will be served only indoors in Level 2, which still offers floor-to-ceiling views of La Jolla Cove.

EDDIE V'S EASTER

Eddie V's Prime Seafood at 1270 Prospect St. is offering a prix fixe three-course brunch menu of indulgent favorites on Easter Sunday, April 9, from 10 a.m.-2 p.m. A La Carte dinner options are available as well as a dedicated children's brunch menu. To learn more or to make a reservation, visit EddieV.com.

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Our beliefs impact our brains influencing our behaviors



Doing it Better

By Natasha Josefowitz, Ph.D.

Dear readers,

This is the last column I will be writing. I have been writing to you for 40 years. You may not know it, but I will be 97 and I think my time has come to put down my pen.

Thank you for all your comments and letters. One of the highlights of my life has been writing this column and hearing from all of you.

Warmly, Natasha.

(Editor's note: Natasha Josefowitz died peacefully at her home in La Jolla on March 15. She was 96.)

We hope for...
We expect to...
We believe in...

Expectations are a strong belief about the future. It is something we anticipate, whereas hope is a feeling of optimism, a desire that something will happen.

Hope is both a verb and a noun. The opposite of hope is despair or hopelessness.

Unfulfilled expectations lead to sadness and disappointment. The importance of expectations is that they lead to beliefs – you believe that something good will happen. You can choose how you think about your future. Imagining a positive future self creates an expectation that results in greater optimism, higher life satisfaction, and well-being.

The technique for doing this is to challenge your perception by using the sentence “there is another way to look at this.” Thinking of the different possible ways of seeing the situation and embracing alternative possibilities is called “deliberate rumination;” this allows us to think differently about the situation. To quote Thoreau, “The question is not what you look at, but what you see.” You can deliberately choose to see otherwise. This is a skill that can be developed.

Beliefs are the guiding principles of life providing direction

and meaning. They are the filters through which we perceive the world, both external and internal. Beliefs originate in what we hear starting as children. They encompass all the various inputs of our environment; we have the power to choose our beliefs, which are intertwined with our emotions, both conscious and unconscious.

This is why, when challenged, we feel threatened and respond at times with uncalled-for or aggressive reactions. When contrary information reaches the brain, it creates distress, challenging the existing patterns. The brain does not like change.

However, we also have innate desires and willingness to learn and grow from new experiences, allowing new perceptions to enter the brain, learn new skills, and respond in new ways. This is one of the secrets of youth. Some people, as grow they older, become more rigid and get set in their ways.

Thoughts and beliefs are an integral part of the brain's operation; by consciously changing our beliefs, we can change the

biochemistry of our bodies. Our thoughts influence our beliefs, our beliefs influence our brains, and our brains influence our behavior... this is how it works.

Beliefs can have a powerful effect on the brain and our behaviors. This phenomenon is known as the placebo effect and occurs when an individual has the belief that a certain action will have a particular result, even though the action has no physiological effect. When an individual expects a particular outcome, such as a medication that will make them feel better, they might experience a decrease in symptoms, even though the medication has no real physiological effects. This is because the belief in the medication triggers the release of chemicals in the brain that can lead to a decrease in symptoms.

The placebo effect is particularly powerful when it comes to pain relief; this is because the belief releases endorphins and other natural pain relievers in the brain. Endorphins are hormones that are released when your body feels

pain or stress. They are produced in your brain and act as messengers in your body. Endorphins are produced to help relieve pain, reduce stress, and improve mood. (Cleveland Clinic, May 19, 2022). The placebo effect can induce pain relief endorphins, improve mood with serotonin, and change behavior with dopamine.

Serotonin is another feel-good chemical released in the brain by believing it will help. Serotonin is a neurotransmitter like dopamine; both are feel-good hormones. (Serotonin can be increased by eating salmon, turkey, cheese, tofu, pineapple, nuts, and seeds.) Getting daily sunlight (10 to 15 minutes a day) also increases one's level of serotonin.

Beliefs, expectations, and behaviors are all ours for the choosing. We have the ability to focus and take charge of our lives. Choose wisely.

Natasha Josefowitz was the author of 21 books. She resided at White Sands Retirement Community in La Jolla. Copyright © 2023. Natasha Josefowitz. All rights reserved.

Grant helps UC San Diego School of Medicine launch mental health program



Yusra Benhalim, M.D., senior national medical director with Optum Behavioral Solutions.

By DAVE SCHWAB

A four-year, \$4 million UnitedHealth Group grant is helping UC San Diego expand the state's mental health workforce with a focus on inclusivity and diversity.

With the grant, UC San Diego School of Medicine has launched the Child and Adolescent Psychiatry Inclusive Excellence program (CAPIE), an innovative approach to building a more diverse child and adolescent psychiatry workforce.

The CAPIE program offers novel learning opportunities, individualized mentorship, pre-clinical courses, and financial support for participating medical students.

Yusra Benhalim, M.D., senior national medical director with Optum Behavioral Solutions, who works to provide effective solutions in the child and adolescent psychiatry field, talked about what the grant will allow UC San Diego to do.

“The intention for it was to enable the launch of the CAPIE program, which is not only an investment in the expansion of the mental health worker field itself but also focuses on inclusivity and diversity, hopefully getting a workforce better representative of the communities served,” said Benhalim. “This program is focused on helping students learn more about the field of child and adolescent psychiatry, and getting them connected with opportunities to get mentorships from those who are working in the field, and really understand what a child and adolescent psychologist does.”

Based on a survey conducted by UC San Diego, 87% of all students who engaged with the CAPIE program were more likely to pursue child and adolescent psychiatry as their medical specialty. The Centers for Disease Control and Prevention estimates 1 out of 5 children experience a mental illness in any given year. However, only half of children and adolescents with diagnosable mental health problems receive the treatment they need.

According to the American Academy of Child & Adolescent Psychiatry, California has a mental health worker shortage projected to worsen unless meaningful action is taken to address the problem. Benhalim noted becoming a child and adolescent psychologist is a “long haul,” taking 10 years after college including medical school and an adult psychiatry residency program before someone can become a practitioner.

“Those extra years of training are essential to understand the mental health symptoms affecting young people, who can be super emotional when it comes to their mental health and well-being,” said Benhalim. “We learn to work with both the children as well as their families.”

Benhalim has first-hand experience with the impact of social inequities in child and adolescent psychiatry, citing an example. “If a parent loses their home, now their child is at-risk for experiencing homelessness,” she said. “So it becomes even more important for us to think about what wrap-around services we can provide to those families.”

Meanwhile, the need for trained mental-health practitioners continues to grow. “Across the country for the past several years, we’ve seen a huge surge in the needs of adults and youth when it comes to mental and emotional health treatment and support, particularly youth who are more prone to anxiety and depression,” said Benhalim. “With the impact of COVID and all the other changes and challenges we’ve seen, more and more young people, who are at the mercy of those around them, are reaching out signaling they are struggling more.”

Concluded Benhalim: “When we think about mental healthcare, it is essential to

think about expanding the workforce. And there are some mental health ‘deserts’ where people just don’t have access to mental health care at all. We need to be able to reach out to support those people earlier, rather than wait

for their problems to become more severe and end up requiring a higher level of care. I’m excited about the possibility of making more and more people pivot toward child and adolescent psychiatry as their field of medicine.”

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New American luxury brand handbag store opens in La Jolla



Fashion Files

Diana Cavagnaro

Hammitt is a new American luxury brand handbag store that opened last month on Girard Avenue. Jason Zelaya, the store manager, said: "Having this store in La Jolla is a breath of fresh air and feels like being home. Our mission is to have handbags that are easy, fun, and stylish all at the same time."

Stephanie Hammitt created this business in 2008 and partnered with founder Tony Drockton who has been the driving force and creative genius behind the company. They created this high-value quality handbag that incorporates their signature hardware. Each handbag is equipped with these famous rivets. The linings are all decked out with the color red. To find the best leather, they shop all over the world including in Europe, Italy, and Milan.

The company is LA-based and everything is finalized in Hermosa Beach. Currently, they have a store in Manhattan Beach, which is close to the ocean, and one at South Coast Plaza, which is in a mall.

Hammitt partnered in the Design Concept for the store with Pink Sparrow and Nick Garritano. The customer experience is an inviting environment with a mid-century modern vibe. A skylight contributes to an airy atmosphere while natural



Grand opening celebration.

PHOTOS COURTESY OF HAMMITT

plants leave the customer with an earthy feeling.

The Rivet Lounge is filled with round organic shapes representing the rivets on the bags. The walls are filled with murals representing the coastline of La Jolla shores. Customer service is number one to them with a concierge service. They take care of the customer and include a beverage bar in the store. All of the bags come with a lifetime warranty.

One of their well-known bags is the iconic VIP bag. This

oversized clutch comes with an adjustable cross-body strap. What is new for the Spring Collection is the Chanterelle, which is a continuation of the woven raffia collection with a pop of yellow leather added. The second bag is the Periwinkle with a mix of blue and lavender and a slight gray undertone. One of their must-sees is the famous Clear Stadium Bag, which is complete with a clear approved twist.

Recently they started a



Clear bag.



Chanterelle Collection.



Mary Fitzgerald from the Sunset Collection.



VIP bag.

collaboration with free-form expressive artist, Alex Alpert. In 2021 Drockton went to Art Basel Miami to meet Alpert and they created a limited-edition handbag. This amazing VIP large bag is in a black and white bold print. Recently, Mary Fitzgerald from the Netflix Show, "Selling Sunset," has been seen sporting a bag that is named after the TV show: The Sunset Collection. To view these awe-inspiring handbags, stop by 7841 Girard Ave. or visit hammitt.com.

UPCOMING EVENTS

Sunday, April 16, Bridal

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

Saturday, April 22, Spring Showcase 2023 presented by Fashion Week San Diego at the Hotel Republic from 6-9 p.m. Tickets: <https://fashionweeksd.com/events/spring-showcase-2023/>.

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

The Social Diary – Playhouse, Prado, St. Germaine, 'Summ's' up the social week!

By MARGO SCHWAB

There is always that one person who leaves an indelible, positive mark on the charitable scene. Miriam Summ is just that person, now leaving a legacy for many San Diego charities including Patrons of the Prado. My kind of people who dressed with fun in mind, danced like no other except Ginger Rogers, and is most generous to others

especially the Prado supporting the Balboa museums. And toasted she was at the Prado/Bloomingdale's fashion show. Among the many there were rock star mama Kristi Pieper, Laura Applegate, Kim Alessio, Leta Keyes, and Dee Ammon. This year's summer gala promises to be 'Out of this World!'

And St. Germaine Children's Charity, named aptly after the saint who looked after those who have been abused, held

a swish and delish cocktails and conversation event at a mid-century home for sale in La Jolla. Catered by Charlotte Riley of Chief Culinarian of Enjoy, guests enjoying guessing the architectural heritage of the home, as well as a poignant presentation by the Armed Services YMCA of San Diego. Over 170,000 active based service member families enjoy a plethora of activities including educational programs for kids

and their parents.

And Debby Jacobs and Kay Gurtin co-chaired the La Jolla Playhouse Gala, for the umpteenth time... and they do it so well! Among the notable attendees were Lisa and David Casey, yes that's top attorney David Casey, Julie and Lowell Potiker, and international beauty Lee Clark and Jerry Pikolysky... p.s. – photo of me on cover is from Humane Society United States gala in Beverly Hills.



Fashionistas Miriam Smotrich and Debby Jacobs – La Jolla Playhouse. Photo by Smotrich



Place Tegland of the Michigan Tegland's and Michelle Serafini – St. Germaine's. Photo by Margo Schwab



Lisa Rhoads and Karen Luscomb – St. Germaine's. Photo by Margo Schwab



Arlene Esgate, Micki Olin, and Christy Billings – Prado at Bloomingdales. Photo by Dee Ammon



Arlene Esgate, Micki Olin, and Christy Billings – Prado at Bloomingdales. Photo by Dee Ammon



Margo Schwab being interviewed at Humane Society United States Gala.