

# El Segundo Herald

The Weekly Newspaper of El Segundo

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## Weekend Forecast

**Friday**  
Partly  
Cloudy  
69°/85°



**Saturday**  
Sunny  
69°/85°



**Sunday**  
Mostly  
Sunny  
69°/83°



## Making Waves Across Decades



Great July beach day for Lumen Mendoza (future ESHS class of 2041) with her Grandma, Lori Mendoza, (ESHS class of 1980) . Parents Lucas Mendoza (ESHS class of 2012) and Lisa Mendoza.

## Data Center Project Unveiled, Then Shelved the Same Night

By Rob McCarthy

A proposal to build a five-story AI data center on the site of an El Segundo hotel was unveiled last week, leading to a tense public hearing that ended when the developer withdrew the project. Though the data center has been in the planning for nearly a year, last week’s Planning Commission meeting was the first opportunity for the public to hear details about the size and impacts of the project for 750 N. Nash Street.

The local developer, Eight Form, was seeking to demolish the Hyatt Place hotel and replace it with a multi-story data center and an electrical substation to power the 24-hour AI servers, according to plans submitted to the city. The data center would house computer servers, which are powerful computers that provide various services such as web hosting, network storage, and application processing, according to the developer.

Eight Form founder Arjun Shokeen tried to distance the El Segundo proposed project, in the Corporate Campus zone, as more environmentally conscious than other data centers. A common complaint from residential and commercial customers has focused on utility bills rising, along with questions about whether computer-storage centers that run 24 hours a day are safe.

“We are not the data centers in the news,” Shokeen said, emphasizing his family’s South Bay roots and adding that he feels a sense of responsibility for protecting the safety of the residents. “I care more about what I put

forth as a developer than most of the private-equity companies that have built out the city.”

Nationwide, the rapid construction of data centers has led to friction over water use and the utility costs from communities at-large. Monterey Park banned AI-support centers, and this week New York Gov. Kathy Hochul announced a yearlong moratorium on the building of 50-megawatt or larger data centers. New York plans to draft restrictions aimed at protecting the water supply and energy grid, the governor said.

“I am not a data center developer. I developed the hotel that’s adjacent to this project,”

Shokeen explained, displaying a slide that read “We built the site next door — and still own it.” A site plan review found that the proposed data center met all the requirements to make it to last week’s Planning Commission hearing.

Shokeen stressed to the commissioners, who were prepared to vote on the project, that there was local demand for a data center to support approval and the planned operation of the hub in the Corporate Campus industrial area, created in 2002 in anticipation that business-friendly El Segundo would attract

**See Data Center, page 10**



An AI data center was proposed on the site of The Hyatt Place hotel in El Segundo. The developer unexpectedly abandoned the project during a July 9 public hearing that drew a large crowd of residents and neighbors to the east of El Segundo opposed to the plan. Photo by Stella Cordova.



# Obituaries

## Dr. Joseph Scott Tiedemann

Dr. Joseph Scott Tiedemann, born March 29, 1945, died peacefully at home on July 2, 2026.

Born in Brooklyn, New York, to Mary and Robert E. Tiedemann, Joe grew up in Franklin Square. He cherished visits to Brooklyn to see his cousins, the Travers, and watch the Dodgers at Ebbets Field.

Joe attended Holy Cross Preparatory Seminary in Dunkirk, New York, before graduating top of his class from St. Francis College. He earned a fellowship in American History and began doctoral studies at the City University of New York.

In 1967, he met the love of his life, Barbara Ann Tiedemann (née Pape). Their plans were interrupted when Joe was drafted into the U.S. Army in June 1969. They married on August 14, 1969, before moving to Fort Bliss in El Paso, Texas, where Joe studied Vietnamese. Following the birth of their first son, Scott, in 1970, Joe served a tour in Vietnam. Honorably discharged in 1971, he returned to CUNY.

Joe and Barbara welcomed their second son, Michael, in 1974. Joe earned his Ph.D. in American History in 1976 and, in 1977, accepted a faculty position at Loyola Marymount University in Los Angeles. During more than 30 years at LMU, “Dr. T” inspired generations of students through his passion for history and teaching.

In 1977, Joe and Barbara settled in El Segundo, where they built a home and a community over the next 49 years. Joe cherished watching his family grow, celebrating Scott’s



marriage to Erika Grimmond in 1997 and Michael’s marriage to Colleen Auth in 2002.

In 2001, with the arrival of his first granddaughter, Hannah, Joe happily “officially” changed his name to PopPop. Emma followed in 2002, Annie in 2006, and Molly in 2009. PopPop loved his four granddaughters beyond measure and took immense pride in the remarkable young women they

have each become.

Joe was happiest alongside Barbara, whether going to Dodgers games, relaxing at Belle Terre in Big Bear, or traveling the world together. During their almost 57 years of marriage, they visited all seven continents, forming lifelong friendships and sharing countless adventures.

Joe possessed an indefatigable spirit. No life-threatening accident or serious illness kept him down very long. He was known for his genuine kindness, humility, intellectual curiosity, and, above all else, his love for his family.

Joe is survived by his beloved wife, Barbara; sons, Scott and Michael; daughters-in-law Erika and Colleen; granddaughters Hannah, Emma, Annie, and Molly; and his siblings Robert E. Tiedemann, Rev. Bishop Neil E. Tiedemann, C.P., and MaryLou Kelly.

In lieu of flowers, the family requests that donations be made to the Passionists Benevolent and Missionary Institute, or St Margaret’s Center in Inglewood

There will be a Mass Of Celebration for Joe’s Life on August 4 at 11AM at Visitation Church in Westchester. •

# Check It Out

## Sword Art Online by Reki Kawahara

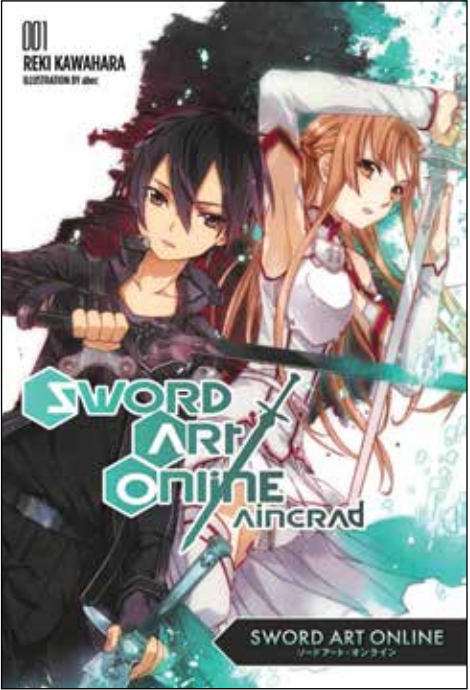
By Aaron Acuna, Library Assistant, El Segundo Public Library

Deviating from my past reviews, which had all discussed works of manga, we have one of the most influential light novels of the last two decades: *Sword Art Online*. Initially, the premise of this story revolves around the unfortunate scenario in which ten thousand people become trapped in a virtual reality game against their wishes, where death in the game means death in real life, and the only escape is defeating each boss and completing the game. Through this journey, readers follow Kirito, a skilled yet reserved character who initially isolates

himself to avoid the pain of losing those close to him, but eventually begins to open up with the help of Asuna, another capable swordswoman. While this initial story provides gripping action and emotional stakes, it is but the start of a larger overarching saga that explores the implications of increasingly powerful technology and the impact it has on society. These future storylines introduce thought provoking themes about the psychological consequences of immersive digital worlds and the blurred line between human consciousness and artificial life.

Without a doubt, what I love most about *Sword Art Online* is the exploration of these themes and the consequences that may arise in real life, if or when technology reaches that technological point. Throughout time, there have been instances of misuse of technology and exploitation of peoples. The

See Check It Out, page 4



Sword Art Online by Reki Kawahara



Aaron Acuna

# Police Reports

## Monday, Jul 13

A petty theft report was taken at 1434 hours from the 700 block of South Pacific Coast Highway. An unknown suspect(s) stole store merchandise.

A petty theft report was taken at 1545 hours from the 800 block of North Pacific Coast Highway. An unknown suspect(s) stole store merchandise.

A stolen vehicle report was taken at 2104 hours from the 300 block of Main Street. A 2019 Tesla was stolen.

A grand theft report was taken at 2115 hours from the 1200 block of East Acacia Avenue. An unknown suspect(s) stole an E-Bike.

## Tuesday, Jul 14

A dead body report was taken at 1006 hours from the 1900 block of East Mariposa Avenue. A 70-year-old male passed away from apparent natural causes.

One male adult was arrested at 1054 hours from the 300 block of North Continental Boulevard for trespassing and possession of drug paraphernalia.

One male adult was arrested at 1245 hours from the 600 block of North Pacific Coast Highway for assault with a deadly weapon.

A grand theft report was taken at 1255 hours from the 700 block of South Pacific Coast highway. An unknown suspect(s) stole store merchandise.

A traffic collision (with injuries) report was taken at 1610 hours from Imperial Highway and Hughes Way. A solo motorcyclist crashed.

A grand theft report was taken at 2211 hours from the 1200 block of East Acacia Avenue. An unknown suspect(s) stole the victim’s catalytic converter.

A carjacking report was taken at 2157 hours from the 300 block of Main Street.

## Wednesday, Jul 15

A petty theft report was taken at 1057 hours from the 300 block of Main Street. An unknown suspect(s) stole the contents of the victim’s package.

A dead body report was taken at 1159 hours from the 800 block of Bungalow Drive.

A petty theft report was taken at 1415 hours

from the 300 block of Main Street. An unknown suspect(s) stole the victim’s earrings.

A grand theft report was taken at 1842 hours from the 500 block of Richmond Street. An unknown suspect(s) stole an E-Bike.

A vandalism report was taken at 2145 hours from the 600 block of West Imperial Avenue. An unknown suspect(s) vandalized the victim’s mailbox.

A hit and run (with injures) report was taken at 2245 hours from the 400 block of South Pacific Coast highway, vehicle versus pedestrian.

## Thursday, Jul 16

One male adult was arrested at 1034 hours from the 6200 block of Ocean Front Walk in the City of Los Angeles for a felony hit and run.

A theft by false pretense report was taken at 1350 hours from the 500 block of North Nash Street. Unknown suspect(s) used an email address and pretended to be an employee and convinced the victim to send funds to a bank account.

A grand theft report was taken at 1501 hours from the 500 block of Standard Street.

A mountain bike was taken.

One male adult was detained at 1659 hours from East Mariposa Avenue and North Pacific Coast Highway and issued a citation in the field for shoplifting.

One male adult was arrested at 2217 hours from Mariposa Avenue and Pacific Coast Highway for two misdemeanor warrants out of LASD.

## Friday, Jul 17

One male adult was arrested at 0930 hours from the 100 block of North Pacific Coast Highway for felony vandalism, one Hawthorne PD misdemeanor warrant, and two Long Beach PD misdemeanor warrants.

A theft by use of access card information and forge access card to defraud report was taken at 1458 hours from the 300 block of Main Street.

One male adult was arrested at 2052 hours from Center Street and Walnut Avenue for driving under the influence.

A trespassing report was taken at 0053

See Police Reports, page 6

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# Sports

## The Future of U.S. Youth Soccer is Unfolding Right Here in L.A.

By Andre Sugden

Earlier this month, on Monday the 6th, the men in Red, White, and Blue played their final World Cup game of 2026, suffering an embarrassing loss to an experienced Belgium squad. Amid a controversy that teased the line of political corruption, and with the pressure of a nation on their backs, the lights were simply too bright for the Americans.

However, the biggest takeaway from the game came on the sidelines. On Fox Sports' postgame show, former French national team legend and now pundit Thierry Henry shed light on the true purpose of this 2026 World Cup squad. "Yes, there is the disappointment, but let's not stop pushing this sport in this country," Henry stated. "Do not stop believing here."

The French legend spoke the words that millions of kids around the nation need to hear. In a moment where conversations about U.S. soccer were fueled by disappointment and loss, there needed to be a spark of hope. Henry also spoke to his own experience as a young French player, seeing his country fall short on the big stage throughout the late 80's and early 90's. He remembered thinking to himself, "I hope one day I'm going to be the guy [to] do it." And sure enough,

in 1998, he was an integral part of France's World Cup-winning squad.

In the past decade or two, youth soccer in the U.S. has been on the rise. There are more club soccer players, more kids playing AYSO in the fall, and more families now see the potential that youth soccer holds.

Since 2014, more than 1,000 new soccer fields have been opened in L.A. County. At face value, this means more access to youth soccer than ever before. But when peeling back the curtain, it is apparent that access to soccer is anything but guaranteed. It comes with a cost, a cost that many families can't afford to pay.

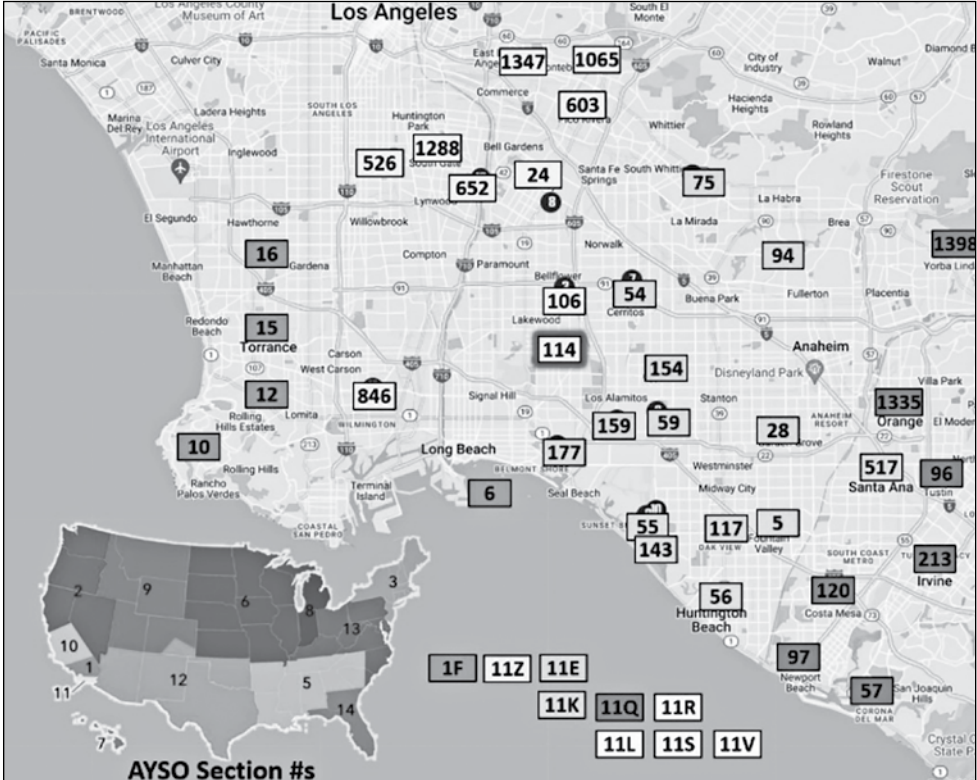
Soccer is the world's biggest sport for one major reason: accessibility. If you have a ball and two rocks, you can play anywhere and everywhere. Kids around the world can find open space in parks, on streets, indoors and outdoors, and play to their hearts' content. And when that passion grows, access to training and competitive youth leagues comes at a modest cost. That is not the case here in the U.S.

Club soccer alone costs families thousands of dollars, with private training being even more. The higher you go, the more expensive

**See Youth Soccer, page 5**



NYC Open Play's Nighttime Soccer was a highlight of this year's World Cup. Photo via @zohrankmamdani on Instagram.



99% of youth soccer players in Southern California start at the AYSO level. Photo via AYSO Region 177.

## The World Cup on Two Wheels

By Tommy Vinh Bui

Catch that fervor. That maniacal World Cup fever that has embroiled the Westside and completely engulfed the Southland in high-decibel cheers and jeers at the near-misses and perplexity of mandated hydration breaks mid-action. The World Cup is a complex can of worms. It's kind of like marmite. You either love it or hate it or are vastly indifferent to its wiles.

And I find myself disoriented and oscillating throughout the love-hate spectrum of the World Cup. Try as I might to remain neutral to the travails and fortunes of my dear city whenever a major sporting event juggernauts its way into our zip code. But my lens isn't solely trained on the anthropological impact of the runaway spectacle that is the World Cup. No, my interests are more multimodal and zeroed in on the mobility angle. In a city that's perpetually already choked in gridlock and mind-numbing congestion, how did we manage not to overstress an already strained transportation infrastructure?

I donned my investigative hat and endeavored to get to the bottom of this pressing quandary. I wanted to learn more about a city that manages more than 350 miles of bikeways and an ever-robust and expanding cycling infrastructure. Yet in Los Angeles, only about 1.2% of residents commute via bicycle. And that struck me as preposterously woeful and warranted further scrutiny, especially so during a major cultural touchstone moment for the city like hosting a World Cup. So that meant somehow snagging a ticket to a match at SoFi Stadium and striving to find my way there in a manner relatively stress-free and without sinking a further small fortune to wend my way a mere few miles to the venue from my departure point of Marina del Rey.

A cursory assessment of options did not inspire optimism, what with the snail-slow traffic in and around Inglewood and the eye-wateringly exorbitant pre-purchase stadium parking prices. Metro mustered, and made, a mighty but ultimately meager attempt to bypass these challenges with frequent shuttle service to the stadium from various pickup locations strewn across the County. But these locations were far-flung and logistically unfeasible, so other contingencies had to be pursued.

Lo and eureka. The salvation to my transportation plight could be found on two wheels. My handy-dandy and trusty pedal-propelled steed indeed: A bicycle. And suddenly all these parking and traffic congestion contretemps evaporate swiftly and presto: Tally-ho and away we go. Sure, there was a little trepidation when I threw my leg over that saddle and aimed my handlebars westward on the afternoon of the match. There were the ever-pervasive safety concerns as I wobbled along Manchester Boulevard, slaloming and sharing the road with the imposing mechanical menagerie of dizzy Waymos, Ubers akimbo, and the dime-a-dozen dead-eyed commuters mired in unforgiving gridlock.

But the benefits of bicycling to the game far outweighed these relatively minor concerns. The uninterrupted glide to my destination was made all the sweeter as I whizzed by all the inert motorists marooned in place on traffic-laced Century Boulevard. At the stadium, the conveniently designated bike racks were free and easy to find. I anticipated it was a slight gamble to try to trek to the World Cup game on a dusty ol' Rockhopper. But once that dice was thrown and I managed to comfortably coast to an aggravation-free

**See World Cup, page 4**



Tommy at the World Cup. Photo courtesy of Tommy Vinh Bui.

## Love Thy Neighbor

Dear El Segundoans,

We love the profiles we've done, and we've learned so much about El Segundo's residents. We want to do more, so please keep the suggestions coming. With over 16,000 residents, we're sure there are some gems we may have overlooked or not been aware of them. Do you have a unique and interesting friend, neighbor, co-worker, colleague or student? All you have to do is ask their permission and send us their contact information. Of course, if you find yourself fascinating, you are welcome to send us your information too. 🤗



- Best to you all. HM.

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To appear in next week's paper, submit your Classified Ad by Noon on Tuesday. Late Ads will incur a \$20.00 late fee.

*“At the beach, time you enjoyed wasting is not wasted.”*  
— T.S. ELIOT

## World Cup

from page 3

arrival intact, there was no regret.

The biggest bet was whether my bicycle would still be there after the match, or if I'd be returning to a dangling padlock and the spectral silhouette of where my bygone bike once was. But there it remained obediently anticipating my prodigal return. Raring and awaiting me at the final whistle. And a leisurely pedal homeward was just what I needed after a riotous and raucous ninety minutes of frenetic football action. Relief and respite (and overpriced stadium hot dog

residue) coursing through the veins.

Hark, helmet affixed and with a wry grin steers me home past whimsical tree-lined Westchester, the whispering placidity of Playa Vista, and postcard-perfect Ladera Heights thoroughly selcouth in its perpetual soft dusk lighting. With Inglewood still inimitable as it diminishes behind me under the horizon and home just a few potholes and quick pedals away, hey.

Tommy Vinh Bui, MLIS is a Youth Services Librarian at the LA County Library •

## Check It Out

from page 2

power that these types of technologies in the wrong hands is chilling to contemplate. Beyond the themes, what this series does so well is in its world-building, with each arc having a distinct and beautifully crafted world for the reader to immerse themselves in. All of these different worlds in the series have unique rules, cultures, and gameplay mechanics that keep the story feeling fresh.

Despite its strengths, *Sword Art Online* has many flaws. First and foremost, and the most publicized criticism lies in its villains. The villains are underdeveloped, with many relying on sexual assault to create tension, causing the series to be difficult for some

readers to enjoy. While it did not ruin the series for me personally, I can see why many are so turned off from it. Another complaint I, along with many others, share is the lack of content within the first arc. It was a brilliant concept that ended much too soon. Lastly, the supporting characters were often underdeveloped and felt lackluster when they were supposed to have their grand moments.

As one of the defining light novels of all time, *Sword Art Online* is worth the read and could become one of your favorite series. Check it out at the El Segundo Public Library today! •



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### WEEKLY CROSSWORD

See Answers Next Week

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**Across**  
1. Daddy-o  
5. Lacking confidence  
8. Ore deposit  
12. Infantry group  
13. Fanciful story  
14. Crash  
16. Advantages  
18. Setting of Buckingham Palace  
19. Humanities  
20. Wine container  
21. Put to use  
24. Traveler's document  
29. \_\_\_ you tomorrow?  
30. Present  
32. Narrowest of margins  
33. Trouble  
36. Bad, as in weather  
38. \_\_\_ canal  
39. "Michael, Row the \_\_\_ Ashore"  
40. Babe  
43. Took temporarily, with permission  
47. Group of contestants  
48. Email alternative  
49. Farming product  
50. With no deviations  
53. Authored  
55. Singer, Charles  
56. "Heat of the Moment" rock group  
58. Corrupt

**Down**  
1. Where to find ales  
2. "A Chorus Line" number  
3. Sharp thing  
4. Lift  
5. Crack  
6. Number of visitors on your webpage  
7. Go on  
8. Star  
9. Upshot  
10. In the past  
11. Guys  
14. Positive point  
15. Hearth contents  
17. Swelter  
20. Chatter  
21. Mount St. Helens residue  
22. Kind of patch  
23. Pay-\_\_\_view  
24. Kind of art or tart  
25. ID necessity, often  
26. Crew tool  
27. Net holder  
28. Encouraging word

**30. Jab from the doctor**  
**31. Popular entertainment**  
**34. TV series category**  
**35. Word in many business names**  
**36. Kind**  
**37. Black gunk**  
**39. Enclose, in a way**  
**40. "\_\_\_ Too Late" (Carole King hit)**  
**41. Mesh**  
**42. Way out of reach**  
**43. Play the point spread, e.g.**  
**44. Sci-fi's Doctor \_\_\_**  
**45. Pay for**  
**46. Fabric colourer**  
**48. Your, of yore**  
**51. Fairway club**  
**52. Group of bad guys on the street**  
**53. Humour**  
**54. Lots**  
**56. A good friend indeed**  
**57. Post-Christmas event**  
**58. It may need sweetening**  
**59. Need to make payments**  
**60. Cozy shelter**  
**61. Rest**  
**62. Apple is one**  
**63. Exploration target**  
**64. React to a ghost, perhaps**  
**65. Had a session**

### Last Week's Answers

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

### SUDOKU Medium

|   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|
| 6 |   |   | 2 |   |   | 4 | 9 |   |
|   |   |   |   |   |   |   |   |   |
|   |   | 9 |   |   | 3 |   |   |   |
|   | 5 |   | 4 |   | 7 |   |   | 3 |
| 2 |   |   | 8 | 6 |   |   |   | 5 |
|   | 9 |   |   | 5 |   |   | 7 |   |
| 8 |   | 2 | 6 |   |   |   |   |   |
|   |   |   |   |   | 2 | 3 | 6 |   |
|   |   |   |   | 7 |   |   |   |   |

Each Sudoku puzzle consists of a 9X9 grid that has been subdivided into nine smaller grids of 3X3 squares. To solve the puzzle each row, column and box must contain each of the numbers 1 to 9.





# GUNDOGRAM

SUBMIT YOUR YUM DISH!!

## Mai Tai

Provided by Liquor.com / People Inc.

Prep Time: 15 minutes | Total Time: 125 minutes | Servings: 12

The Mai Tai is one of the most famous tropical drinks in the world. Composed of rum, orange curaçao, fresh lime juice and nutty orgeat, it's beloved by decades of cocktail aficionados and Tiki enthusiasts. It even enjoyed a star turn in the Elvis film "Blue Hawaii."

Ingredients

- 1 1/2 ounces white rum
- 3/4 ounce orange curaçao
- 3/4 ounce lime juice, freshly squeezed
- 1/2 ounce orgeat
- 1/2 ounce dark rum
- Garnish: lime wheel
- Garnish: mint sprig

Directions

- **Step 1:** Add the white rum, curaçao, lime juice and orgeat into a shaker with crushed ice and shake lightly (about 3 seconds).
- **Step 2:** Pour into a double rocks glass.
- **Step 3:** Float the dark rum over the top.
- **Step 4:** Garnish with a lime wheel and mint sprig.

Send us a photo and recipe of your favorite dish. We'd love to share it with the community.  
Send to: [web@heraldpublications.com](mailto:web@heraldpublications.com)



### Youth Soccer

from page 3

it becomes. This massive paywall makes development seem like a risk, rather than an opportunity. The ultimate losers are the millions of kids who wish to play at the highest level and who want to take our country to the top on the biggest stage.

One common option for kids around the U.S. the more recreational, ever-popular AYSO. Founded right here in the South Bay in the 90s, more than 150,000 youth soccer players start at the AYSO level. And even then, AYSO costs families hundreds of dollars per year in registration costs alone.

Often, Americans are quick to comment that if the U.S. committed our uber-athletic youth to soccer, we would dominate, and in some sense, that is correct. It isn't that we fail to commit kids to soccer; it is simply that other sports are more accessible to families across the country. Thus, we've come full circle in the conversation about American soccer.

Pundits are asking the youth to commit themselves; the youth are asking the national team players to perform; and the national team players are asking for forgiveness. Yet

no one is willing to answer the phone when progress is on the other line.

The story of soccer in America doesn't have to be defined this way, however; there are other ways to grow the world's sport in this country. Going out, finding a place to play with whoever is willing. And despite the conversations about the lack of accessibility, there are places around the country where the ability to play is being improved drastically.

In New York City, Zohran Mamdani's administration implemented NYC Open Play throughout the duration of the World Cup. Five fields, one in every borough, open free of charge to the public well into the hours of the night. New York is actively promoting the beautiful game in the largest city in the U.S. Initiatives like this bring progress that much closer to being achieved.

The 2026 World Cup introduced millions of Americans to a sport that the world holds dear. This beautiful game, which connects billions of people around the world, can take hold in our country if the next generation is willing to work for it. •

## El Segundo Herald



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# Finance

## How Business Owners Balance Business and Personal Finance

(StatePoint) - For successful business owners, managing wealth extends far beyond balance sheets — it requires carefully orchestrating growth, balancing business and personal financial priorities, and thoughtfully considering business succession planning and legacy.

PNC’s “Business Owner Wealth Insights Report” is the product of a partnership with leading market research firm, Ipsos, on a nationwide survey of business owners. Its findings center on four themes: connectivity between business and private banking, balancing business and personal growth, family dynamics and governance, and philanthropy and legacy.

“As business owners juggle growth, personal financial priorities, succession planning and legacy, the need for a truly integrated approach has never been clearer,” said Don Heberle, head of PNC Private Bank. “This report shines a light on how prepared business owners are for navigating the complex intersections of business and personal wealth and the keys for unlocking stronger outcomes for families, businesses and communities.”

**Connectivity Between Business and Private Banking**

For most business owners surveyed (67%), business and personal finances are managed separately. Respondents believe there are potential risks associated with combining business and personal finances, with 83% saying that separating the two reduces the potential for conflicts of interest. Still, 89% say they are interested in receiving advice that considers both their business and personal needs, and 88% of respondents say they value having a dedicated advisor who understands both.

Business and personal goals are reviewed at similar intervals, with the majority saying they revisit their business goals (80%) and personal finance goals (75%) at least quarterly.

**The Balance Between Business and Personal Growth**

There is importance among business owners in finding the right balance between growing the business and achieving personal financial goals.

Most owners (91%) agree that achieving both personal and professional growth is equally important, but that success does not come without barriers, which include:

- Personal time and resources (53%)
- Financial constraints or market conditions (44%)
- Choosing between business reinvestment and personal use of the business’ profits (35%)

**Family Dynamics and Business Governance**

Most survey respondents (92%) agreed that it is important to have a formal governance structure for their business. Separately, 84% said succession and exit planning is critical to the continuity of their business. Yet, only 63% said they have a formal exit or succession plan.

Among those without a formal plan, top barriers identified include lack of a clear successor (25%), family conflict in succession (15%), and lack of time (19%).

**Philanthropy and Legacy**

Philanthropy plays a meaningful role in legacy planning. Two-thirds of respondents view philanthropy as part of their legacy, and 81% structure investment strategies to support charitable goals. Nearly 80% donate financially, and many involve family members — either actively (43%) or in future plans (26%).

“Today’s business owners are shaping legacy across generations,” Heberle said. “When business and personal strategies are aligned, they are better positioned to create lasting impact.”

– Source Provided by StatePoint Media, Inc. •



Photo Courtesy of (c) mavo / iStock via Getty Images Plus.

# Seniors

## Everything You Need to Know About Generic Medicines

(StatePoint) - At a time when many basic living expenses are rising, generic medicines play a critical role in expanding access to safe, effective and affordable treatments, helping patients avoid difficult tradeoffs between their health and other basic needs.

In fact, generic drugs account for over 90% of all U.S. prescriptions, saving patients and the U.S. healthcare system hundreds of billions annually, according to the Association for Accessible Medicines.

Despite their prevalence, patients often have questions about how generic medicines work and how they differ from compounded medicines.

Amneal, a U.S. based global biopharmaceutical company focused on expanding access to high-quality medicines, is providing answers to commonly asked questions:

**Do the medications advertised on television as “generics” work as well as brand-name medicines?** Sometimes a patient will see an advertisement online or get a telehealth prescription for a “generic” that turns out to be a compounded medication.

Generics are equivalent versions of brand-name medicines, which means that the generic medicines have the same active ingredients, dosages, strengths, routes of administration, conditions of use and labeling. Often the television advertisements are compounded or “pharmacy-made” medications. Unlike a compounded medicine, an FDA-approved generic must demonstrate bioequivalence, this ensures the product’s identity, strength, quality and purity. These rigorous standards mean that generic medicine works in the same way and provides the same clinical benefit as the brand-name medicine. Put simply, patients can expect the same safety and effectiveness from FDA-approved generics medicine as they would from their brand-name counterparts.

**What types of medicines have generic equivalents?** Generic equivalents encompass a wide range of medications made possible by continued innovation and investment in complex drug development and manufacturing.

The number of U.S. facilities manufacturing generic medicines declined by 27% since 2013. By contrast, Amneal continues to invest in its New York, New Jersey and Kentucky-based manufacturing and distribution capacity to deliver a reliable supply of complex oral solids, injectables, ophthalmics, liquids, topicals, softgels, inhalation products and transdermals across a broad range of therapeutic categories. The consistent supply of complex and high barrier generic medicines that are more difficult to manufacture, yet still more affordable, is critical for patients and providers.

“At Amneal, we’re focused on expanding access to essential medicines by taking on complex products others may not, because every dose matters. The manufacturing engine of our generics — or affordable medicines as we call them — is built for reliability and trust, delivering high-quality medicines when and where patients need them most and helping create a more sustainable healthcare system,” says Chirag Patel, Amneal’s co-founder and co-chief executive officer.

**Are generic medicines safe?** FDA-approved generics can give doctors and patient confidence that they have undergone strict regulatory review and ongoing quality oversight. Patients can also reduce exposure to potential counterfeit or unsafe products by looking for the “FDA Approved” label, which can be verified using trusted resources such as FDA.gov and DailyMed, and by watching for these possible signs:

- Does the medicine or packaging look different than what you normally receive?
- Have you experienced a new or unusual side effect after using the medicine?
- Did you buy the medicine from an online pharmacy?

To learn more about generic medicines, talk with your doctor or pharmacist or visit <https://amneal.com>.

Continued investment in complex generics and U.S.-based manufacturing is helping make medicines more affordable and reliable, resulting in healthier patients, stronger communities, and a more sustainable healthcare system. •

## Police Reports

from page 2

hours from the 100 block of North Continental Boulevard.

One male adult was arrested at 0139 hours from Lincoln Boulevard and Pacific Street in the City of Santa Monica for one misdemeanor warrant out of ESPD.

**Saturday, Jul 18**

One male adult was detained at 1247 hours from the 1900 block of East Mariposa Avenue and issued a citation in the field for shoplifting.

A traffic accident (with injuries) report was taken at 1628 hours from Penn Street and Walnut Avenue, vehicle versus bicyclist.

A shoplifting report was taken at 2354 hours from the 300 block of North Pacific Coast Highway. An unknown suspect stole merchandise from the business.

One male adult was arrested at 0138 hours from the 100 block of North Continental Boulevard for trespassing.

**Sunday, Jul 19**

A traffic collision (with injuries) report was taken at 1002 hours from El Segundo Boulevard and Douglas Street, vehicle versus vehicle.

A hit and run (with injuries) report was taken at 1903 hours from El Segundo Boulevard and Aviation Boulevard, vehicle versus vehicle.

One male adult was arrested at 0139 hours from East Imperial Highway and North Nash Street for public intoxication. •

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**FLAT LOT W/ DETACHED 3-CAR GARAGE**



**703 Main #2**  
3 Bed 3.5 Bath. Open layout with multiple outdoor spaces. Updated throughout, hardwood floors and modern finishes. Attached 2 car garage, perfect location!

**UPDATED TOWNHOME**



**124 West Sycamore**  
2 Bed 1 Bath. Charming home with updated floors, cove ceilings and original details throughout. Updated bathroom and kitchen with a converted garage to bonus flex pace.

**CHARMING HOME W/ BONUS ROOM**



**203 East Sycamore**  
4 Bed 3 Bath. Spacious home w/ hardwood floors, dual fireplace, versatile bonus/guest room, potential for ADU, major upgrades, and ample parking.

**CORNER LOT W/ BONUS FLEX SPACE**



**825 Bungalow**  
3 Bed 3 Bath. Completely remodeled home, plus a detached office! Private backyard that is beautifully landscaped, great for entertaining.

**INCREDIBLE LOCATION**



**417 Standard**  
4 Bed 6 Bath. Stunning home in prime location! Spacious 2 level home w/ chef's kitchen, large private deck plus rooftop w/ views. Attached 2 car garage.

**NEW CONSTRUCTION W/ ROOFTOP**



**211 East Pine**  
3 Bed 2 Bath. Up-graded home in central El Segundo. Open, bright layout w/ chef's kitchen and Sonos speakers throughout. Entertainer's backyard w/ patio and private fencing. Attached garage.

**UPGRADED HOME W/ PRIVATE BACKYARD**



**1514 East Maple**  
7 Bed 4 Bath. 3,404 sq ft home on huge corner lot. Open layout with paid off solar, luxurious primary suite and private backyard. 2 car garage.

**7 BED 4 BATH, ALL REMODELED**



**212 East Imperial #E**  
3 Bed 2 Bath. Updated condo w/ modern finishes. Open layout w/ large island. Primary bedroom w/ private deck and ensuite bathroom.

**RARE 3 BEDROOM CONDO**



**1225 East Grand**  
2 Bed 2.5 Bath. Beautifully updated home w/ open layout and plenty of entertainment space. Primary suite has walk in closet + private balcony. Rooftop deck w/ views.

**ROOFTOP DECK & OPEN FLOOR PLAN**



**438 Sierra**  
4 Bed 3 Bath. 2022 New build, multi-level home w/ vaulted ceilings, rooftop deck, designer upgrades, wine bar, A/C & custom finishes throughout. Attached 2 car garage. Great location near downtown, schools and Rec Park!

**TOWNHOUSE NEXT TO REC PARK**

## PENDING



**527 West Mariposa**  
2 Bed 1 Bath. Beautifully updated home w/ open layout and huge basement. Indoor/outdoor living with patio door leading to backyard and detached garage. Asking \$1,475,000.

**UPDATED W/ HUGE BASEMENT**



**865 Center**  
3 Bed 2 Bath. First time on market in 30 years, mid-century charm w/ huge backyard, pool and detached garage. Potential to build ADU. Asking \$1,598,000.

**HUGE BACKYARD W/ POOL**



**423 Concord**  
3 Bed 2 Bath. Beautifully remodeled home w/ original hardwood floors. Skylights, covered back patio, outdoor entertaining area w/ fire pit. 2 car garage w/ approved plans. Asking \$2,299,000.

**UPDATED SPANISH HOME W/ DEN**



**305 Kansas #D**  
4 Bed 3.5 Bath. Beautifully updated townhouse w/ vaulted ceilings and natural lighting throughout. Private patio w/ balcony, bonus guest suite and attached two car garage. Asking \$1,450,000.

**4 BEDROOM TOWNHOUSE**



**758 California**  
4 Bed 1 Bath. A builder's dream on over a 6,500 sq ft lot. Rare fixer opportunity. Asking \$1,750,000.

**BUILDERS DREAM**



**419 Concord**  
2 Bed 1.5 Bath. Charming updated home w/ huge backyard. Detached 2 car garage. Asking \$1,699,000.

**INCREDIBLE LOT W/ DETACHED GARAGE**



**443 Loma Vista**  
3 Bed 2 Bath. Corner lot w/ flexible layout. Bonus/ADU potential with 2 car garage. Asking \$2,200,000.

**CORNER LOT**

## JUST SOLD



**127 Loma Vista**  
10 Units, Asking \$4,000,000



**329 E Maple Ave**  
3 Bed 2 Bath, Asking \$1,799,000



**724 Loma Vista**  
4 Bed 3 Bath, Asking \$2,050,000



**931 Hillcrest St**  
3 Bed 3 Bath, Asking \$1,595,000



**574 E Imperial Ave**  
2 Bed 3 Bath, Asking \$975,000



**860 Bungalow**  
3 Bed 2 Bath, Asking \$1,950,000



**415 Standard**  
4 Bed 6 Bath, Asking \$3,000,000

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PUBLIC NOTICES

**Fictitious Business Name Statement 2026138622**

The following person(s) is (are) doing business as LEAF OPTOMETRY, 220 N AVIATION BLVD UNIT B, MANHATTAN BEACH, CA, 90266, LA COUNTY. AI #ON 4717660

Registered Owner(s): CHAN DIEP, OD, INC., 220 N AVIATION BLVD UNIT B, MANHATTAN BEACH, CA, 90266. CORP: CA

This business is being conducted by a Corporation. The registrant commenced to transact business under the fictitious business name or names listed above on: 07/2021.

Signed: CHAN DIEP, OD, INC., PRESIDENT, CHAN DIEP. This statement was filed with the County Recorder of Los Angeles County on June 24, 2026.

NOTICE: This Fictitious Name Statement expires on June 24, 2031. A new Fictitious Business Name Statement must be filed prior to June 24, 2031. Fictitious Business Name in violation of the rights of another under Federal, State, or Common Law (See Section 14400 ET SEQ., Business and Professions Code).

El Segundo Herald: Pub. 7/2, 7/9, 7/16, 7/23/26 **H-4529**

**Fictitious Business Name Statement 2026137115**

The following person(s) is (are) doing business as 1) LITTLE BLUE DOOR, 2) LITTLE BLUE DOOR PLAY, 1267 SARTORI AVE, TORRANCE, CA, 90501 LOS ANGELES COUNTY.

Registered Owner(s): LITTLE BLUE DOOR PLAY LLC, 1267 SARTORI AVE, TORRANCE, CA, 90501. CORP: CA

This business is being conducted by a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed above on: 07/2025.

Signed: LITTLE BLUE DOOR PLAY LLC, MANAGER, ANDREA ORTIZ. This statement was filed with the County Recorder of Los Angeles County on June 23, 2026.

NOTICE: This Fictitious Name Statement expires on June 23, 2031. A new Fictitious Business Name Statement must be filed prior to June 23, 2031. Fictitious Business Name in violation of the rights of another under Federal, State, or Common Law (See Section 14400 ET SEQ., Business and Professions Code).

El Segundo Herald: Pub. 7/9, 7/16, 7/23, 7/30/26 **H-4535**

**Fictitious Business Name Statement 2026151912**

The following person(s) is (are) doing business as KEYRENTER PROPERTY MANAGEMENT SOUTH BAY LA, 100 W. IMPERIAL AVE SUITE R 2, EL SEGUNDO, CA, 90245 LOS ANGELES COUNTY. AI #ON B20260042301

Registered Owner(s): THIRD LEGACY MANAGEMENT, INC., 100 W. IMPERIAL AVE SUITE R 2, EL SEGUNDO, CA, 90245. CORP: CA

This business is being conducted by a Corporation. The registrant commenced to transact business under the fictitious business name or names listed above on: 07/2026.

Signed: THIRD LEGACY MANAGEMENT, INC., PRESIDENT, ALYSSA RIZO. This statement was filed with the County Recorder of Los Angeles County on July 13, 2026.

NOTICE: This Fictitious Name Statement expires on July 13, 2031. A new Fictitious Business Name Statement must be filed prior to July 13, 2031. Fictitious Business Name in violation of the rights of another under Federal, State, or Common Law (See Section 14400 ET SEQ., Business and Professions Code).

El Segundo Herald: Pub. 7/16, 7/23, 7/30, 8/6/26 **H-4541**

**2026146901 STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME Current File #2026067176**

The following person has abandoned the use of the fictitious business name: CEDARS-SINAI SURGERY CENTER AT CALABASAS, 23621 PARK SORRENTO 1-100, CALABASAS, CA, 91302. The fictitious business name referred to above was filed in the County of Los Angeles on MARCH 25, 2026. Registrants: CALABASAS SURGERY CENTER LLC, 6500 WILSHIRE BOULEVARD 19TH FLOOR, LOS ANGELES, CA, 90048. CORP: CA. This business was conducted by a Limited Liability Company. Signed: CALABASAS SURGERY CENTER LLC, VICE PRESIDENT, TERRI W. CAMMARANO. This statement was filed with the County Clerk of Los Angeles County on July 7, 2026.

El Segundo Herald: Pub. 7/16, 7/23, 7/30, 8/6/26 **H-4548**

**Fictitious Business Name Statement 2026123426**

The following person(s) is (are) doing business as KYLE B. BOONE PH.D., 24564 HAWTHORNE BLVD. SUITE 208, TORRANCE, CA, 90505, LOS ANGELES COUNTY.

Registered Owner(s): KYLE B BOONE, 24564 HAWTHORNE BLVD. SUITE 208, TORRANCE, CA, 90505.

This business is being conducted by an Individual. The registrant commenced to transact business under the fictitious business name or names listed above on: 02/2026.

Signed: KYLE B BOONE, OWNER. This statement was filed with the County Recorder of Los Angeles County on June 5, 2026.

NOTICE: This Fictitious Name Statement expires on June 5, 2031. A new Fictitious Business Name Statement must be filed prior to June 5, 2031. Fictitious Business Name in violation of the rights of another under Federal, State, or Common Law (See Section 14400 ET SEQ., Business and Professions Code).

El Segundo Herald: Pub. 7/2, 7/9, 7/16, 7/23/26 **H-4530**

**Fictitious Business Name Statement 2026142042**

The following person(s) is (are) doing business as SOUTH BAY SPORTS NETWORK, 15209 FONTHILL AVE., LAWNDALE, CA, 90260, LOS ANGELES COUNTY.

Registered Owner(s): INGRAM GROUP LLC, 15209 FONTHILL AVE., LAWNDALE, CA, 90260. CORP: CA

This business is being conducted by a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed above on: N/A.

Signed: INGRAM GROUP LLC, VICE PRESIDENT, NICHOLAS INGRAM. This statement was filed with the County Recorder of Los Angeles County on June 30, 2026.

NOTICE: This Fictitious Name Statement expires on June 30, 2031. A new Fictitious Business Name Statement must be filed prior to June 30, 2031. Fictitious Business Name in violation of the rights of another under Federal, State, or Common Law (See Section 14400 ET SEQ., Business and Professions Code).

El Segundo Herald: Pub. 7/9, 7/16, 7/23, 7/30/26 **H-4536**

**Fictitious Business Name Statement 2026147289**

The following person(s) is (are) doing business as LOWRATESSHOP.COM, 909 N PACIFIC COAST HWY SUITE 300, EL SEGUNDO, CA, 90245, LOS ANGELES COUNTY. AI #ON 200214010027

Registered Owner(s): THE WISDOM COMPANIES, LLC, 909 N PACIFIC COAST HWY SUITE 300, EL SEGUNDO, CA, 90245. CORP: CA

This business is being conducted by a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed above on: 07/2026.

Signed: THE WISDOM COMPANIES, LLC, MANAGING MEMBER, MATTHEW CONNELLY. This statement was filed with the County Recorder of Los Angeles County on July 7, 2026.

NOTICE: This Fictitious Name Statement expires on July 7, 2031. A new Fictitious Business Name Statement must be filed prior to July 7, 2031. Fictitious Business Name in violation of the rights of another under Federal, State, or Common Law (See Section 14400 ET SEQ., Business and Professions Code).

El Segundo Herald: Pub. 7/16, 7/23, 7/30 8/6/26 **H-4542**

**Fictitious Business Name Statement 2026146920**

The following person(s) is (are) doing business as CEDARS-SINAI SURGERY CENTER AT CALABASAS, 23621 PARK SORRENTO 1-100, CALABASAS, CA, 91302, LOS ANGELES COUNTY. AI #ON 202010510307

Registered Owner(s): CALABASAS SURGERY CENTER LLC, 6500 WILSHIRE BOULEVARD 19TH FLOOR, LOS ANGELES, CA, 90048. CORP: CA

This business is being conducted by a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed above on: 01/2026.

Signed: CALABASAS SURGERY CENTER LLC, VICE PRESIDENT, TERRI CAMMARANO. This statement was filed with the County Recorder of Los Angeles County on July 7, 2026.

NOTICE: This Fictitious Name Statement expires on July 7, 2031. A new Fictitious Business Name Statement must be filed prior to July 7, 2031. Fictitious Business Name in violation of the rights of another under Federal, State, or Common Law (See Section 14400 ET SEQ., Business and Professions Code).

El Segundo Herald: Pub. 7/16, 7/23, 7/30 8/6/26 **H-4549**

**Fictitious Business Name Statement 2026139423**

The following person(s) is (are) doing business as NEWMAN CONSULTING, 320 CONCORD STAPTA, EL SEGUNDO, CA, 90245, LOS ANGELES COUNTY. AI #ON 202251613150

Registered Owner(s): NEWMAN MEDIA, LLC, 320 CONCORD ST APT A, EL SEGUNDO, CA, 90245. CORP: CA

This business is being conducted by a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed above on: 06/2026.

Signed: NEWMAN MEDIA, LLC, MANAGING MEMBER, RUSSELL NEWMAN. This statement was filed with the County Recorder of Los Angeles County on June 25, 2026.

NOTICE: This Fictitious Name Statement expires on June 25, 2031. A new Fictitious Business Name Statement must be filed prior to June 25, 2031. Fictitious Business Name in violation of the rights of another under Federal, State, or Common Law (See Section 14400 ET SEQ., Business and Professions Code).

El Segundo Herald: Pub. 7/2, 7/9, 7/16, 7/23/26 **H-4531**

**Fictitious Business Name Statement 2026136677**

The following person(s) is (are) doing business as RUM ET AL., 909 E EL SEGUNDO BLVD STE A, EL SEGUNDO, CA, 90245, LOS ANGELES COUNTY.

Registered Owner(s): ET ALIAE SPIRITS LLC, 142 MONTEREY BLVD UNIT B, HERMOSA BEACH, CA, 90245. CORP: CA

This business is being conducted by a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed above on: 06/2024.

Signed: ET ALIAE SPIRITS LLC, PRESIDENT, ROBYN SMITH. This statement was filed with the County Recorder of Los Angeles County on June 23, 2026.

NOTICE: This Fictitious Name Statement expires on June 23, 2031. A new Fictitious Business Name Statement must be filed prior to June 23, 2031. Fictitious Business Name in violation of the rights of another under Federal, State, or Common Law (See Section 14400 ET SEQ., Business and Professions Code).

El Segundo Herald: Pub. 7/9, 7/16, 7/23, 7/30/26 **H-4537**

**Fictitious Business Name Statement 2026147681**

The following person(s) is (are) doing business as SOL WITHIN PSYCHOTHERAPY, 4001 INGLEWOOD AVE BLD 101 STE 266, REDONDO BEACH, CA, 90278, LOS ANGELES COUNTY.

Registered Owner(s): RAEGAN HESSE, 4001 INGLEWOOD AVE BLD 101 STE 266, REDONDO BEACH, CA, 90278.

This business is being conducted by an Individual. The registrant commenced to transact business under the fictitious business name or names listed above on: 07/2026.

Signed: RAEGAN HESSE, OWNER. This statement was filed with the County Recorder of Los Angeles County on July 8, 2026.

NOTICE: This Fictitious Name Statement expires on July 8, 2031. A new Fictitious Business Name Statement must be filed prior to July 8, 2031. Fictitious Business Name in violation of the rights of another under Federal, State, or Common Law (See Section 14400 ET SEQ., Business and Professions Code).

El Segundo Herald: Pub. 7/16, 7/23, 7/30 8/6/26 **H-4543**

**2026146889 STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME Current File #2026067184**

The following person has abandoned the use of the fictitious business name: CEDARS-SINAI SURGERY CENTER AT PASADENA, 2615 EAST WASHINGTON BLVD, PASADENA, CA, 91107. The fictitious business name referred to above was filed in the County of Los Angeles on MARCH 25, 2026. Registrants: RISSER SURGERY CENTER, LLC, 2615 EAST WASHINGTON BLVD, PASADENA CA, 91107. CORP: CA. This business was conducted by a Limited Liability Company. Signed: RISSER SURGERY CENTER, VICE PRESIDENT, TERRI W. CAMMARANO. This statement was filed with the County Clerk of Los Angeles County on July 7, 2026.

El Segundo Herald: Pub. 7/16, 7/23, 7/30, 8/6/26 **H-4550**

**Fictitious Business Name Statement 2026143341**

The following person(s) is (are) doing business as SSUTO, 4817 ZAKON RD, TORRANCE, CA, 90505, LOS ANGELES COUNTY.

Registered Owner(s): SSUTO LLC, 4817 ZAKON RD, TORRANCE, CA, 90505. CORP: CA

This business is being conducted by a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed above on: 06/2026.

Signed: SSUTO LLC, PRESIDENT, ANTHONY SARACENI. This statement was filed with the County Recorder of Los Angeles County on July 1, 2026.

NOTICE: This Fictitious Name Statement expires on July 1, 2031. A new Fictitious Business Name Statement must be filed prior to July 1, 2031. Fictitious Business Name in violation of the rights of another under Federal, State, or Common Law (See Section 14400 ET SEQ., Business and Professions Code).

El Segundo Herald: Pub. 7/9, 7/16, 7/23, 7/30/26 **H-4532**

**Fictitious Business Name Statement 2026119747**

The following person(s) is (are) doing business as ELEVARE CONSULTANCY, 1271 BEACON LANE, HARBOR CITY, CA, 90710, LOS ANGELES COUNTY.

Registered Owner(s): ZAF ELEVARE GROUP, LLC, 1271 BEACON LANE, HARBOR CITY, CA, 90710. CORP: CA

This business is being conducted by a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed above on: 05/2026.

Signed: ZAF ELEVARE GROUP, LLC, MANAGING MEMBER, ZENNIA A FIGUEROA. This statement was filed with the County Recorder of Los Angeles County on June 2, 2026.

NOTICE: This Fictitious Name Statement expires on June 2, 2031. A new Fictitious Business Name Statement must be filed prior to June 2, 2031. Fictitious Business Name in violation of the rights of another under Federal, State, or Common Law (See Section 14400 ET SEQ., Business and Professions Code).

El Segundo Herald: Pub. 7/9, 7/16, 7/23, 7/30/26 **H-4538**

**Fictitious Business Name Statement 2026149069**

The following person(s) is (are) doing business as CENTRAL METRO PLACE, 911 N. STUDEBAKER ROAD, LONG BEACH, CA, 90815, LOS ANGELES COUNTY. AI #ON 498260

Registered Owner(s): BALDWIN PARK RHF HOUSING, INC., 911 N. STUDEBAKER ROAD, LONG BEACH, CA, 90815.

This business is being conducted by a Limited Partnership. The registrant commenced to transact business under the fictitious business name or names listed above on: 05/2026.

Signed: BALDWIN PARK RHF HOUSING, INC., GENERAL PARTNER, LAURA FOX. This statement was filed with the County Recorder of Los Angeles County on July 9, 2026.

NOTICE: This Fictitious Name Statement expires on July 9, 2031. A new Fictitious Business Name Statement must be filed prior to July 9, 2031. Fictitious Business Name in violation of the rights of another under Federal, State, or Common Law (See Section 14400 ET SEQ., Business and Professions Code).

El Segundo Herald: Pub. 7/16, 7/23, 7/30 8/6/26 **H-4545**

**2026145043 STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME Current File #2025047805**

The following person has abandoned the use of the fictitious business name: CLEAR MORTGAGE GROUP, 750 SOUTH MAIN STREET SUITE 104, BOUNTIFUL, UT, 84010. The fictitious business name referred to above was filed in the County of Los Angeles on MARCH 10, 2025. Registrants: CITY FIRST MORTGAGE SERVICES, L.L.C., 750 SOUTH MAIN STREET SUITE 104, BOUNTIFUL, UT, 84010. CORP: UTAH. This business was conducted by a Limited Liability Company. Signed: CITY FIRST MORTGAGE SERVICES, L.L.C., MANAGER, GERRET VAN WAGONER. This statement was filed with the County Clerk of Los Angeles County on July 2, 2026.

El Segundo Herald: Pub. 7/16, 7/23, 7/30, 8/6/26 **H-4551**

**Fictitious Business Name Statement 2026146053**

The following person(s) is (are) doing business as DYNAMIC DOX, 2121 PARK PLACE SUITE 150, EL SEGUNDO, CA, 90245, LOS ANGELES COUNTY.

Registered Owner(s): ROCK-IT CARGO USA LLC, 2121 PARK PLACE SUITE 150, EL SEGUNDO, CA, 90245. CORP: DE

This business is being conducted by a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed above on: 07/2026.

Signed: ROCK-IT CARGO USA LLC, VICE PRESIDENT, JACOB FISHER. This statement was filed with the County Recorder of Los Angeles County on July 6, 2026.

NOTICE: This Fictitious Name Statement expires on July 6, 2031. A new Fictitious Business Name Statement must be filed prior to July 6, 2031. Fictitious Business Name in violation of the rights of another under Federal, State, or Common Law (See Section 14400 ET SEQ., Business and Professions Code).

El Segundo Herald: Pub. 7/9, 7/16, 7/23, 7/30/26 **H-4533**

**Fictitious Business Name Statement 2026135711**

The following person(s) is (are) doing business as 1) DAIKIN 2) DAIKIN APPLIED, 13600 INDUSTRIAL PARK BOULEVARD, MINNEAPOLIS, MN, 55441, HENNEPIN COUNTY. AI #ON 1819657

Registered Owner(s): DAIKIN APPLIED AMERICAS INC., 13600 INDUSTRIAL PARK BOULEVARD, MINNEAPOLIS, MN, 55441. CORP: DELAWARE

This business is being conducted by a Corporation. The registrant commenced to transact business under the fictitious business name or names listed above on: 01/2013.

Signed: DAIKIN APPLIED AMERICAS INC., TREASURER, ALEXANDER KOLOSOVSKY. This statement was filed with the County Recorder of Los Angeles County on June 22, 2026.

NOTICE: This Fictitious Name Statement expires on June 22, 2031. A new Fictitious Business Name Statement must be filed prior to June 22, 2031. Fictitious Business Name in violation of the rights of another under Federal, State, or Common Law (See Section 14400 ET SEQ., Business and Professions Code).

El Segundo Herald: Pub. 7/9, 7/16, 7/23, 7/30/26 **H-4539**

**Fictitious Business Name Statement 2026148590**

The following person(s) is (are) doing business as CRENSHAW GARDENS, 911 N. STUDEBAKER ROAD, LONG BEACH, CA, 90815, LOS ANGELES COUNTY. AI #ON 3681087

Registered Owner(s): CRENSHAW RHF HOUSING, INC., 911 N. STUDEBAKER ROAD, LONG BEACH, CA, 90815. CORP: CA

This business is being conducted by a Limited Partnership. The registrant commenced to transact business under the fictitious business name or names listed above on: 05/2014.

Signed: CRENSHAW RHF HOUSING, INC., GENERAL PARTNER, LAURA FOX, SECRETARY. This statement was filed with the County Recorder of Los Angeles County on July 8, 2026.

NOTICE: This Fictitious Name Statement expires on July 8, 2031. A new Fictitious Business Name Statement must be filed prior to July 8, 2031. Fictitious Business Name in violation of the rights of another under Federal, State, or Common Law (See Section 14400 ET SEQ., Business and Professions Code).

El Segundo Herald: Pub. 7/16, 7/23, 7/30 8/6/26 **H-4546**

**Fictitious Business Name Statement 2026148278**

The following person(s) is (are) doing business as FIREMASTER, 6450 METRO PLEX DRIVE, FORT MYERS, FL, 33966, LEE COUNTY. AI #ON 201230310071.

Registered Owner(s): SIMPLEX TIME RECORDER LLC, 5757 GREEN BAY AVE, MILWAUKEE, WI, 53209.

This business is being conducted by a Limited Partnership. The registrant commenced to transact business under the fictitious business name or names listed above on: N/A.

Signed: SIMPLEX TIME RECORDER LLC, GENERAL PARTNER, NATE R. CLARKE, VICE PRESIDENT OF SIMPLEX TIME RECORDER LLC, GP OF MASTER PROTECTION LP . This statement was filed with the County Recorder of Los Angeles County on July 8, 2026.

NOTICE: This Fictitious Name Statement expires on July 8, 2031. A new Fictitious Business Name Statement must be filed prior to July 8, 2031. Fictitious Business Name in violation of the rights of another under Federal, State, or Common Law (See Section 14400 ET SEQ., Business and Professions Code).

El Segundo Herald: Pub. 7/16, 7/23, 7/30 8/6/26 **H-4552**

**Fictitious Business Name Statement 2026137455**

The following person(s) is (are) doing business as LIGHT, 2421 WEST 205TH ST D107, TORRANCE, CA, 90501, LA COUNTY.

Registered Owner(s): J2MK LLC, 2421 WEST 205TH ST D107, TORRANCE, CA, 90501. CORP: CA

This business is being conducted by a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed above on: 06/2026.

Signed: J2MK LLC, MEMBER, JEFFREY SKIPPON. This statement was filed with the County Recorder of Los Angeles County on June 23, 2026.

NOTICE: This Fictitious Name Statement expires on June 23, 2031. A new Fictitious Business Name Statement must be filed prior to June 23, 2031. Fictitious Business Name in violation of the rights of another under Federal, State, or Common Law (See Section 14400 ET SEQ., Business and Professions Code).

El Segundo Herald: Pub. 7/2, 7/9, 7/16, 7/23/26 **H-4534**

**Fictitious Business Name Statement 2026135714**

The following person(s) is (are) doing business as DENTAL AESTHETICS BY ALBERT SILVERA, 450 NORTH BEDFORD DRIVE SUITE 300, BEVERLY HILLS, CA, 90210, LOS ANGELES COUNTY.

Registered Owner(s): SILVERA DENTAL CORPORATION, 450 NORTH BEDFORD DRIVE SUITE 300, BEVERLY HILLS, CA, 90210. CORP: CALIFORNIA

This business is being conducted by a Corporation. The registrant commenced to transact business under the fictitious business name or names listed above on: N/A.

Signed: SILVER A DENTAL CORPORATION, CEO, ALBERT SILVERA. This statement was filed with the County Recorder of Los Angeles County on June 22, 2026.

NOTICE: This Fictitious Name Statement expires on June 22, 2031. A new Fictitious Business Name Statement must be filed prior to June 22, 2031. Fictitious Business Name in violation of the rights of another under Federal, State, or Common Law (See Section 14400 ET SEQ., Business and Professions Code).

El Segundo Herald: Pub. 7/9, 7/16, 7/23, 7/30/26 **H-4540**

**Fictitious Business Name Statement 2026146883**

The following person(s) is (are) doing business as 1) BEVERLY HILLS VISION CENTER 2) CEDARS-SINAI PRIMARY CARE, 3) CEDARS-SINAI ORTHOPAEDICS AT SANTA MONICA, 4) CEDARS-SINAI HEALTH ASSOCIATES, 5) CEDARS-SINAI MEDICAL NETWORK, 6) CEDARS-SINAI HEART, 7) MARINA WEIGHT MANAGEMENT CENTER, 8) CEDARS-SINAI ORTHOPAEDICS, 9) CEDARS-SINAI PHYSICIAN NETWORK , 10) CEDARS-SINAI IPA AT HUNTINGTON, 11) CEDARS-SINAI PHYSICIAN NETWORK AT HUNTINGTON, 12) CEDARS-SINAI IPA HUNTINGTON, 13) CEDARS-SINAI ENDOSCOPY CENTER 14) CEDARS-SINAI ENDOSCOPY CENTER AT BEVERLY HILLS , 15) CEDARS-SINAI URGENT CARE, 6500 WILSHIRE BOULEVARD 19TH FLOOR, LOS ANGELES, CA, 90048, LOS ANGELES COUNTY. AI #ON 1877856

Registered Owner(s): CEDARS-SINAI MEDICAL CARE FOUNDATION, 6500 WILSHIRE BOULEVARD 19TH FLOOR, LOS ANGELES, CA, 90048. CORP: CA

This business is being conducted by a Corporation. The registrant commenced to transact business under the fictitious business name or names listed above on: 12/1994.

Signed: CEDARS-SINAI MEDICAL CARE FOUNDATION, VICE PRESIDENT, TERRI CAMMARANO. This statement was filed with the County Recorder of Los Angeles County on July 7, 2026.

NOTICE: This Fictitious Name Statement expires on July 7, 2031. A new Fictitious Business Name Statement must be filed prior to July 7, 2031. Fictitious Business Name in violation of the rights of another under Federal, State, or Common Law (See Section 14400 ET SEQ., Business and Professions Code).

El Segundo Herald: Pub. 7/16, 7/23, 7/30 8/6/26 **H-4547**





Data Center

from front page

major companies in the coming decades.

Environmental project manager Rita Garcia with Kinley Horn of Los Angeles testified that total water consumption at the hotel site would decrease. The design included a closed rooftop cooling system that would circulate water and reduce the daily consumption rate by 8,900 gallons per day, calculations showed.

To keep the data center operating through electrical outages, the developer proposed 16 diesel-powered generators as a backup power source. The generators would be housed within the building and out of sight.

To ensure continuous energy supply in the event of loss of electrical grid power, the project proposes 16 stationary diesel-fueled combustion engines and generators (gen-sets) inside the building. The 16 gen-sets, each capable of producing 3.5 MW, would be used only in the event of an emergency.

Todd Sword, who represented Southern California Edison. took the podium and assured the commissioners that the utility was prepared to handle the data center’s power requirements. Despite concerns about electrical rates rising for Edison customers in the project area, Sword said consumer rates would decline. Residential customers would

pay only for the cost of extending power lines to the Nash Street site. The data center would be responsible for all costs associated with building an electrical substation, he said.

Residents from El Segundo, Del Aire and Hollyglen packed the City Council chambers, and the majority voiced opposition to the data center and electrical substation on the east side of Pacific Coast Highway. A public hearing notice published in the Herald tipped off community members to the intentions of a Delaware-based corporation to host data servers for private clients in the LAX area.

Many who were unable to attend sent letters pleading with planning commissioners to turn down the project, citing studies and published reports. Data centers have a massive environmental impact and have been shown to harm the air and water of residents near them. They have also been shown to decrease water pressure and increase the energy costs of residents in the area,” wrote El Segundo resident Emily Novokmet.

Stacey and Dennis Dunn said their online search of articles about data centers found only one that was positive. “They are noisy, use an exorbitant amount of water and the beneficiaries do not cover the expenses; local residents do,” their letter said.

Ari Abramczyk wrote, “These centers are linked with cardiovascular disease, respiratory issues, chronic stress- the hum of the fans even prevents some plants from growing. They emit hazardous chemicals (PM 2.5) that cause and trigger Asthma. These centers can contaminate the environment permanently with forever chemicals.”

El Segundo is home to as many as four data centers, however, the prospect of a 50-megawatt facility and the associated impacts of heat and low-frequency noise raised alarms with local residents. So many people turned out for the 6 p.m. hearing, two hours were devoted to public comments from 59 people who asked to speak. To expedite the public-comment session, three people at a time were called forward and given two minutes apiece to speak. So many people turned out for the 6 p.m. hearing that two hours were devoted to public comments from 59 people who asked to speak. To expedite the public-comment session, three people at a time were called forward and given two minutes to state any objections or questions about having a large-scale data center in the city.

Nearly three hours into the public hearing, Eight Form’s founder Shokeen raised his hand and asked to address the commission “to save everyone time,” he said. Over jeers and protests from audience members who hadn’t spoken yet, Planning Commission Chairman Kevin Maggay paused the hearing to hear once more from the developer.

“If you’re saying what I think you’re saying, you are withdrawing the application?” Maggay asked. Shokeen — who was seated in the audience — replied, “I am withdrawing the application,” after listening to 44 people voice their concerns and cite studies about noise, emissions, and wastewater contamination associated with data centers. The council chambers erupted in applause and cheering.

“I’ve heard the community loud and clear,” Shokeen said, facing the five commissioners. “My intention isn’t to put anybody through any mental or physical harm. We’re not going to be moving forward with the data center.” The applicant turned and walked out of the council chambers, leaving everyone in stunned silence.

City Development Director Michael Allen remarked, “This is a little unprecedented,” before the hearing came to a close. •

PUBLIC NOTICES

2026146913

STATEMENT OF ABANDONMENT  
OF USE OF FICTITIOUS BUSINESS  
NAME

Current File #2026067144

The following person has abandoned the use of the fictitious business name: CEDARS-SINAI SURGERY CENTER AT BEVERLY HILLS, 450 N. ROXBURY DRIVE SUITE 602, BEVERLY HILLS, CA, 90210. The fictitious business name referred to above was filed in the County of Los Angeles on MARCH 25, 2026. Registrants: PRECISION AMBULATORY SURGERY CENTER, LLC, 450 N. ROXBURY DRIVE SUITE 602, BEVERLY HILLS, CA, 90210. CORP: CA. This business was conducted by a Limited Liability Company. Signed: PRECISION AMBULATORY SURGERY CENTER, LLC, VICE PRESIDENT, TERRI W. CAMMARANO. This statement was filed with the County Clerk of Los Angeles County on July 7, 2026.  
El Segundo Herald: Pub. 7/16, 7/23, 7/30, 8/6/26  
H-4553

Fictitious Business  
Name Statement  
2026150249

The following person(s) is (are) doing business as 1) STUDENT LOAN ANGEL 2) LEMON LAW HELP, 10250 CONSTELLATION BLVD STE 2500, LOS ANGELES, CA, 90067, LOS ANGELES COUNTY.  
Registered Owner(s): 1) KNIGHT LAW GROUP, LLP, 10250 CONSTELLATION BLVD STE 2500, LOS ANGELES, CA, 90067. 2) STEVE MIKHOV, 10250 CONSTELLATION BLVD STE 2500, LOS ANGELES, CA, 90067.  
This business is being conducted by a Limited Liability Partnership. The registrant commenced to transact business under the fictitious business name or names listed above on: N/A.  
Signed: KNIGHT LAW GROUP, LLP, GENERAL PARTNER STEVE MIKHOV. This statement was filed with the County Recorder of Los Angeles County on July 10, 2026.  
NOTICE: This Fictitious Name Statement expires on July 10, 2031. A new Fictitious Business Name Statement must be filed prior to July 10, 2031. Fictitious Business Name in violation of the rights of another under Federal, State, or Common Law (See Section 14400 ET SEQ., Business and Professions Code).  
El Segundo Herald: Pub. 7/16, 7/23, 7/30 8/6/26  
H-4554

Fictitious Business  
Name Statement  
2026140044

The following person(s) is (are) doing business as AGENT AMERICA INSURANCE SOLUTIONS, 1995 W 190TH ST STE 101, TORRANCE, CA, 90504, LOS ANGELES COUNTY.  
Registered Owner(s): AGENT AMERICA, INC., 1995 W 190TH ST STE 101, TORRANCE, CA, 90504. CORP: CA  
This business is being conducted by a Corporation. The registrant commenced to transact business under the fictitious business name or names listed above on: 02/2005.  
Signed: AGENT AMERICA, INC, PRESIDENT, ICHIRO NAKAZAWA. This statement was filed with the County Recorder of Los Angeles County on June 26, 2026.  
NOTICE: This Fictitious Name Statement expires on June 26, 2031. A new Fictitious Business Name Statement must be filed prior to June 26, 2031. Fictitious Business Name in violation of the rights of another under Federal, State, or Common Law (See Section 14400 ET SEQ., Business and Professions Code).  
El Segundo Herald: Pub. 7/23, 7/30 8/6, 8/13/26  
H-4555

Fictitious Business  
Name Statement  
2026154811

The following person(s) is (are) doing business as RISE DISPENSARY, 908 E. COLORADO BLVD, PASADENA, CA, 91106, LOS ANGELES COUNTY. AI #ON 201831310311  
Registered Owner(s): INTEGRAL ASSOCIATES DENA, LLC, 325 W. HURON ST. SUITE 700, CHICAGO, IL, 60654. CORP: CALIFORNIA  
This business is being conducted by a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed above on: N/A.  
Signed: INTEGRAL ASSOCIATES DENA, LLC, MANAGER, BRET KRAVITZ. This statement was filed with the County Recorder of Los Angeles County on July 16, 2026.  
NOTICE: This Fictitious Name Statement expires on July 16, 2031. A new Fictitious Business Name Statement must be filed prior to July 16, 2031. Fictitious Business Name in violation of the rights of another under Federal, State, or Common Law (See Section 14400 ET SEQ., Business and Professions Code).  
El Segundo Herald: Pub. 7/23, 7/30 8/6, 8/13/26  
H-4556

Fictitious Business  
Name Statement  
2026152794

The following person(s) is (are) doing business as SECURE PARKING, 710 E. COMMERCIAL ST, LOS ANGELES, CA, 90012, LOS ANGELES COUNTY. AI #ON B20260109606  
Registered Owner(s): SECURE PARKING USA, LLC, 626 E WISCONSIN AVENUE SUITE 1410, MILWAUKEE, WI, 53202. CORP: WISCONSIN  
This business is being conducted by a Limited Liability Company. The registrant commenced to transact business under the fictitious business name or names listed above on: 03/2026.  
Signed: SECURE PARKING USA, LLC, MEMBER, DEREK JONES. This statement was filed with the County Recorder of Los Angeles County on July 14, 2026.  
NOTICE: This Fictitious Name Statement expires on July 14, 2031. A new Fictitious Business Name Statement must be filed prior to July 14, 2031. Fictitious Business Name in violation of the rights of another under Federal, State, or Common Law (See Section 14400 ET SEQ., Business and Professions Code).  
El Segundo Herald: Pub. 7/23, 7/30 8/6, 8/13/26  
H-4557

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PETSPETS*Pets*PETSPETSPETS

Purrrfect Companions



Silas  
Provided by Hannah Collett, spcaLA  
Silas is a gentle German Shepherd with a sweet, soulful personality. He loves getting attention from staff and volunteers, trying out tasty treats, and learning new things. He is a smart boy who enjoys training games and walks nicely on leash, making him a wonderful companion. Could Silas be your Friend for Life? <https://spcala.com/adoptable/pet/?ss=LACA-A-23147>. Meet Cane, a handsome Dogo Argentino mix with 75 pounds of love, energy, and personality! This sweet boy enjoys staying

active and spending time with our staff and volunteers. Cane is a strong pup, so he'll do best with someone who can keep up with his strength and enthusiasm. After an active day, his affectionate side shines through and he welcomes pets from his companions. If you're looking for a loyal, fun-loving companion with a heart as big as he is, Cane might be your perfect match. <https://spcala.com/adoptable/pet/?ss=LACA-A-21142>. This beautiful girl is Rosie! Rosie has a silky black coat accented by an adorable white bib,



Rosie  
making her just as stunning as she is sweet. She loves people and happily greets visitors with affection and curiosity. One of her favorite places in the cattery is the windowsill, where she can soak up the warm sunshine and watch the world go by. She's very social with other cats and enjoys their company, so she may do well in a home with a feline friend. Come meet her today! <https://spcala.com/adoptable/pet/?ss=LACA-A-23500>. Meet Piper! This petite black and gray tabby kitten has endless energy and an irresist-

ibly cute personality. She came to the shelter with her siblings and now she's ready to find a loving home of her own. This playful girl loves to explore her surroundings, chase toys, and turn every moment into an adventure. After playtime, she's happy to curl up and take a well-deserved nap. Piper is spayed, microchipped, and ready to go home today! If you're looking for a sweet kitten to fill your home with laughter and love, Piper could be the one for you! <https://spcala.com/adoptable/pet/?ss=LACA-A-23301>. •



Cane



Piper

“Opening up your life to a dog who needs a home is one of the most fulfilling things you can do.”  
— EMMA KENNEY



