

El Segundo Herald

The Weekly Newspaper of El Segundo

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A Big Check from Chevron at the Champions of Business Event



Chevron El Segundo Refinery General Manager Henry Kusch presented a grant check for \$125,000 to the City of El Segundo during last Wednesday's Champions of Business Celebration to help further economic development. L-to-R: Economic Development Manager Barbara Voss; Councilmember Scot Nicol; Councilmember Dr. Brann; Mayor Pro Tem Carol Pirsztuk; Henry Kusch; Mayor Drew Boyles; Councilmember Chris Pimentel; Chevron Policy, Government & Public Affairs Representative Lily Craig; and EDAC Chair Al Keahi. (Photo: Robert Cefl, City of El Segundo).

City Council Approves Smoky Hollow Plan; Adopts New Budget

By Brian Simon

Many years in the making, the updated Smoky Hollow Specific Plan is now approved after the El Segundo City Council's vote on Tuesday night. With Mayor Drew Boyles and Councilmember Scot Nicol recusing themselves due to business conflicts, the remaining three in the group unanimously passed the plan after staff came back with final tweaks to resolve issues brought up last month.

First, the Medium Density Residential (MDR) Overlay Zone will not be deleted from the municipal code as previously recommended. Planning staff will in the coming weeks clean up language ambiguities and adjust the MDR to match the R-3 zone. They will also look at the idea of live-work spaces in Smoky Hollow in the future.

Rather than creating a parking lane on El Segundo Boulevard all the way to Pacific Coast Highway as originally proposed, staff and the Public Works Department will implement a pilot program for a few blocks on the west side of Smoky Hollow. This will entail temporarily narrowing three of the four lanes (as a way to slow traffic) and putting spaces on the north side of the street adjacent to Downtown El Segundo. The southernmost eastbound lane will remain as is to accommodate trucks exiting Chevron. Planning Manager Gregg McClain called traffic speed the "number one problem," but said that addressing it will result in better lines of sight – particularly at the hill near Center Street.

The building height limit in the specific plan remains at 35 feet, but can increase to

50 feet in exchange for an applicant providing a community benefit (subject to Planning Commission and City Council review). The old plan does already allow the 50-foot max in the eastern half of Smoky Hollow through lot consolidation. The Council agreed to not put a three-story restriction on buildings and also opted not to limit additional height capability to just the east side. "Everyone wants high ceilings now," McClain explained. A Smoky Hollow property owner echoed the sentiment in telling the Council that "raising the height allows us to do so much more."

Another applicant needs the 50 feet in order to build a 400-car parking garage that is "days away from starting" construction.

Meanwhile, the Council also received a list of potential community benefits that developers can offer. Among the ideas are pocket parks, surplus parking, public art, and landscape/sidewalk/intersection improvements.

In addition to adopting the specific plan, the Council approved the parking in-lieu fee program for Smoky Hollow. Cost per space: Just under \$28,000.

See City Council, page 13

Champions of Business Event Honors Buss, Local Innovators

By Brian Simon

A packed house filled the courts at the UCLA Health Training Center last Wednesday evening to recognize local business leaders and honor Los Angeles Lakers owner Jeanie Buss. The fifth annual Champions of Business Celebration served as another reminder of El Segundo's growth in recent years as a major commercial hub in the Southland.

Economic Development Manager Barbara Voss provided an overview of the City of El Segundo's recent achievements, which included bringing in 200 new businesses over the past two years and seeing the office vacancy rate drop below 10 percent for the first time since 2014. Over this period,

Voss noted, El Segundo has become one of the most sought-after commercial real estate markets in the Los Angeles region. She also mentioned that a number of companies, including the event-hosting Lakers, expanded their local footprint. Voss additionally spoke of the Smoky Hollow plan that will attract more creative and tech firms here, the Downtown El Segundo beautification program, and a new destination website about to launch.

Economic Development Advisory Council (EDAC) Chair Al Keahi pointed to the "change in growth" here, but stressed that the city "still retains an inherent team spirit" that has been in place since the founding of the community. He referred to El Segundo

See Champions of Business, page 15

Weekend Forecast

Friday
Partly
Cloudy
73°/64°



Saturday
Sunny
72°/64°



Sunday
Sunny
75°/63°



Wiseburn Board Hears Concerns, Discusses Funding Challenges

By Duane Plank

With no special presentations on the agenda, the Wiseburn School Board meeting last Thursday evening was expected to be relatively brief. It didn't turn out that way, though. Three concerned citizens addressed the Board during the "from the public" portion of the meeting, raising questions and eliciting member comments and answers for nearly 30 minutes. The public comment portion of the meeting typically occurs after the members return from an initial closed session.

The Board later in the meeting decided -- after back-and-forth discussion with administrators -- pull multiple spending items from the agenda, as it continues to consider how to allocate funds in the wake of the defeat of the June 5 school bond Measure W.

Comments during the public hearings included citizens giving their opinions on the increase of school facilities developer fees, the Aviation Boulevard interim site of the Success Learning Center, and Wiseburn Unified School District's before-and-after-school program.

Members of the public also expressed that they hoped to see the District increase its social media presence and communication about hot-button issues, although there are parameters that preclude the Board from posting certain information online. Board members responded that they are working on increasing communication avenues to concerned parties and attempting to make all District actions as transparent as possible.

During his comments, Superintendent Dr. Blake Silvers commemorated the service and passing of long-time District employee custodian John Grady, who served for more than 30 years and retired in October 2014. Grady, who died on Aug. 22, worked at Juan

de Anza Elementary and at the District's Alan B. Shepard School. Silvers, prior to the meeting, noted that Grady's memorial service was well-attended by Wiseburn employees and called it "a nice tribute."

Also before the meeting, Silvers talked about his first couple of weeks on the job since school restarted in late August for the District's elementary and middle schools. Silvers made his inaugural State of the District address, captained the employee start-of-school barbecue in late August, and announced the 2017/18 classified and credentialed Employees of the Year.

Marcos Chavez received the honors as the Classified Employee of the Year. He has worked for Wiseburn for more than a quarter of a century, mainly at Dana Middle School. He originally joined the District in October 1991, assigned to the maintenance and operations department as a custodian.

Director of Educational Services Dr. Aileen Harbeck said about Chavez that he "helps make Dana tick. He is such an important ingredient to the logistics and support that makes Dana Middle School a great place." Silvers added, "I, as this individual's supervisor, have shared that [Chavez] has such a tough job. He always answers with a positive attitude and shows up to support the situation."

The Certificated Employee of the Year is Cabrillo Elementary's Jennifer Williams. Silvers, in his reveal of the employees of the year, called first grade teacher Williams a "cheerleader for collaboration with a passion for great instruction."

During reports, Board member Dr. Neil Goldman talked about attending what he termed "inspiring" District back-to-school nights, and

See Wiseburn, page 6

Calendar of Events

Deadline for Calendar items is the prior Thursday by noon. Calendar items are \$1 per word. Email listings to marketing@heraldpublications.com. We accept Visa and MasterCard.

THURSDAY, SEP. 20

- El Segundo Certified Farmer's Market, 3:00 PM. – 7:00 PM., located on Main Street, Downtown El Segundo.
- Evening Family Story Time, 6:30 PM. – 7:00 PM., children under 8 must be with an adult, pajamas and stuffies are highly encouraged, El Segundo Public Library, 111 W. Mariposa Ave., Call: 310-524-2728.

FRIDAY, SEP. 21

- Bingo, 1:00 PM. - 3:00 PM., 50 Plus, \$3.00 minimum, Senior Club of El Segundo, 339 Sheldon St., Call Diane: 310-640-9577.
- Excel Basics, 8:30 AM. – 10:00 AM., seating is limited, registration is required, bring your own laptop if available, El Segundo Public Library, 111 W. Mariposa Ave., Call: 310-524-2728.

SATURDAY, SEP. 22

- Saturday Night Dance, 7:00 PM. – 9:45 PM., Cost: \$3.00 Per Person, Adults of all Ages Welcome, Senior Club of El Segundo, 339 Sheldon St., Call: 310-524-2705.
- The Fair on Richmond Street, 9:00 AM. – 5:00 PM., Sponsored By the El Segundo Kiwanis, Downtown El Segundo, Food, Games, Craft Booth, Kids Zone, Beer Garden, Live Music, School Groups.

SUNDAY, SEP. 23

- Bridge & Pinochle Groups, 11:30 AM. – 3:45 PM, Senior Club of El Segundo, 339 Sheldon St., Call Pam at: 310-318-2856.

MONDAY, SEP. 24

- Canasta Group, 12:00 PM. – 3:00 PM., 50 Plus, Free, Senior Club of El Segundo, 339 Sheldon St., Call Pam at: 310-318-2856.
- Maker Monday: Fairy Jars, 12:00 PM. – 1:00 PM., for 18 yrs. and older, please bring in your own personal memento

items for your project, El Segundo Public Library, 111 W. Mariposa Ave., Call: 310-524-2722.

TUESDAY, SEP. 25

- Pinochle, 11:30 AM. – 3:30 PM., Senior Club of El Segundo, 339 Sheldon St., Call Pam at: 310-318-2856.
- Board of Education Meeting, 7:00 PM., District Administrative Offices –Board Room, 641 Sheldon Street

WEDNESDAY, SEP. 26

- Bowling, 1:00 PM – 3:00 PM, 50 Plus, Senior Club of El Segundo, Gable House Bowl, 22501 Hawthorne Blvd., Torrance, Cost: \$8.25 for 3 games, Call Joyce at: 310-322-7621.
- Book Discussion Group: A Place for Us, 6:30 PM., free, El Segundo Public Library, 111 W. Mariposa Ave., Call: 310-524-2728.

THURSDAY, SEP. 27

- El Segundo Certified Farmer's Market, 3:00 PM. – 7:00 PM., located on Main Street, Downtown El Segundo.
- Vaping & Tobacco Parent Presentation, 6:00 PM., ESHS Library, 640 Main Street, Call: 310-615-2662.

FRIDAY, SEP. 28

- Bingo, 1:00 PM. - 3:00 PM., 50 Plus, \$3.00 minimum, Senior Club of El Segundo, 339 Sheldon St., Call Diane: 310-640-9577.

SATURDAY, SEP. 29

- Saturday Night Dance, 7:00 PM. – 9:45 PM., Cost: \$3.00 Per Person, Adults of all Ages Welcome, Senior Club of El Segundo, 339 Sheldon St., Call: 310-524-2705.

SUNDAY, SEP. 30

- Bridge & Pinochle Groups, 11:30 AM. – 3:45 PM, Senior Club of El Segundo, 339 Sheldon St., Call Pam at: 310-318-2856.

MONDAY, OCT. 1

- Canasta Group, 12:00 PM. – 3:00 PM., 50 Plus, Free, Senior Club of El Segundo, 339 Sheldon St., Call Pam at: 310-318-2856.

See Calendar of Events, page 4

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Correction

Incorrect Crossword Puzzle
In the August 30th edition, we incorrectly placed the wrong crossword puzzle and

clues. We thank you for your readership and apologize for any inconvenience this may have caused.
— *Herald Publications* •

Community Briefs

Air Force Announces Selection of GPS III Follow-On Contract

The U.S. Air Force announced selection of Lockheed Martin for a fixed-price-type production contract for 22 Global Positioning System III Follow-On (GPS IIIF) satellites with a total estimated contract value up to \$7.2 billion. “The world is dependent on GPS, from getting directions to getting cash from an ATM machine or trading on the stock exchange,” said Secretary of the Air Force Heather Wilson. “These satellites will provide greater accuracy, and improved anti-jamming capabilities making them more resilient.”

Today, the Air Force operates a total of 77 satellites vital to national security that provide communications, command and control, missile warning, nuclear detonation detection, weather, and GPS for the world.

The Air Force’s acquisition strategy for this solicitation achieved a balance between mission success, meeting operational needs, opportunities for technology insertion, lowering costs, and introducing competition for National Security Space missions.

Since the Department of Defense delegated

decision authorities on this program to the Air Force, the service saved five months by eliminating an additional layer of reviews and speeding up the source selection process. Additionally, by using a fixed-price contract, the contractor, not the taxpayer would be responsible for any cost overruns.

The first GPS IIIF satellite is expected to be available for launch in 2026. The Air Force is the lead agency for procuring these satellites.

The Air Force Space Command’s Space and Missile Systems Center, located at Los Angeles Air Force Base in El Segundo is the U.S. Air Force’s center of excellence for acquiring and developing military space systems. Its portfolio includes the Global Positioning System, military satellite communications, defense meteorological satellites, space launch, range systems, satellite control networks, space-based infrared systems, and space situational awareness capabilities.

— *Content: Abridged from Space and Missile Systems Center Press Release*

West Basin Water Harvest Block Party Brings Community Together

West Basin Municipal Water District will host its 20thannual Water Harvest festival on Saturday, Oct. 20 from 10 a.m. to 2 p.m. outside of its Edward C. Little Water Recycling Facility (ECLWRF) in El Segundo. The free, family-oriented event will be a block party this year featuring educational booths, games, giveaways and water-related activities.

The event will take place on South Hughes Way, outside of the ECLWRF, to become a community block party. Typically, the District hosts the event at its water recycling facility but changed the venue to the street due to renovations underway at the facility’s visitor and education center. Free parking and shuttle service to the event will be available once again this year at 1960 E. Grand Ave. (at Pacific Coast Highway, formerly Sepulveda Boulevard).

Water Harvest is designed to entertain children, adults and families alike with fun water education activities, food, games, stage shows, kids costume contest, giveaways and more. Each year, thousands of community members bring their families to Water Harvest to learn about water conservation, water use efficiency and environmental stewardship in their everyday lives.

The District will also recognize five local organizations and individuals who have showcased their commitment to local water issues during its “Water Reliability” awards ceremony, which will commence on the main event stage at 11 a.m.

For additional information about Water Harvest, parking directions, and a schedule of events, please visit www.westbasin.org/waterharvest.

— *Source: West Basin* •

Police Reports

Thursday, Sept. 6

Petty theft occurred between 09/05/18 and 09/06/18 in the 600 block of Illinois Street. Miscellaneous personal items were taken from an unlocked vehicle.

Burglary (auto) occurred between 1500 hours on 09/05/18 and 0700 hours on 09/06/18 in the 1400 block of East Palm Avenue. Miscellaneous items were taken from a locked vehicle.

One male adult was arrested at 1017 hours from the 900 block of McCarthy Court for one OCS and one HBPD misdemeanor warrant.

Burglary (auto) occurred between 2100 hours on 09/05/18 and 1000 hours on 09/06/18 in the 600 block of Illinois Court. Two vehicles were broken in to and miscellaneous items were taken.

Felony hit and run report occurred at 1835 hours from Pacific Coast Highway and Park Place, vehicle versus parked bus.

One male adult was arrested and two juveniles were detained at 2313 hours from Grand Avenue and Pacific Coast Highway for conspiracy to commit grand theft.

Friday, Sept. 7

Burglary (auto) occurred between 09/06/18 and 09/07/18 in the 200 block of Sierra Street. Miscellaneous items were taken from a vehicle.

Vandalism report was taken at 1257 hours from the 2500 block of Park Place. A vehicle

was damaged.

One male adult was arrested at 1346 hours from the 100 block of Richmond Street for plain drunk in public.

Identity theft report was taken at 1535 hours from the 300 block of Richmond Street. Unknown suspect(s) opened fraudulent credit accounts using the victim’s personal information.

Saturday, Sept. 8

One female adult was detained at 0141 hours from the 800 block of South Pacific Coast Highway and transported to Harbor General Hospital for a 72 hour psychiatric evaluation.

Misdemeanor hit and run occurred at 1253 hours in the 1000 block of East Acacia Avenue, vehicle versus parked vehicle.

Burglary (auto) occurred between 1555 hours and 1605 hours in the 800 block of South Pacific Coast Highway. A vehicle’s window was smashed and a laptop computer was stolen.

Burglary (auto) occurred between 1404 hours and 1604 hours in the 800 block of South Pacific Coast Highway. A vehicle’s window was smashed and items were stolen.

Burglary (vehicle) report was taken at 1623 hours from the 800 block of North Nash Street. Unknown suspect(s) broke into the victim’s vehicle. Nothing was taken from inside the vehicle. •

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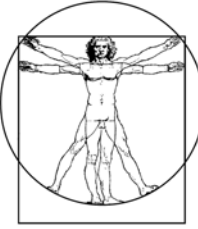
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"Jackson"

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.



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Entertainment



Film Review

In *Bel Canto*, All You Need is Love

By Morgan Rojas
for www.cinemacy.com

Julianne Moore has played a scorned, stone-cold intellectual in *Maggie's Plan* and a mother struggling with an early onset



Courtesy of Screen Media Films.

Alzheimer's diagnosis in *Still Alice*. In both films, much like the rest in her extended repertoire, Moore is the centerpiece of an emotional catharsis and her performance shapes the films into memorable works. This may be why director Paul Weitz relied on such a tried and true movie star to bring both depth and drama to *Bel Canto* -- a thrilling film adaptation based on the award-winning novel by Ann Patchett about an opera singer held hostage while performing abroad, and the unexpected relationships she forms while being held prisoner.

Wealthy Japanese businessman Katsumi Hosokawa (Ken Watanabe) arrives in South America to attend a party celebrating the upcoming factory his company plans to build in a nearby impoverished town. The lavish party, which takes place in a beautiful mansion, includes a full wait staff for the dignitaries flown in from all over the world. Katsumi doesn't get caught up in these high society details because he has his sights set on the guest of honor: the world-renowned opera singer Roxane Coss (Moore). However, his opportunity of a lifetime to hear Roxanne perform in such an intimate setting is cut short when anti-government terrorists storm the mansion and take everyone hostage, demanding to swap the innocent group in exchange for the country's president.

Being held as political prisoners is a terrifying reality for all involved, but Katsumi

does everything he can to make Roxane feel safe. Despite the fact that this group of captives speaks different languages and comes from a variety of cultural backgrounds, the hostages do their best to connect with each other. Katsumi's bond with Roxane grows stronger by the day as she begins to let her guard down and allow her vulnerabilities to penetrate through her usually poised exterior. Days pass by while negotiations between the police and the rebels stall. Yet inside the mansion, humanity begins to break down barriers with rebels as they open up to and form friendships with the hostages and vice versa.

Ken Watanabe, better known as Katsumoto in 2003's *The Last Samurai*, is a stoic presence on screen. His performance is restrained and strong, yet his timing as to when to show his vulnerable side is perfect. Moore shines as Roxane Coss, with the only caveat being the scenes of her singing. Her voice is dubbed over by international opera star Renée Fleming. Fleming's vocal talent is breathtakingly beautiful, but knowing that her voice isn't coming out of Moore's mouth can feel strange at times. Ultimately, a suspension of disbelief is necessary here.

Bel Canto is a very tight-knit film, with the majority of the story taking place in or around the mansion. This gives the audience a sense of the confinement the hostages feel. At times, it can play a bit too overly dramatic, but the message is loud and clear: love is universal. Love and admiration for others can cross language barriers, cultural differences and distance. Now isn't that a beautiful thing to be reminded of every now and then?

Bel Canto is not rated. 102 minutes. Now playing at Laemmle Monica Film Center, On Demand and iTunes September 21. •



Morgan Rojas.

Check It Out

Two Steps Forward by Graeme Simsion and Anne Buist

Reviewed by Kristina Kora-Beckman,
Librarian I, El Segundo Public Library

Fiction novelists and real-life partners Graeme Simsion (*The Rosie Project*) and Anne Buist team up in this tale about two strangers—Zoe and Martin—who embark on following the famous Camino de Santiago pilgrim route. Also known as The Chemin, the ancient path winds through picturesque countryside and quaint villages and every year attracts thousands of walkers from around the globe. Pilgrims walk for many reasons: religion, self-discovery, business, companionship and even romance.

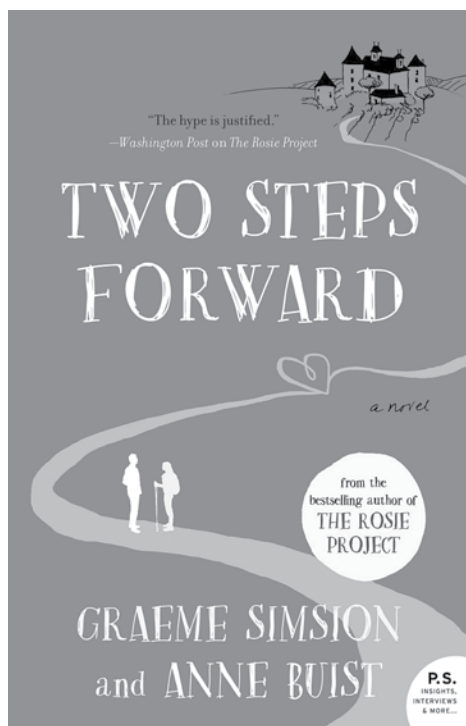
For Zoe, an American artist, the journey was a spur-of-the moment decision that she hopes will bring her closure and direction

after her husband's unexpected death. An English engineer living abroad to escape an acrimonious divorce, Martin embarks on the journey to field-test a prototype cart he designed in the hopes it will lead to future business prospects.

Interspersed with logistics about the pilgrimage such as finding shelter and food and dealing with weather and terrain, I also enjoyed the stories about the people Zoe and Martin meet along the way, and seeing their personal progression throughout the journey.

Simsion and Buist have walked the Camino in real life, which lends credibility and richness to the described details, from the shared meals to the soul-searching that solitude and physical activity can inspire.

To check out or browse *Two Steps Forward*, please visit the library to apply for your free library card. For more fall favorites, stop by the Reference Desk, we'd love to hear what you're reading and share what we're most excited to read next! •



Two Steps Forward by Graeme Simsion and Anne Buist



Kristina Kora-Beckman.

Wiseburn

from page 2

how Wiseburn is trying to be as proactive and transparent as possible in communications with members of the community.

Board President JoAnne Kaneda noted the "dedication of the teachers," and espoused "the Wiseburn community of learning." She commented on how the recent open houses were "packed."

Deputy Superintendent Dr. Chris Jones updated the comings and goings at the Da Vinci Schools, including the upcoming California Shake-Out drill that will take place in October; as well as the exploits of the Wiseburn High sports programs and the always challenging traffic issues with student drop-off and pick-up at the new campus.

Harbeck touted the diligence of Wiseburn teachers and the way that they have taken advantage of myriad professional development opportunities.

Director of Facilities Planning Vince Madsen gave his report and answered member queries on the state of funding for facilities as the work continues on the pool, gym, and soccer field and possible "portable" District buildings. He indicated that the new pool will hopefully be ready for usage by recreational swimmers and athletic teams in mid-November.

Board members questioned the delays for the El Segundo Aquatics Center grand opening and asked when swimmers will get to first utilize the pool. Madsen also discussed ongoing and upcoming expenditures as the District continues Phase II construction and looks at current facility needs.

Board member Nelson Martinez wanted to know about the timing for the demolition of the old Dana School site, which appears to be

quite a ways off.

Goldman expressed his thanks for the work Madsen has done for Wiseburn. "We are going to miss you, man!" he said. Madsen is scheduled to leave the District when his contract expires on Oct. 31.

The Board approved a proposal from Decision-Insite, the group which presented at the last Board meeting, to provide a demographic study of Wiseburn. The cost to the District is not to exceed \$7,038, with the study expected to provide analytics data to help decision-makers implement enrollment procedures and strategies as well as leverage student-location technology. Silvers said that gaining accurate insight into District demographics is key as Wiseburn moves forward developing its master plan. Madsen echoed the sentiment when asked by Martinez and Goldman about the value of the partnership with Decision-Insite. Citing the need for the demographic deep-dive, Madsen said, "It is a huge tool for master-planning. We need to find more information that we might not know today."

Prior to the meeting, Silvers commented, "It was nice for me to get to all the elementary schools and back-to-school nights... [It is] really invigorating, makes you really understand why we come to do this every day." He added that the state of the District is strong "because of the people that are here. It's not about the buildings. What it really boils down to... is the people in the buildings. This is an exciting time for me and for the District. We are not buying any more land, so it's about what we can do to bolster our current facilities."

The next regularly scheduled Wiseburn Board meeting is slated for Thursday evening, Sept. 25. •



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* RICHMOND STREET FAIR, SATURDAY, SEPTEMBER 22, 2018, 9AM-5PM, DOWNTOWN EL SEGUNDO

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OPEN HOUSE:
SAT/SUN 2-4

TEN NEW TOWNHOMES
ONLY 2 UNITS LEFT! * MODERN WELL-APPOINTED LUXURY TOWNHOMES IN THE SOUTHWEST CORNER OF EL SEGUNDO
3 BEDS * 2 1/2 BATHS
PRICES STARTING AT \$1,179,000

643 WHITING ST



OPEN HOUSE: SUN 2-4

INCREDIBLE LOCATION!!
4 BEDS * 3 BATHS * 2,243 SF
REMODELED KITCHEN * PRIME CORNER LOT!! \$1,899,000

811 VIRGINIA ST



NEW LISTING! RARE CRAFTSMAN STYLE HOME
3 BEDS * 2 BATHS * 2,142 SF PLUS DETACHED OFFICE * INCREDIBLE RIVER ROCK FIREPLACE
NEW HARDWOOD FLOORS AND SO MUCH MORE!

EL SEGUNDO



OPEN HOUSE: SUN 2-4

432 CALIFORNIA ST
NEW LISTING * 4 BEDS * 3 BATHS * 2,042 SF
COMPLETELY REMODELED * AMAZING FLOOR PLAN
1 BED * 1 BATH DOWNSTAIRS W/ SEPARATE ENTRANCE PERFECT FOR IN-LAWS



OPEN HOUSE:
SAT/SUN 2-4

530 SIERRA PL #4
3 BEDS * 2 1/2 BATHS * 2 CAR GARAGE * OPEN FLOOR PLAN * PRIVATE COMMON AREA * ACROSS FROM 18 ACRE PARK



COMING SOON
TWO NEWLY
CONSTRUCTED HOMES

WILL PRE-SELL * 4 BEDS * 3 1/2 BATHS * 2,781 SF
ONE MODERN FARMHOUSE DESIGN AND ONE COASTAL CALIFORNIA STYLE BUILDER WILL CUSTOMIZE FINISHES



OPEN HOUSE
SUN 2-4PM

221 WHITING ST #2
3 BEDS * 4 BATHS * 1,685 SF * END UNIT!
2 CAR ATTACHED GARAGE * \$999,000



307 KANSAS ST
3 BEDS PLUS DEN * 2 1/2 BATHS
BRIGHT AND OPEN FLOOR PLAN
APPROX 2,000 SF



COMING SOON

215 W. PALM AVE
PRIME LOCATION * 2 BEDS * 2 BATHS
COMPLETELY REMODELED CONDO
CALL FOR DETAILS

COMMERCIAL



123 LOMITA - FOR SALE
BRAND NEW CREATIVE OFFICE IN SMOKY HOLLOW * 3,800SF
W/ LARGE 2,000SF DECK * PRIVATE OFFICES * CONFERENCE ROOM * HIGH CEILING W/ PLENTY OF NATURAL LIGHT



200 W. GRAND AVE
RETAIL/OFFICE * 800 SF TO 3,000 SF
FOR LEASE



123 NEVADA ST.
BRAND NEW!! * OFFICE SPACE FOR SALE OR LEASE * 2 UNITS AVAILABLE * 3,275 SF EACH



13402 HAWTHORNE BLVD
FULLY EQUIPPED * MEDICAL/DENTAL/RETAIL BLDG
INCREDIBLE BUILDING! PRIME CORNER LOT
2,000+/SF * \$1,250,000



TWO BUILDINGS 6 UNITS EACH
EACH BUILDING HAS TWO 2 BED * 2 BATH UNITS
AND FOUR 1 BED * 1 BATH UNITS



OPEN HOUSE:
SUN 2-4

5053 W. 109TH ST
NEW CONSTRUCTION * 3-4 BEDROOM TOWNHOMES
1,900 to 2,400 SF * 2 CAR ATTACHED GARAGES
STARTING FROM \$539,000!! * 3 MILES FROM EL SEGUNDO

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COMMERCIAL OR RESIDENTIAL APARTMENT BUILDING FOR 1031 EXCHANGE BUYER
UP TO \$5 MILLION * CAN BE UP TO 3 SEPARATE PROPERTIES * WILL BUY AS-IS
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Real Estate

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Going Green A Smart Real Estate Strategy That Adds Value

(BPT) - Are you thinking of selling your house and want to know some of the best ways to boost your home’s value, demand top dollar and potentially inspire a bidding war? Whether you’re selling in a few months or a few years, there is one strategy that gets noticed in real estate markets across the United States: green home improvements.

Green homes can sell faster and for more money than comparable houses without eco-friendly features. Better yet, green homes are increasingly in demand. More than half of people rank green and energy efficiency as top requirements for their next homes, according to the U.S. Green Building Council.

Solar panels: Can you imagine producing enough energy that your local utilities company pays you for the surplus? With solar panels, this is possible. Plus, solar panels are extremely attractive to buyers who like that a system is already in place, and they can simply move in and enjoy the benefits. Plus, there’s a \$5,911 resale increase per installed kilowatt, according to the USGBC, which means a 3.1 kilowatt system could improve your home’s resale value by about \$18,000.

Smart water-leak detection: Home water leaks waste 1 trillion gallons of water per year, according to the EPA. Fixing detectable leaks is a no-brainer, but what about hidden leaks? Use intelligent-water technology like



the Phyn Plus smart water assistant + shutoff, which is installed on the main water line after the meter. This device analyzes your home’s water use 240 times per second to detect tiny changes in water pressure. Learn more at www.phyn.com.

New windows: Heat gain and loss through windows are responsible for 25 to 30 percent of residential heating and cooling energy use, according to the U.S. Energy Department, which recommends looking for the Energy Star

label and reviewing ratings from the National Fenestration Rating Council. Homebuyers are sure to like the updated appearance of new windows, plus they’ll appreciate the savings from increased energy efficiency.

Landscaping and treescaping: The right

landscaping provides wonderful visual allure to a home, but it can do so much more than that. Strategically planting trees and shrubbery can provide bountiful eco-friendly benefits. During the hot months, shade from trees and other large plants can help keep a home cooler, so your HVAC systems don’t have to work as hard.

Smart thermostat: Programmable thermostats are the norm for today’s houses, allowing homeowners to set a schedule and forget it. You can save as much as 10 percent a year on heating and cooling by simply turning your thermostat back 7 to 10 degrees F for 8 hours a day from its normal setting, according to the U.S. Energy Department. Savvy homeowners looking to get the most out of green home improvements during resale should consider a smart thermostat. These types of thermostats go beyond simple programming and are able to analyze home usage trends, make energy-efficient setting suggestions, and can be controlled remotely.

Whether you’re moving soon or will some time in the future, green home improvements boost value now. When it comes time to sell, these updates are sure to capture the attention of the modern homebuyer. *



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GORGEOUS HARDWOOD FLOORS, PROFESSIONAL GRADE APPLIANCES, SOLID
SURFACE COUNTER TOPS, BRAND NEW ELECTRICAL, PLUMBING, HVAC INCLUD-
ING AIR CONDITIONING...TURN KEY!! 3 BD + OFFICE | 1.5 BA | ~1400 SF | 7703
SF LOT | 2 CAR DETACHED | GARAGE WITH 3/4 BATH AND KITCHENETTE.
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quote for the week

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- Winston Churchill

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a little T.L.C., absolute "10" location, El Segundo, great to expand
or build a new "dream" home, coming almost
immediately!!!, also...coming soon...2-6 bedroom homes 1+mil to
2.3+mil, also 2 bed condos....here in El Segundo!!!

438 Virginia Street - \$1,310,000 - 4 bed, 2.5 baths. All hardwood floors
plus fireplace!!! Nice basement. Big two car garage! Beautiful
manicured yards.

REDUCED \$909,000! 940 Virginia Street - 2 car grg, bonus room, 40 x 145 lot.

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2314 SF | 6427 SF LOT

OFFERED AT \$2,495,000

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SAT & SUN 1-4



7 PROPERTIES SOLD!



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Open House Directory

- Sat 2-4pm 530 Sierra Place #4, ES 3/2.5, amazing loc, open layout \$945,000
Bill Ruane RE/MAX Estate Properties 310.877.2374
- Sat 2-4pm 900 Lomita St., ES tear down/fixer/ w plans \$1,150,000
Lynn O'Neil Beach City Brokers 310.261.0798
- Sat 2-4pm 10 New Twnhms on 137 Virginia St., 3/2.5, open layout \$1,179,000
Bill Ruane RE/MAX Estate Properties 310.877.2374
- Sat 2-4pm 627 W Acacia Ave, ES 3/1.5 1400sf, 7703 sf lot \$1,399,000
Gina Hoffman PALM Realty Boutique 310.864.5347
- Sat 1-3pm 873 Maryland St, ES 3/2 NEW!, gorgeous remodel \$1,489,000
Lynn O'Neil Beach City Brokers 310.261.0798
- Sat 1-4pm 515 Via Almar, PV Estates 3/2, 2314 sf, 6427 sf lot \$2,495,000
Alex Abad PALM Realty Boutique 310.877.6488
- Sun 2-4pm 5053 W 109th St Unit 1, Lennox 3/4, new construction \$539,000
Bill Ruane RE/MAX Estate Properties 310.877.2374
- Sun 2-4pm 530 Sierra Place #4, ES 3/2.5, amazing loc, open layout \$945,000
Bill Ruane RE/MAX Estate Properties 310.877.2374
- Sun 2-4pm 221 Whiting Street #2, ES 3/4, open layout & 2 car garage \$999,000
Bill Ruane RE/MAX Estate Properties 310.877.2374
- Sun 2-4pm 900 Lomita St., ES tear down/fixer/ w plans \$1,150,000
Lynn O'Neil Beach City Brokers 310.261.0798
- Sun 2-4pm 10 New Twnhms on 137 Virginia St., 3/2.5, open layout \$1,179,000
Bill Ruane RE/MAX Estate Properties 310.877.2374
- Sun 1-4pm 627 W Acacia Ave, ES 3/1.5 1400sf, 7703 sf lot \$1,399,000
Gina Hoffman PALM Realty Boutique 310.864.5347
- Sun 2-4pm 432 California St, ES 3/3+bonus rm, updated, great location \$1,439,000
Bill Ruane RE/MAX Estate Properties 310.877.2374
- Sun 2-4pm 873 Maryland St, ES 3/2 NEW!, gorgeous remodel \$1,489,000
Lynn O'Neil Beach City Brokers 310.261.0798
- Sun 2-4pm 643 Whiting Street, E 4/3, location, corner lot, upgraded \$1,995,000
Bill Ruane RE/MAX Estate Properties 310.877.2374
- Sun 1-4pm 515 Via Almar, PV Estates 3/2, 2314 sf, 6427 sf lot \$2,495,000
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BRE#01918400

PUBLIC NOTICES

Fictitious Business Name Statement 2018211984

The following person(s) is (are) doing business as VENOM PLUMBING, 1409 S. BROADACRES AVE, COMPTON, CA. 90220, LOS ANGELES COUNTY. Registered Owner(s): VICENTE NICASIO, 1409 S. BROADACRES AVE, COMPTON, CA. 90220. This business is being conducted by an Individual. The registrant commenced to transact business under the fictitious business name or names listed above on: 05/2018. Signed: VICENTE NICASIO, OWNER. This statement was filed with the County Recorder of Los Angeles County on August 21, 2018. NOTICE: This Fictitious Name Statement expires on August 21, 2023. A new Fictitious Business Name Statement must be filed prior to August 21, 2023. 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. 8/30, 9/6, 9/13, 9/20/18 **H-1823**

Fictitious Business Name Statement 2018198022

The following person(s) is (are) doing business as MAGNUS GYM, 6207 5TH AVE, LOS ANGELES, CA. 90043, LOS ANGELES COUNTY. Registered Owner(s): RYAN MAGNUS SWASEY, 6207 5TH AVE, LOS ANGELES, CA. 90043. This business is being conducted by an Individual. The registrant commenced to transact business under the fictitious business name or names listed above on: N/A. Signed: RYAN MAGNUS SWASEY, OWNER. This statement was filed with the County Recorder of Los Angeles County on August 6, 2018. NOTICE: This Fictitious Name Statement expires on August 6, 2023. A new Fictitious Business Name Statement must be filed prior to August 6, 2023. 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. 8/30, 9/6, 9/13, 9/20/18 **H-1824**

Fictitious Business Name Statement 2018210877

The following person(s) is (are) doing business as HOLLY MAIN LIQUOR, 404 MAIN ST., EL SEGUNDO, CA. 90245, LOS ANGELES COUNTY. AI #ON: C4180702. Registered Owner(s): HOLLYMAIN, INC., 404 MAIN ST., EL SEGUNDO, CA. 90245. 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: HOLLYMAIN, INC., JIMMY S. YOON, President. This statement was filed with the County Recorder of Los Angeles County on August 20, 2018. NOTICE: This Fictitious Name Statement expires on August 20, 2023. A new Fictitious Business Name Statement must be filed prior to August 20, 2023. 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. 8/30, 9/6, 9/13, 9/20/18 **H-1825**

Fictitious Business Name Statement 2018210857

The following person(s) is (are) doing business as HERMOSA WINE & SPIRITS, 400 PACIFIC COAST HIGHWAY, HERMOSA BEACH, CA. 90254, LOS ANGELES COUNTY. AI #ON: C4180703. Registered Owner(s): HERMOSA WINE, INC., 400 PACIFIC COAST HIGHWAY, HERMOSA BEACH, CA. 90254. 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: JIMMY YOON/HERMOSA WINE, INC., JIMMY S YOON, President. This statement was filed with the County Recorder of Los Angeles County on August 20, 2018. NOTICE: This Fictitious Name Statement expires on August 20, 2023. A new Fictitious Business Name Statement must be filed prior to August 20, 2023. 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. 8/30, 9/6, 9/13, 9/20/18 **H-1826**

Fictitious Business Name Statement 2018207741

The following person(s) is (are) doing business as THRIVING SMILES, 14885 SUTRO AVE, GARDENA, CA. 90249, LOS ANGELES COUNTY. Registered Owner(s): STEPHANIE ESTRADA, 14885 SUTRO AVE, GARDENA, CA. 90249. This business is being conducted by an Individual. The registrant commenced to transact business under the fictitious business name or names listed above on: 05/2018. Signed: STEPHANIE ESTRADA, Owner. This statement was filed with the County Recorder of Los Angeles County on August 16, 2018. NOTICE: This Fictitious Name Statement expires on August 16, 2023. A new Fictitious Business Name Statement must be filed prior to August 16, 2023. 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. 8/30, 9/6, 9/13, 9/20/18 **H-1827**

Fictitious Business Name Statement 2018212575

The following person(s) is (are) doing business as FRAMESTORE, 3457 W EL SEGUNDO BLVD. STE B, HAWTHORNE, CA. 90250, LOS ANGELES COUNTY. Registered Owner(s): PREMIERE ARTS, 3457 W EL SEGUNDO BLVD. STE B, HAWTHORNE, CA. 90250. This business is being conducted by a Corporation. The registrant commenced to transact business under the fictitious business name or names listed above on: 01/2018. Signed: PREMIERE ARTS, CHARLES MITCHELL, President. This statement was filed with the County Recorder of Los Angeles County on August 22, 2018. NOTICE: This Fictitious Name Statement expires on August 22, 2023. A new Fictitious Business Name Statement must be filed prior to August 22, 2023. 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). Hawthorne Press Tribune: Pub. 8/30, 9/6, 9/13, 9/20/18 **HH-1828**

Fictitious Business Name Statement 2018215377

The following person(s) is (are) doing business as PUROCLEAN OF SILICON BEACH, 8601 LINCOLN BLVD. SUITE 180, NO. 561, LOS ANGELES, CA. 90045, LOS ANGELES COUNTY. Registered Owner(s): SOUTH BAY MARINA RESTORATION LLC, 8601 LINCOLN BLVD. SUITE 180 NO. 561, LOS ANGELES, CA. 90045. 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: SOUTH BAY MARINA RESTORATION LLC, FRANK L. FORRAY, Owner. This statement was filed with the County Recorder of Los Angeles County on August 24, 2018. NOTICE: This Fictitious Name Statement expires on August 24, 2023. A new Fictitious Business Name Statement must be filed prior to August 24, 2023. 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. 9/6, 9/13, 9/20, 9/27/18 **H-1829**

Fictitious Business Name Statement 2018216473

The following person(s) is (are) doing business as ARCENSE RESTAURANT INC., 15122 INGLEWOOD AVE, LAWNDALE, CA. 90260, LOS ANGELES COUNTY. Registered Owner(s): JAIRO SURIN FLORES, 15122 INGLEWOOD AVE, LAWNDALE, CA. 90260. This business is being conducted by an Individual. The registrant commenced to transact business under the fictitious business name or names listed above on: 04/2018. Signed: JAIRO SURIN FLORES, Owner. This statement was filed with the County Recorder of Los Angeles County on August 27, 2018. NOTICE: This Fictitious Name Statement expires on August 27, 2023. A new Fictitious Business Name Statement must be filed prior to August 27, 2023. 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). Lawndale Tribune: Pub. 9/6, 9/13, 9/20, 9/27/18 **HL-1830**

Fictitious Business Name Statement 2018204307

The following person(s) is (are) doing business as WILL CALL ART GROUP, 1524 15TH STREET APT. 5, SANTA MONICA, CA. 90404, LOS ANGELES COUNTY. Registered Owner(s): GILLIAN JACKMAN, 1524 15TH STREET APT. 5, SANTA MONICA, CA. 90404. This business is being conducted by an Individual. The registrant commenced to transact business under the fictitious business name or names listed above on: N/A. Signed: GILLIAN JACKMAN, OWNER. This statement was filed with the County Recorder of Los Angeles County on August 13, 2018. NOTICE: This Fictitious Name Statement expires on August 13, 2023. A new Fictitious Business Name Statement must be filed prior to August 13, 2023. 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. 9/6, 9/13, 9/20, 9/27/18 **H-1831**

Fictitious Business Name Statement 2018221876

The following person(s) is (are) doing business as SKIN CARE BY PAULA MARIE, 1) 432 MAIN STREET, EL SEGUNDO, CA. 90245, 2) 510 SHELDON STREET, EL SEGUNDO, CA. 90245, LOS ANGELES COUNTY. Registered Owner(s): PAULA MARIE COYNE, 510 SHELDON STREET, EL SEGUNDO, CA. 90245. This business is being conducted by an Individual. The registrant commenced to transact business under the fictitious business name or names listed above on: N/A. Signed: PAULA MARIE COYNE, Owner. This statement was filed with the County Recorder of Los Angeles County on August 31, 2018. NOTICE: This Fictitious Name Statement expires on August 31, 2023. A new Fictitious Business Name Statement must be filed prior to August 31, 2023. 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. 9/6, 9/13, 9/20, 9/27/18 **H-1832**

Fictitious Business Name Statement 2018219614

The following person(s) is (are) doing business as GGT MAINTENANCE, 3456 GARNET ST. UNIT 117, TORRANCE, CA. 90503, LOS ANGELES COUNTY. Registered Owner(s): GERRY THORPE, 3456 GARNET ST. UNIT 117, TORRANCE, CA. 90503. This business is being conducted by an Individual. The registrant commenced to transact business under the fictitious business name or names listed above on: N/A. Signed: GERRY THORPE, Owner. This statement was filed with the County Recorder of Los Angeles County on August 29, 2018. NOTICE: This Fictitious Name Statement expires on August 29, 2023. A new Fictitious Business Name Statement must be filed prior to August 29, 2023. 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. 9/6, 9/13, 9/20, 9/27/18 **H-1833**

Fictitious Business Name Statement 2018224561

The following person(s) is (are) doing business as SKIN BAR BY BRITTANY, 432 MAIN STREET, EL SEGUNDO, CA. 90293, LOS ANGELES COUNTY. Registered Owner(s): BRITTANY HALL, 432 MAIN STREET, EL SEGUNDO, CA. 90293. This business is being conducted by an Individual. The registrant commenced to transact business under the fictitious business name or names listed above on: N/A. Signed: BRITTANY HALL, Owner. This statement was filed with the County Recorder of Los Angeles County on September 5, 2018. NOTICE: This Fictitious Name Statement expires on September 5, 2023. A new Fictitious Business Name Statement must be filed prior to September 5, 2023. 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. 9/13, 9/20, 9/27, 10/4/18 **H-1834**

Fictitious Business Name Statement 2018221187

The following person(s) is (are) doing business as IGLESIA DIOS PROVEERA, 13833 HAWTHORNE BLVD., HAWTHORNE, CA. 90250, LOS ANGELES COUNTY. AI #ON: 3486192. Registered Owner(s): MINISTERIO DIOS PROVEERA, A CALIFORNIA NONPROFIT PUBLIC BENEFIT CORPORATION, 13833 HAWTHORNE BLVD, HAWTHORNE, CA. 90250. This business is being conducted by a Corporation. The registrant commenced to transact business under the fictitious business name or names listed above on: 05/2014. Signed: MINISTERIO DIOS PROVEERA, A CALIFORNIA NONPROFIT PUBLIC BENEFIT CORPORATION, WALTER A. CRUZ AQUINO, President. This statement was filed with the County Recorder of Los Angeles County on August 30, 2018. NOTICE: This Fictitious Name Statement expires on August 30, 2023. A new Fictitious Business Name Statement must be filed prior to August 30, 2023. 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). Hawthorne Press Tribune: Pub. 9/6, 9/13, 9/20, 9/27/18 **HH-1835**

Fictitious Business Name Statement 2018219751

The following person(s) is (are) doing business as R & R PARTNERS, INC., 1) 127 PENN STREET, EL SEGUNDO, CA. 90245, 2) 6160 PLUMAS STREET SUITE 200, RENO, NV. 89519, LOS ANGELES COUNTY. Registered Owner(s): R & R PARTNERS, CALIFORNIA, INC., 900 SOUTH PAVILION CENTER DRIVE, LAS VEGAS, NV. 89144. This business is being conducted by a Corporation. The registrant commenced to transact business under the fictitious business name or names listed above on: 10/2010. Signed: R & R PARTNERS, CALIFORNIA, INC., MORGAN BAUMGARTNER, Secretary. This statement was filed with the County Recorder of Los Angeles County on August 29, 2018. NOTICE: This Fictitious Name Statement expires on August 29, 2023. A new Fictitious Business Name Statement must be filed prior to August 29, 2023. 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. 9/13, 9/20, 9/27, 10/4/18 **H-1836**

Fictitious Business Name Statement 2018212086

The following person(s) is (are) doing business as APNEA AND BREATHING CLINIC SOUTH BAY, 23430 HAWTHORNE BLVD. STE 320, TORRANCE, CA. 90505, LOS ANGELES COUNTY. AI #ON: 4121804. Registered Owner(s): BAKER DENTAL GROUP, INC., 214 MAIN STREET #509, EL SEGUNDO, CA. 90245. This business is being conducted by a Corporation. The registrant commenced to transact business under the fictitious business name or names listed above on: 07/2018. Signed: BAKER DENTAL GROUP, INC., BRYAN BAKER, President. This statement was filed with the County Recorder of Los Angeles County on August 21, 2018. NOTICE: This Fictitious Name Statement expires on August 21, 2023. A new Fictitious Business Name Statement must be filed prior to August 21, 2023. 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. 9/13, 9/20, 9/27, 10/4/18 **H-1837**

Fictitious Business Name Statement 2018226801

The following person(s) is (are) doing business as 1) KCHIU ART, 2) KAT HABITAT, 1725 E PINE AVE, UNIT B, EL SEGUNDO, CA. 90245, LOS ANGELES COUNTY. Registered Owner(s): KATHERINE CHIU, 1725 E. PINE AVE, UNIT B, EL SEGUNDO, CA. 90245. This business is being conducted by an Individual. The registrant commenced to transact business under the fictitious business name or names listed above on: 09/2018. Signed: KATHERINE CHIU, Owner. This statement was filed with the County Recorder of Los Angeles County on September 7, 2018. NOTICE: This Fictitious Name Statement expires on September 7, 2023. A new Fictitious Business Name Statement must be filed prior to September 7, 2023. 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. 9/13, 9/20, 9/27, 10/4/18 **H-1838**

Fictitious Business Name Statement 2018219018

The following person(s) is (are) doing business as PENZEYS SPICES, 21217 HAWTHORNE BLVD., TORRANCE, CA. 90503, LOS ANGELES COUNTY. Registered Owner(s): PENZEYS SPICE COMPANY, 19300 JANACEK CT., BROOKFIELD, WI. 53045. This business is being conducted by a Corporation. The registrant commenced to transact business under the fictitious business name or names listed above on: 01/2006. Signed: PENZEYS SPICE COMPANY, Pamela A. Penzey, Secretary. This statement was filed with the County Recorder of Los Angeles County on August 29, 2018. NOTICE: This Fictitious Name Statement expires on August 29, 2023. A new Fictitious Business Name Statement must be filed prior to August 29, 2023. 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. 9/13, 9/20, 9/27, 10/4/18 **H-1839**

Fictitious Business Name Statement 2018229997

The following person(s) is (are) doing business as ALPHA ZULU TRANSPORTATION, 9717 S. VAN NESS AVE, INGLEWOOD, CA. 90305, LOS ANGELES COUNTY. Registered Owner(s): ALPHA ZULU LLC, 9717 S. VAN NESS AVE, INGLEWOOD, CA. 90305. 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: 09/2018. Signed: ALPHA ZULU LLC, HUMBERTO PIMENTEL, Managing Member. This statement was filed with the County Recorder of Los Angeles County on September 11, 2018. NOTICE: This Fictitious Name Statement expires on September 11, 2023. A new Fictitious Business Name Statement must be filed prior to September 11, 2023. 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. 9/20, 9/27, 10/4, 10/11/18 **HI-1840**

Fictitious Business Name Statement 2018235904

The following person(s) is (are) doing business as THE AUTO SHOP, 1610 W. ARTESIA BLVD. UNIT B-9, GARDENA, CA. 90248, LOS ANGELES COUNTY. Registered Owner(s): MARK THOMAS MARTIN, 1335 W. 139TH STREET #133, GARDENA, CA. 90247. This business is being conducted by an Individual. The registrant commenced to transact business under the fictitious business name or names listed above on: 10/1996. Signed: MARK THOMAS MARTIN, Owner. This statement was filed with the County Recorder of Los Angeles County on September 17, 2018. NOTICE: This Fictitious Name Statement expires on September 17, 2023. A new Fictitious Business Name Statement must be filed prior to September 17, 2023. 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. 9/20, 9/27, 10/4, 10/11/18 **H-1841**

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Patricia Peterson, mother of Wpromote CEO Michael Mothner, accepts the Entrepreneur of the Year Award from Comerica's Morgan Rector.

as a “diverse economic powerhouse” that is a two-time winner of the most business-friendly city award. Keahi also singled out the new hospitality and tourism branding campaign with the tagline, “El Segundo: Start Here.” He went on to explain that El Segundo “didn’t want to be lumped in” with its so-called Silicon Beach community neighbors, but preferred its own singular identity. “I feel the strategy has paid off,” Keahi said.

Lakers President, Business Operations Tim Harris served as the emcee of the event. He is also an EDAC member and referred to the group’s efforts glowingly. “There could not be a more worthwhile endeavor,” he said. Wednesday night’s keynote speaker was Los Angeles Times Executive Editor Norman Pearlstine. The newspaper moved its headquarters from Downtown Los Angeles to El Segundo this year after the purchase by Dr. Patrick Soon-Shiong –whose groundbreaking cancer institute is also here in town. The renowned entrepreneur additionally plans to construct a 200,000-square foot e-sports venue in El Segundo, Voss announced during the event. In introducing Buss to accept her

2018 Champion of Business award, Soon-Shiong -- who won last year’s honor and is also a minority Lakers owner -- pledged an upcoming championship for the team that recently signed superstar forward LeBron James.

Noting that she is uncomfortable as a public speaker and would rather leave that duty to Harris, Buss’ remarks were very brief. “Thank you for making us feel so connected to our community,” she said to the audience. She also offered a response to Soon-Shiong. “About championships... I can’t make any promises, but I believe in Magic [Johnson, the Lakers president] and that’s who’s leading us.”

In an earlier interview with Buss, she spoke about what the award means to her personally as well as the Lakers’ presence in El Segundo. “I am humbled by it and I feel that the Lakers fit into this community --- that we’re part of the fabric that makes El Segundo special... because it’s a world-renowned city,” she said. “People are familiar [with El Segundo], just like they’re familiar with the team, but there’s something about us that is very family and close-knit.” Buss also praised City staff in their dealings



Beyond Meat CFO Mark Nelson accepts the Big Idea Award from Mayor Drew Boyles.

with her and the team. “It was such a pleasure to work with the City in terms of getting all the approval processes. This is a city that understands and appreciates businesses that are growing and they support you in what you’re trying to do. That makes my job much easier.”

Buss also predicted that the Lakers’ involvement in town will grow. “We play all of our G League games here -- the South Bay Lakers,” she said of the UCLA Health Training Center. “This is a place for us to interact with the community. I assume as time goes on, there’ll be more opportunities for us to do that. That’s why it was important for us to have a place where we could bring the team in...”

In addition to Buss, the City recognized two local businesses that rose to the forefront in innovation and growth. The Big Idea Award went to Beyond Meat, which in just a few years has expanded its research and development operations in El Segundo and built its employee base to 100. The company’s goal is to reinvent the way protein is consumed in the world by producing plant-based burgers and sausages that are virtually indistinguishable

from their meat counterparts.

CEO Michael Mothner of WPromote, which has shown up on several annual fastest growing private companies lists, came away with the Entrepreneur of the Year Award. Founded in a dorm room in the early 2000s, the firm is now one of the top online marketing outfits in the country with eight offices and 350 employees. Its motto: “Make Mondays suck less.”

At the evening’s close, Chevron El Segundo Refinery General Manager Henry Kusch presented Voss and the City with a \$125,000 grant towards continuing economic development efforts. Speaking to Chevron’s generosity, with over \$1 million contributed to the campaign over the past six years, Keahi said, “We had no money to brand the City. Who came forth? Chevron. They believed in us.”

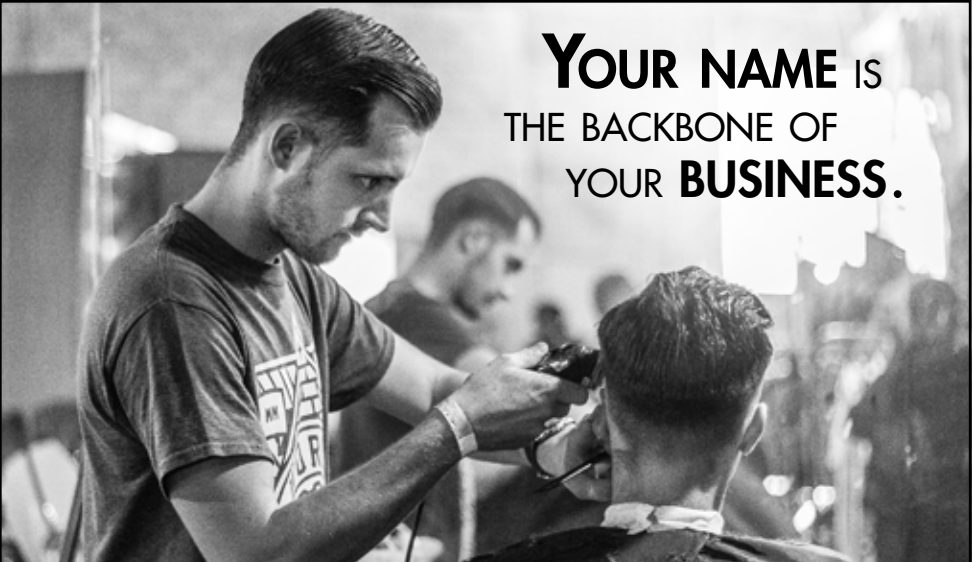
Keahi also expressed his heartfelt gratitude to Buss, the Lakers and other major brands that have embraced El Segundo and helped make it one of Southern California’s most thriving cities when the town was viewed as “insignificant” just a few years back. “You don’t know how that makes us feel,” he said. •



El Segundo Economic Development Manager Barbara Voss and EDAC Chair Al Keahi address the crowd at the 2018 El Segundo Champions of Business Celebration.



New Los Angeles Times owner Dr. Patrick Soon-Shiong presents the 2018 El Segundo Champion of Business honor to Los Angeles Lakers CEO Jeanie Buss.



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