

El Segundo Herald

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Easter Coloring Contest Winners



Wow, we got many gorgeous submissions. Thank you, El Segundo! We all had a tough time picking just one winner for each age group. Thank you to all the participants. Everyone sent in such great creative works. Winners get \$20 gift cards from Target. Winners: Upper Center, 19 years old and up, **Deborah Deets**; Lower left, 5-8 years old, **Violet Hutchinson**; Lower right, 9-12 years old, **Alessandra Ma**.

Weekend Forecast

Friday

Partly Cloudy
67°/54°



Saturday

Partly Cloudy
66°/55°



Sunday

Partly Cloudy
68°/55°



Hope Anita Smith Becomes El Segundo's Inaugural Poet Laureate

By Kiersten Vannest

"Every woman should have a little black dress, every boy should have a cap, and everyone should have a poem committed to memory that they can share with someone else."

In El Segundo's recent efforts to make local art more accessible and available, the city has officially named its inaugural Poet Laureate. The new title will be an ambassador to the written word, an educator for the community, and an inspirer. At least, this is the hope of the city's first choice, author and poet Hope Anita Smith.

Born in Akron, Ohio, Smith loved reading from the time she was four years old. While other children played, Smith found the most entertainment in turning the pages of a book. The voices of writers from Maya Angelou to Paul Laurence Dunbar filled her days. This voracity for words stayed with her throughout her adult life and carried into a gift for writing her work.

As she developed her writing skills, Smith's characters began to form clearly, and loudly. As she began developing her first published poetry novel, *The Way a Door Closes*, she began to communicate with her characters, allowing them to inform her decisions regarding their actions and dialogue.

"It's the story of an African American family," she says, "The father loses his job, and in his despondency, he leaves... and so the book is about what life is like for those he left behind,

especially his fourteen-year-old son."

During a pivotal scene in this story, Smith wrote the father's exit with shouting, crying, and, crucially, a door slam. The character "spoke" to her and softly explained that that was not like him. He wouldn't do that. That was the easy way to write him out the door. What

replaced this scene was a pregnant pause, a longing look at his children, and the softest click of the door latch, felt by everyone in the house.

This book, though it came to a satisfying resolution, was not narratively tied up in any way. This allowed Smith to continue the story

See Hope Anita Smith, page 10

Small Business Development Center Seeks to Help Budding Entrepreneurs

By Duane Plank

Do you want to start a small business? Well, according to the stats provided by Small Business Development Center (SBDC) advisor Michael DeDonato, the odds of achieving substantial success in the marketplace are stacked against you.

But the professionals at the SBDC, which is hosted by El Camino College, want to help increase the odds of achieving success in the business world.

One of the courses that the SBDC has offered is their "Fast-Track Start-Up Crash Course." The course helps attendees become familiar with the lingo and buzzwords of industry, delineate the steps needed to complete a successful business plan, and help determine if their idea is

not only viable, but, most importantly, fundable.

Mike Roth is a video content creator for Fly Line Productions, Inc. He took the Fast Track course in late January. "What I got most from the class," he emailed, "was a much more refined and targeted way to pitch my business to potential new clients. I emerged from the class with a concrete business plan, which has become a template I can lift from when making proposals in writing or when just chatting with new people at a networking event. I also have a clearer picture of my vision and differentiators that give me an edge over my competition. The class was very comprehensive."

See SBDC, page 6



Travel



Historic And Scenic Train Rides In The West (Part 2)



Photo courtesy of Nevada Northern Railway.

Nevada Northern Railway

Round-trip length: 14 miles

Time: 90 minutes

Price: Adults, \$33; children, \$15

Info: 866-407-8326; nnry.com

What you'll see: Starting in mid-April 2019, you can ride on a steam engine that's more than a century old on one of two routes. The Robinson Canyon route takes passengers through Lane City, a ghost town in White Pine County near Ely, Nevada, as they listen to historic stories about the mines that still operate today. The Valley Vista Train climbs the Schell Creek Range, where passengers get spectacular views

of Steptoe Valley in eastern Nevada.

Who it's for: All ages, especially those interested in the history of the West. Both routes played an important role in Western exploration and industrialization.

What's special: Train rides are also offered with diesel locomotives that were originally used on the railroad's freight dating back as far as 70 years ago.

Sacramento Southern Railroad

Round-trip length: 6 miles

Time: 45 minutes

Price: Open-air car: \$12 adults, \$6 children;



Photo by Kelly B. Huston | California State Railroad Museum.

first-class car: \$24 adults, \$16 children

Info: 916-323-9280 916-445-5995; californiarailroad.museum

What you'll see: While gliding in a vintage diesel or steam train, you'll get a firsthand view of the Sacramento River. The train, part of the California Railroad Museum, has open-air cars with bench seating, which is ideal for taking in the sights and scents of the river. Early in its history, this route was used to transport pears, celery, and other produce to markets nationwide. In inclement weather, opt for the enclosed first-class car.

Who it's for: Families, seniors, and anyone interested in California history.

What's special: A Farm-to-Fork Cocktail Train (for those 21 years old and older) is expected to launch in September. It will emphasize the historical importance of railroads to agriculture. Appetizers made with locally sourced ingredients will be provided.

The Skunk Train

Round-trip length: 7 miles

Time: 1-2 hours

Price: Adults, \$27-\$49.95; children, \$16.20-\$29.95

Info: 707-964-6371; skunktrain.com

What you'll see: Leaving Fort Bragg, California, on the Pudding Creek Express, you'll travel in an open-air or covered car as 64-year-old diesel locomotives chug on 134-year-old railroad tracks along the Redwood Route. The train hugs the banks of Pudding Creek, where the vegetation is lush and redwood trees tower. Some reach more than 300 feet and are more than 1,000 years old.

Who it's for: Young couples curious to explore the redwood forest, according to the Skunk Train operators. Dogs are allowed on board, so don't leave your furry friend behind (fares for dogs are \$10.95).

What's special: Take a ride on the tracks without a caboose or conductor aboard a two-person rail bike. Train and rail bike schedules and equipment are coordinated and monitored by dispatchers to avoid collisions. The bikes are secured on the track and are equipped with electric motors so you can enjoy the scenery without too much exertion. Expect to see a variety of wildlife, including blue herons and river otters.

- Article and photos from AAA of Southern California •



Photo courtesy The Skunk Train.



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Finance

Whole Life Insurance Helps Secure Financial Future

(BPT) - This year, many people are making financial wellness resolutions. From budgeting better to saving for a big-ticket item or investing more income into a 401(k), there are plenty of financial goals to choose. However, one that you've likely overlooked is whole life insurance.

According to the American Council of Life Insurers, 90 million families in the U.S. rely on life insurance policies for financial and retirement security. In addition to protecting dependents from financial hardship if the policyholder dies, many policies also accumulate savings that can be used to cover needs beyond funeral expenses.

Whole life insurance provides financial

protection for as long as the insured policyholder lives. A whole life insurance policy, like that offered by Boston Mutual Life Insurance Company, is a type of permanent life insurance that accumulates value throughout your life.

Benefits of whole life insurance

There are three main benefits of investing in a whole life insurance policy.

1. Guaranteed cash value

Unlike term life insurance, whole life insurance accumulates a cash value that you can dip into during your life if a financial need arises. More importantly, as long as you pay your premiums, the cost of your policy will

See Finance, page 6

Seniors

5 Tips For Supporting Brain Health

(BPT) - As you get older, you might take steps to develop healthy habits, whether exercising, eating healthier or limiting your consumption of alcohol. But did you know that there are steps you can take to help with your brain health? Such preventive measures might even reduce the risk of Alzheimer's - and the good news is, you might be doing these things anyway, like working on puzzles or trying to get a good night's sleep.

Alzheimer's is the most common form of dementia. In fact, someone in the United States develops the disease every 65 seconds, according to the Alzheimer's Association. More than 6 million Americans currently live with Alzheimer's - a number now projected to reach 7.2 million by 2025.

Along with learning more about the disease, these five simple steps could possibly improve brain health, reduce risk of disease and help delay the potential onset of Alzheimer's or dementia.

1) Use it or lose it. Whether it's crossword puzzles, reading or painting, keeping your brain mentally stimulated may help keep it young.

2) Get enough sleep. Sleep deprivation can lead to problems with memory and cognitive abilities. Sleep is essential for brain maintenance, like removing built-up toxins in your brain.

3) Stay social. Isolation or loneliness in older adults is associated with a 50% increased risk of developing dementia and a 26% increased risk of all-cause mortality, according to the American Journal of Geriatric Psychiatry. Engaging in activity clubs can help you increase your social interaction and help you stay active.

4) Make healthier lifestyle choices. Studies show moderate exercise can help improve brain function, especially in the areas responsible for learning and memory. Improving these parts of the brain may fight pre-Alzheimer's changes often seen in midlife. Talk to your health plan about fitness programs that may be available at no additional cost. Other lifestyle choices, like eating a healthy diet, may also help reduce cardiovascular risk while helping to slow brain aging.

5) Manage chronic illnesses. Common diseases in older adults, such as diabetes and heart disease, may affect brain function. Talk with your health care provider about treatment plans to help you manage chronic conditions.

In addition to these five steps, it is important to have a memory screening completed each year. Having a record of your brain function year to year may help your health care practitioner diagnose memory disorders earlier.

See Seniors, page 4

Police Reports

Monday, April 4th

A burglary (commercial) report was taken at 0847 hours from the 800 block of South Pacific Coast Highway. Unknown suspect(s) broke into the business lock box.

A female adult was detained at 1247 hours from the 300 block of North Pacific Coast Highway and transported to Exodus Hospital for 72-hour psychiatric evaluation.

A found property report was taken at 1633 hours from the 800 block of Main Street. Found was a notebook, a Dodge Sprinter van key and vehicle paperwork.

A violation of a court order report was taken at 1739 hours from the 100 block of Eucalyptus Drive. The ex-boyfriend texted the victim.

Tuesday, April 5th

An identify theft report was taken at 0623 hours from the 400 block of North Pacific Coast Highway.

One male adult was arrested at 1017 hours from the area of Mariposa Avenue and Pacific Coast Highway for a LASD misdemeanor warrant.

A stolen vehicle report was taken at 1409 hours from the 300 block of Main Street. A 2016 Kia Sportage was taken.

A missing person report was taken at 1703 hours from the 300 block of Main Street. A male adult was reported missing.

One male adult was arrested at 0141 hours from the 400 block of North Pacific Coast Highway for possession of a controlled substance, possession of drug paraphernalia, driving on a suspended license, and a South Pasadena PD misdemeanor warrant.

One female adult was arrested at 0142 hours from the 400 block of North Pacific Coast Highway for two Downey PD misdemeanor warrants and one Glendora PD misdemeanor warrant.

One male adult was arrested at 0310 hours from the 1300 block of East Imperial Avenue

for possession of a controlled substance, possession of drug paraphernalia, and driving without a license.

Wednesday, April 6th

A burglary (commercial) report was taken at 0714 hours from the 300 block of Main Street.

A found property report was taken at 2309 hours from the 300 block of Main Street. Found was a key fob.

A grand theft (vehicle) report was taken at 0201 hours from the 900 block of Pepper Street. Unknown suspect(s) took a catalytic converter.

Thursday, April 7th

A traffic accident (no injuries) report was taken at Continental Boulevard and Grand Avenue, vehicle versus vehicle.

A missing person report was taken at 2127 hours from Douglas Street and Maple Avenue. A male adult was located.

One male adult was arrested at 2239 hours from the 300 block of North Pacific Coast Highway for possession of metal knuckles.

An online report was taken at 0147 hours from the 500 block of West Sycamore Avenue. Unknown suspect(s) made a fraudulent purchase with the victim's credit card information.

Friday, April 8th

A petty theft report was taken at 1006 hours from the 2500 block of East El Segundo Boulevard. Unknown suspect(s) took merchandise without paying.

A found property report was taken at 1636 hours from the 2100 block of East El Segundo Boulevard. Found was a license plate.

A petty theft report was taken at 1906 hours from the 500 block of North Pacific Coast Highway. Unknown suspect(s) stole the victim's wallet.

A misdemeanor hit and run report was taken at 0056 hours from the 500 block of North Pacific Coast Highway, vehicle versus parked vehicle.

See Police Reports, page 4




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Classifieds

The deadline for Classified Ad submission and payment is Noon on Tuesday to appear in Thursday's paper. Advertisements must be submitted in writing by mail, fax or email. You may pay by cash, check, or credit card (Visa or M/C over the phone).

Errors: Please check your advertisements immediately. Any corrections and/or changes in an ad must be requested prior to the following Tuesday deadline in order to receive a credit. A credit will be issued for only the first time the error appears. Multiple runs will only be credited for the first time the error appears. No credit will be issued for an amount greater than the cost of the advertisement.

Beware: Employment offers that suggest guaranteed out-of-state or overseas positions may be deceptive or unethical in nature. If you have any doubts about the nature of a company, contact the local office of the Better Business Bureau, (213) 251-9696. Herald Publications does not guarantee that the advertiser's claims are true nor does it take responsibility for those claims.

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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.

Seniors

from page 3

Memory screenings can be performed during your Annual Wellness Visit, which is free to anyone on Medicare. Make sure to ask your physician to perform a memory evaluation the next time you visit the doctor's office.

UnitedHealthcare Medicare Advantage members can also take advantage of the HouseCalls program, which offers an annual

health and wellness visit in the convenience and privacy of your home, at no additional cost. A HouseCalls licensed practitioner can conduct a memory screening and refer you to additional care, if needed.

If you feel like you or a loved one might be suffering from symptoms of dementia, contact your health care provider. •

Police Reports

from page 3

Saturday, April 9th

A petty theft (vehicle) report was taken at 1027 hours from the 300 block of Virginia Street. Unknown suspect(s) took property from the victim's unlocked vehicle.

A petty theft (vehicle) report was taken at 1131 hours from the 400 block of Hillcrest Street. Unknown suspect(s) took property from the victim's unlocked vehicle.

A burglary (vehicle) report was taken at 1235 hours from the 300 block of West El Segundo Boulevard. Unknown suspect(s) forced entry into the victim's vehicle and took property.

A found property report was taken at 1232 hours from the 400 block of Hillcrest Street. Found was a knife.

An identity theft report was taken at 1318 hours from the 2200 block of East Park Place. Unknown suspect(s) used the victim's credit cards to make fraudulent purchases.

A petty theft (vehicle) report was taken at 1527 hours from the 600 block of West Palm Avenue. Unknown suspect(s) took property from the victim's unlocked vehicle.

A petty theft (vehicle) report was taken at 1550 hours from the 500 block of Hillcrest Street. Unknown suspect(s) took property from the victim's unlocked vehicle.

A petty theft report was taken at 1737 hours from the 1100 block of East Acacia Avenue. Unknown suspect(s) stole the victim's wallet.

An identity theft report was taken at 1830 hours from the 900 block of Main Street. Unknown suspect(s) made fraudulent charges with the victim's credit card.

A grand theft report was taken at 1844

hours from the 700 block of South Pacific Coast Highway. Several suspects stole over \$1200.00 worth of purses

One male adult was arrested at 2145 hours from the 1300 block of East Mariposa Avenue for one outstanding LBPDP felony warrant.

One male adult was arrested at 0111 hours from the 500 block of North Pacific Coast Highway for being a felon in possession of a firearm, being a felon in possession of ammunition, being a felon in possession of tear gas, possession of a controlled substance and one outstanding LAPD felony warrant.

One female adult was arrested at 0111 hours from the 500 block of North Pacific Coast Highway for one outstanding San Bernadino County Sheriff's misdemeanor warrant.

A grand theft report was taken at 0200 hours from the 100 block of Loma Vista Street. Unknown suspect(s) stole the victim's electric bicycle.

Sunday, April 10th

One male adult was detained at 0748 hours from Holly Avenue and Whiting Street and transported to Harbor Exodus for a 72-hour psychiatric evaluation.

A petty theft report was taken at 1247 hours from the 300 block of Main Street. Unknown suspect(s) stole the victim's property.

A petty theft report was taken at 1353 hours from the 700 block of South Pacific Coast Highway. Unknown suspect(s) took property from the victim's fanny pack while shopping.

A female adult was arrested at 1419 hours from the area of Imperial Avenue and Main Street for one LAPD misdemeanor warrant and one Santa Monica PD misdemeanor warrant. •

WEEKLY CROSSWORD

See Answers Next Week

1	2	3	4	5	6	7	8	9	10	11	12
13			14				15			16	
17			18				19			20	
			21				22			23	
24	25	26				27			28		29 30
31					32 33				34		
35			36 37					38 39			
			40				41				
42 43 44						45				46 47 48	
49						50				51	
52					53				54 55		
			56		57				58		
59 60					61				62		63 64 65
66					67				68		69
70					71				72		73

Across

- Riotous body
- Brighton brew
- Portly
- Getting tiresome
- Exist
- Turned chicken
- Cause of wrinkles
- Chart type
- Abstrusest
- Suburbanite's need
- Fountain for example
- Finish off
- Kitchen device
- Disconnected
- Notched a victory
- Chianti and merlot
- Added fuel to
- Blockbuster film's need, usually
- Himalayas continent
- Pond youngsters
- Didn't participate
- Wreckage
- Arrangement holder
- Handle the expense
- Loo
- Field yield
- Our boys
- Blow away, so to speak
- Spare for one
- Question answered by "M" or "F"

Down

- Pretty ticked
- Vein pursuit
- Class competition
- Help medically
- It may be due
- Red ____
- Cosmetician Max
- From the top
- Short or long follower
- Give a hard time to
- Golf ball position
- Animal house
- Unit pricing word
- Chalkboard standby
- Place for the rudder
- Kind of patch

- Obstacle to learning
- Represented
- "Only the Good ____ Young"
- Woeful
- Passed along smoothly
- Great gymnastics score
- Following etiquette
- Your and my
- O'Brien and Benetar
- Shade of blonde
- Touring vehicle
- Get up on stage
- "Casual" day: Abbr.
- Draws a blank
- Exchange blows
- Propulsion blade
- Dominate completely
- Opera venue in NYC
- Playground diversion
- Terrify
- They make wide turns
- Put in the lineup
- Long, long time
- What a bark can be worse than
- Brave moguls
- Collide with
- Work segment
- Prone
- Cruise milieu
- Dinosaur's origin

Last Week's Answers

1	2	3	4	5	6	7	8	9	10	11	12																												
13	U	S	E	A	14	A	G	E	15	A	W	E	16	A	I	R																							
17	S	E	A	18	R	O	D	19	R	A	P	20	I	D	L	Y																							
21	D	R	A	G	22	C	A	R	T	S	23	L	O	W	24	A	D	D	25	S	I	T																	
26	F	E	E	L	27	E	L	S	E	28	S	U	C	H	29	I	N	N	30	E	A	T	31	T	H	E	I	R											
32	G	E	T	33	S	K	Y	34	F	R	Y	35	C	O	T	36	R	I	S	E	S	37	Y	O	U	38	L	A	W										
39	G	R	E	W	40	R	A	G	S	41	V	E	T	O	42	L	A	T	I	N	43	S	A	W	44	T	E	A	45	A	N	46	T	S					
47	M	E	A	S	L	E	S	48	L	O	G	49	R	I	M	50	A	R	C	51	S	E	E	52	A	R	E	53	A	T	E	54	P	E	N				
55	P	A	T	56	O	L	D	57	P	E	R	58	P	E	N	59	P	E	N	60	P	E	N	61	P	E	N	62	P	E	N	63	P	E	N	64	P	E	N

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

SUDOKU Medium

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

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 the Dark Comedy *Dual*, Karen Gillan Must Duel Her Clone

By **Ryan Rojas**,
Cinemacy (www.cinemacy.com)

Where to watch: In select theaters this Friday, April 15.

In writer-director Riley Stearns' latest feature film, *Dual*, a woman and her new clone are forced to battle to the death in order to win the right to continue living that person's life.



Aaron Paul and Karen Gillan in *Dual*, a film written and directed by Riley Stearns. Photo courtesy of Sundance Institute.

With an array of medieval weaponry provided to them in order to defeat the other, Stearns sets the stage for a gruesome gladiator type match-off of "Hunger Games" proportions.

However, fans of Stearns and his previous films will know that he's not interested in grisly bloodsport. Rather, he uses it as a backdrop to show the comic absurdity of people, and the lengths we'll go to in asserting agency over our lives.

In *Dual*, Stearns furthers his signature directorial style, filtering dark, depressing stories through an ultra-serious lens. The result is an enjoyably, strangely hilarious time that's also entertaining and always thought-provoking.

Making its world premiere at this year's Sundance Film Festival, *Dual* stars Karen Gillan as Sarah, an apathetic woman who moves through her un-joyous life by chowing down fast food and ignoring her mom's calls. Her sad existence is immediately upended after she's diagnosed with a life-ending disease. The doctor says "You're going to die," to which Sarah replies, in deadpan delivery, "Why aren't I crying?"

Gillan's delivery—along with that of everyone else's in Stearns' detached, cold,

emotionless world—ends up making every grim line that's uttered something to grin at. The over-seriousness only highlights the movie's total silliness, which then sets up the main part of the story: Sarah is offered the opportunity of getting a "Replacement"—a clone of a terminally ill patient—to leave behind as a gift for a grieving family.

Without giving it too much thought, Sarah agrees, and "Sarah's double" arrives shortly. Standing shoulder-to-shoulder, Sarah's double begins soaking up everything about Sarah before she eventually takes over when Sarah dies.

Except that, in a turn of events, Sarah learns that she's not going to die. Instead, she goes into full remission. Furthering the universe's idea of a sick joke, Sarah's double

See Film Review, page 6



Ryan Rojas

Check It Out

It Will Be Ok by Lisa Katzenberger, Illustrated by Jaclyn Siquett

By **Kristina Kora-Beckman**, Senior Librarian, El Segundo Public Library

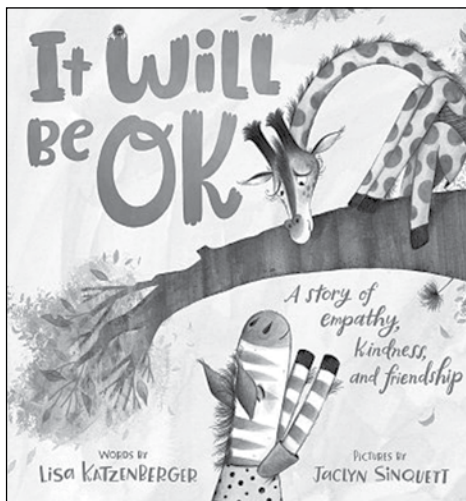
I'm back with another heartwarming social-emotional picture book, *It Will Be Ok*, by Lisa Katzenberger. Animal friends Giraffe and Zebra walk to the watering hole everyday. But one day, Giraffe get scared and hides in a tree. Zebra tries many strategies to help his friend work through his fear ... logic, bravery, and patience but Giraffe has to work through his emotions in his own way. Finally Giraffe comes down and the friends move forward with their day. Until Giraffe comes literally face to face with his fear and, with his friend by his side, bravely works through it to help another friend work through their worry.

As we all recover from the last two years of crazy, I found the gentle advice soothing for both being anxious and supporting

anxious family and friends. I also loved how the author gave words to the emotions both friends were feeling in the story and included helpful advice at the end of the book that was easy for kids (and adults) to understand. Like many social-emotional titles, this book normalizes feelings of worry, fear and embarrassment, which can help others experiencing the same not feel so alone.

For more empathetic reading recommendations, stop by our adult or youth service desks, Monday – Thursday from 9am-9pm or Friday/Saturday from 10am-5pm. We'd love to hear what you're reading and share our favorites!

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It Will Be Ok by Lisa Katzenberger



Kristina Kora-Beckman

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SBDC

from front page

Writes advisor DeDonato: "For this workshop, my focus is on legal structures, tax considerations of each type of legal structure, and regulatory filings.

"The workshop is meant to impart the essentials of starting a business. It covers the key elements to launch a business, including entrepreneurial mindset, business plans, market research, financial projections, capitalization and funding, legal structures, regulatory filings, and other important matters for a successful launch. It is deliberately designed to challenge participants to absorb information in a "boot camp" fashion.

"We expect full engagement with participants through one-on-one counseling sessions to help with their launch. We have a seasoned team of advisors with expertise in all areas of business and numerous other workshops that expand on various topics. Advising services and workshops are provided at no charge to clients.

"Due to the high failure rates of startups," he concluded, "we stress the importance of proper planning, market research, product/service placement, capitalization and funding, legalities, human resources, and infrastructure."

SBDC consultant Debbie Goldfarb is the point-person of the course. "After talking with numerous small business owners in the early stage of starting a business," she said, "their biggest request was to create a "boot camp" of sorts, introducing them to all things needed to start and launch. With that in mind, we created two three-hour sessions that have been well-received and attended. The information provided is very detailed, and at times, tedious to get through, [but] having veteran advisors teach the class helps mitigate the tedium and encourage a large amount of participation."

Goldfarb has owned a consulting firm for 25 years that focuses on strategic planning, market research, training, and database and campaign development. She specializes in

identifying market and industry trends and creating product and service solutions while developing programs to maximize a would-be business owners return on investment while developing brand strength.

She spoke about the Fast-Track course and other SBDC resources in a recent phone interview. The next Fast-Track course will be offered in the first week of May.



Advisor Michael DeDonato. Photos courtesy of the SBDC.

The genesis of the Fast-Track course: Goldfarb and her advisory team took a look at what was being offered to business students and prospective entrepreneurs at the time and wanted to develop an intensive program that would consolidate different facets of what a prospective business owner would need to know to not only start a business, but embark on the road to success.

Goldfarb said that the first thing she asks her students is: "Should you be an entrepreneur, is it really what you want to do? The point of the Fast Track is to get you to say 'yes, I do want to be an entrepreneur, yes, I do have a clear-cut idea,' while discerning if the student's idea is viable. "This class is very rigorous," she said, and she quickly familiarized her charges with the lingo of business while posing "very specific questions. She said there are about ten questions

posed to the students and that if the student cannot answer those questions, then starting a small business is not right for them, at least at this time.

After the "should you be an entrepreneur?" question, she notes the ten steps "that you need to implement." Students are taught about marketing, developing, and cultivating their target audience. They are provided work-



SBDC Consultant Debbie Goldfarb.

sheets in which she asks questions leading to creating what she terms "a lean-business plan." A one-or-two-page plan that utilizes the information on the worksheets and provided templates.

If her students are really "ready to go," they can then take the accrued information and develop their "bigger business plan." She strives to tell her students, "Very quickly, here is what you need to know," then set up one-to-one consultations with an advisor.

Goldfarb has consulted with the SBDC for three years. "I teach the whole marketing curriculum," she said, mentioning Marketing 101 and Consumer Behavior courses.

She decided that while most of her work had targeted business behemoths, she wanted to work with the smaller businesses affiliated with the SBDC to "give back to the community."

Goldfarb said that each advisor brings a

unique perspective to the program. Goldfarb noted that her curriculum "inundates" students with information, hence the Fast Track moniker. Once the student completes the two-day course, they know what the next steps to success are, whether it be focusing on marketing, accounting, or a prospective business legal structure.

Small business entrepreneurship is not for everybody, noting that a Fast Track class may start with sixty students and end up with thirty.

Michelle Lo Grande is a senior clerical assistant with the SBDC and worked closely with Goldfarb to develop the Fast Track course syllabus.

"This course is important to offer because it gives clients an overview of what it takes to start a business in a short amount of time," Lo Grande emailed.

"This course idea was a collaborative effort between myself and Debbie," Lo Grande continued. "It was our vision to create a crash course covering the key issues and questions that clients have. We brought in additional advisors to develop the course so we could combine their knowledge and expertise. The course was also designed to show participants what the SBDC Program is about and what we can offer them at our center."

Lo Grande offered up two quotes from recent Fast Track participants: "Truly excellent!" said one course attendee. "I have attended several boot camps, and this was by far the most comprehensive, [with] top-shelf expertise!"

"Overall, this seminar was very exciting," added a second student. "I left full of ideas, questions, and plenty of direction on what I needed to do next. The instructors were top-notch. They provided us with a wide range of perspectives and expertise."

Are you interested in exploring the challenging world of entrepreneurship? You can get more information by contacting the SBDC at eccsbdc@elcamino.edu, or calling 310-225-8277.

Film Review

from page 5

has now lived long enough to develop her own self-awareness and has totally taken over Sarah's (the original's) life, including dating her old boyfriend (Beulah Koale) and developing a healthy relationship with her own mom (Maija Paunio). Sarah, then, is edged out of her own life.

The scenes of Karen Gillan acting opposite herself are deceptively well-executed. Not only is the technical staging impressive, but Gillan even stated that she learned both characters' lines at the same time, recording one version so that she could run lines with herself.

Under the rare circumstances in which an

original and double continue to live, they are forced to enter a broadcasted deathmatch (yes, a duel of the "duals") to see who can continue living on (because a world in which *two* clones would be left living would be simply ridiculous). Now inspired to take back her life, Sarah hires a combat trainer, Trent (Aaron Paul) to teach her the ways of fighting so she can defeat her double.

The idea of a weak person deciding to assert themselves through fighting is another idea that's carried over from Stearns' last film, *The Art of Self Defense* (which starred Jesse Eisenberg as a white-collar wimp who

re-asserted his life through martial arts). It's great to see Stearns continue sharing his personal passion for jiu-jitsu with audiences, which makes his films even more personal and unique.

With a sageness in the art of combat that Dwight Schrute would likely appreciate, Trent trains Sarah in various forms of combat, teaching her moves, the best way to use weaponry in different situations, and identifying various methods of death. In these scenes, Gillan and Paul are fantastically paired, and certain scenes are sure to stick in audiences' minds long after (slow-motion fighting, and

hip hop dance classes among them).

I won't spoil the ending, but by the time the film circles towards its climactic end, you realize that aside from its somewhat sadistically silly conceit, there's a deeper, more tender-hearted idea that Stearns is ruminating on: what would you do to fight for your life? Would you be prepared to become someone entirely new, and in that regard, kill the old version of yourself? *Dual* is a thought-provoking, clever, and fun way to explore the idea of what we're all willing to do to re-assert ourselves and our lives.

95 min. •

Finance

from page 3

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quote for the week

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January 2022

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Hope Anita Smith

from front page

of rebuilding the family upon the return of the father in her second work, *Keeping the Night Watch*.

Her third publication, *Mother Poems*, took a personal turn. "You know that game you played in school where you're talking to a friend, and someone comes up behind you and taps you on your right shoulder, and when you turn to look over your right shoulder, they're on your left side now? That's what I felt like. Death had come and tapped me on my right shoulder, and when I turned my head to look, he reached over my left shoulder and took my mother," she shares. Smith lost her mother at twelve years old, and this book of poems allowed her to talk about the painful journey.

In her most recent work, *It Rained Warm Bread*, Smith was contacted by a family with a holocaust survivor who wanted her to help tell his story. At first, Smith was reluctant, as she is not Jewish and wanted the story to be as authentic as possible, but with the help of the family and the motive of telling a true story, the work was published in 2019.

Currently, Smith is working on a new novel that is not poetry, something that is a challenge for the poet. "I feel like the gauntlet has been thrown down, and I must write a novel," she says, adding that she loves her new main

character, Zenobia.

Her journey to becoming the poet laureate of El Segundo started with a childhood dream of becoming poet laureate of the United States of America. In lieu of (or rather, as a step to)



Hope Anita Smith, author, and poet, proudly assumes the role of Poet Laureate for the city of El Segundo.

becoming the nation's poet laureate, Smith heard about the search for an inaugural poet in the seaside town and immediately threw her name in the ring.

Because she is not a resident of El Segundo, Smith was worried about being eligible.

However, after a meeting with a panel and making it through a voting process with a fully prepared portfolio and deck of plans for the role, Smith was officially announced as the inaugural Poet Laureate.

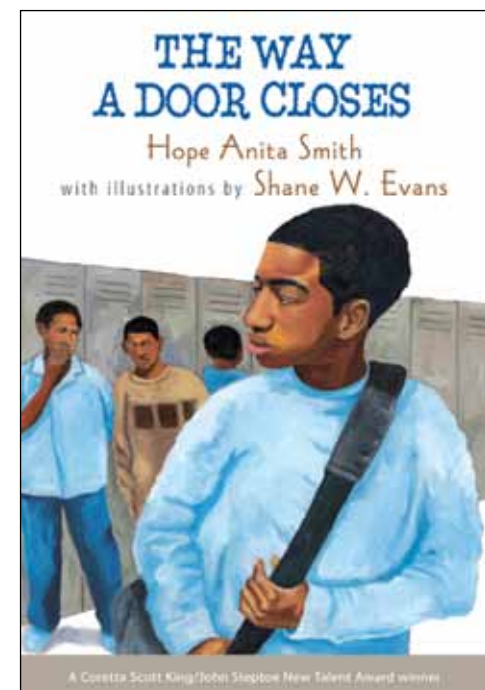
Already, Smith has begun to find ways to include the community in the world of poetry. Currently, she is accepting submissions from residents to contribute to an Ode to El Segundo, which will be a city poem written by any residents who want to participate.

Plans are on the horizon for spoken word poetry at outdoor dining locations, open mics, and poetry packet discussions. Smith details a packet she has put together with a selection of poems and has already held one of these discussions at ESMoA, where she encouraged anyone who felt comfortable to share which poem spoke to them and maybe even share some of their work.

"I think many people have a fear of poetry," says Smith. Those new to poetry can be put off by not knowing exactly what the writing is about and intimidated at the thought of creating their own. Smith's goal during her tenure is to make poetry more accessible and easier for the community to embrace.

"[Poetry] evokes emotions of all kinds: happiness, sadness, joy, sorrow. It's a way of saying,

'I can't find the words, but somebody did, and I want you to know that I get it,'" she says. Inspiring others to give the gift of poetry and setting the bar high are Smith's biggest long-term goals so that any who succeeds her will have a strong foundation on which to stand. •



The cover of Smith's first published book, *The Way a Door Closes*.



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Sheet Pan Steak & Potatoe Au Gratin

Provided by Campbells Soup Corp.

Our recipe for Sheet Pan Steak and Potatoes Au Gratin takes a meat and potato dish to the next level. The steak, potatoes and broccoli take only 10 minutes to pull together and everything bakes on one baking sheet so clean-up is a breeze. For a real timesaver, we used frozen diced potatoes with onions and pepper and broccoli florets so there's no need to spend time cutting up veggies. Then we smother everything with our creamy mushroom soup and top with just a bit of Swiss cheese for extra flavor.



Ingredients

- 16 ounces frozen potatoes with onions & peppers
- 10 ounces frozen broccoli florets (about 2 cups), thawed
- 1 pound boneless beef sirloin steak (3/4-inch thick), cut into 4 pieces
- 1 can (10 1/2 ounces) Campbell's® Condensed Cream of Mushroom Soup
- 1/2 cup shredded Swiss cheese
- 2 tablespoons chopped fresh parsley or thyme

Directions

- **Step 1:** Heat the oven to 450°F. Spray a rimmed baking sheet with vegetable cooking spray. Spread the potatoes on the baking sheet. Season the potatoes with salt and pepper, if desired.
- **Step 2:** Bake for 20 minutes or until the potatoes begin to brown. Stir the potatoes and push them to one side of the baking sheet. Arrange the broccoli in the middle and the beef on the other side. Season beef with salt and pepper, if desired. Spray the beef on both sides with the cooking spray.
- **Step 3:** Bake for 5 minutes. Turn the beef over. Divide the soup among the beef, potatoes and broccoli (tossing the potatoes and broccoli to coat). Sprinkle the beef, potatoes and broccoli with the cheese.
- **Step 4:** Heat the broiler. Broil for 3 minutes or until the cheese is melted. Sprinkle with the parsley before serving.

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

PUBLIC NOTICES

Order to Show Cause for Change of Name Case No. 22SMCP00131

Superior Court of California, County of LOS ANGELES
Petition of: ARYAN HARATIAN for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner ARYAN HARATIAN filed a petition with this court for a decree changing names as follows:

ARYAN HARATIAN
to
RYAN HARATIAN

The Court orders that all persons interested in this matter appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted. Any person objecting to the name changes described above must file a written objection that includes the reasons for the objection at least two court days before the matter is scheduled to be heard and must appear at the hearing to show cause why the petition should not be granted. If no written objection is timely filed, the court may grant the petition without a hearing.

Notice of Hearing:
Date: June 3, 2022, Time: 8:30 AM., Dept.: K

The address of the court is:
1725 MAIN STREET
SANTA MONICA, CA 90401

A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county:

EL SEGUNDO HERALD
Date: 3/29/2022
HON. LAWRENCE CHO
Judge of the Superior Court
El Segundo Herald Pub. 4/7, 4/14, 4/21, 4/28/22

H-27521

Order to Show Cause for Change of Name Case No. 22TRCP00107

Superior Court of California, County of LOS ANGELES
Petition of: GRACE MARGARET LYNCH for Change of Name
TO ALL INTERESTED PERSONS:
Petitioner GRACE MARGARET LYNCH filed a petition with this court for a decree changing names as follows:

GRACE MARGARET LYNCH
to
GRACE MARGARET ROYSE-LYNCH

The Court orders that all persons interested in this matter appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted. Any person objecting to the name changes described above must file a written objection that includes the reasons for the objection at least two court days before the matter is scheduled to be heard and must appear at the hearing to show cause why the petition should not be granted. If no written objection is timely filed, the court may grant the petition without a hearing.

Notice of Hearing:
Date: 5-27-22, Time: 8:30 AM., Dept.: B

The address of the court is:
825 MAPLE AVE
TORRANCE, CA 90503

A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county:

EL SEGUNDO HERALD
Date: APRIL 6, 2022
GARY Y. TANAKA
Judge of the Superior Court
El Segundo Herald Pub. 4/7, 4/14, 4/21, 4/28/22

H-27525

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ABC NOTICES: \$125.00

DBA (Fictitious Business Name) \$75.00

NAME CHANGE: \$200.00

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All other legal notices email us at: legalnotices@heraldpublications.com

Any questions? Call us at 310-322-1830



El Segundo Herald



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PUBLIC NOTICES

Fictitious Business Name Statement
2022058567

The following person(s) is (are) doing business as INVITA HEALTHCARE TECHNOLOGIES, 12121 WILSHIRE BOULEVARD, SUITE 205, LOS ANGELES, CA 90025, LOS ANGELES COUNTY. AI #ON: C2297526. Registered Owner(s): TRANSPLANT CONNECT, INC., 12121 WILSHIRE BOULEVARD, SUITE 205, LOS ANGELES, CA 90025, 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: TRANSPLANT CONNECT, INC., GARRETT M. MONDA, SECRETARY. This statement was filed with the County Recorder of Los Angeles County on March 15, 2022.

NOTICE: This Fictitious Name Statement expires on March 15, 2027. A new Fictitious Business Name Statement must be filed prior to March 15, 2027. 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. 3/24, 3/31, 4/7, 4/14/22 **H-2502**

Fictitious Business Name Statement
2022058573

The following person(s) is (are) doing business as 1) TEAM ONE, 2) TEAM ONE ADVERTISING, 13031 WEST JEFFERSON BOULEVARD, LOS ANGELES, CA 90094, LOS ANGELES COUNTY. AI #ON: 202119710023. Registered Owner(s): SAATCHI & SAATCHI NORTH AMERICA, LLC, 375 HUDSON STREET, NEW YORK, NY 10014, DELAWARE. 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: SAATCHI & SAATCHI NORTH AMERICA, LLC, ROBERT W. VYVERBERG, VICE PRESIDENT. This statement was filed with the County Recorder of Los Angeles County on March 15, 2022.

NOTICE: This Fictitious Name Statement expires on March 15, 2027. A new Fictitious Business Name Statement must be filed prior to March 15, 2027. 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. 3/24, 3/31, 4/7, 4/14/22 **H-2503**

Fictitious Business Name Statement
2022059469

The following person(s) is (are) doing business as INNATE SOUL NUTRITION, 1910 HUNTINGTON LANE UNIT 4, REDONDO BEACH, CA 90278, LOS ANGELES COUNTY. Registered Owner(s): GISELLA LICIA ARATA, 1910 HUNTINGTON LANE UNIT 4, 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: N/A. Signed: GISELLA LICIA ARATA, OWNER. This statement was filed with the County Recorder of Los Angeles County on March 16, 2022.

NOTICE: This Fictitious Name Statement expires on March 16, 2027. A new Fictitious Business Name Statement must be filed prior to March 16, 2027. 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. 3/24, 3/31, 4/7, 4/14/22 **H-2505**

Fictitious Business Name Statement
2022058570

The following person(s) is (are) doing business as 1) CONILL ADVERTISING, 2) SAATCHI & SAATCHI, 3) SAATCHI & SAATCHI LOS ANGELES, 555 AVIATION BOULEVARD, EL SEGUNDO, CA 90245, LOS ANGELES COUNTY. AI #ON: 202119710023. Registered Owner(s): SAATCHI & SAATCHI NORTH AMERICA, LLC, 375 HUDSON STREET, NEW YORK, NY 10014, DELAWARE. 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: SAATCHI & SAATCHI NORTH AMERICA, LLC, ROBERT W. VYVERBERG, VICE PRESIDENT. This statement was filed with the County Recorder of Los Angeles County on March 15, 2022.

NOTICE: This Fictitious Name Statement expires on March 15, 2027. A new Fictitious Business Name Statement must be filed prior to March 15, 2027. 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. 3/24, 3/31, 4/7, 4/14/22 **H-2504**

Fictitious Business Name Statement
2022056595

The following person(s) is (are) doing business as G-STAR RAW, 1) 413 NORTH RODEO DRIVE, BEVERLY HILLS, CA 90210, 2) 315 FLATBUSH AVENUE, #533, BROOKLYN, NY 11217, LOS ANGELES COUNTY. Registered Owner(s): G-STAR RAW RETAIL INC., 315 FLATBUSH AVENUE, #533, BROOKLYN, NY 11217. This business is being conducted by a Delaware Corporation. The registrant commenced to transact business under the fictitious business name or names listed above on: 11/2011. Signed: G-STAR RAW RETAIL INC., KATHLEEN KUNDAR, SECRETARY. This statement was filed with the County Recorder of Los Angeles County on March 14, 2022.

NOTICE: This Fictitious Name Statement expires on March 14, 2027. A new Fictitious Business Name Statement must be filed prior to March 14, 2027. 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. 3/24, 3/31, 4/7, 4/14/22 **H-2506**

Fictitious Business Name Statement
2022062327

The following person(s) is (are) doing business as IKUMA'S HAIR DESIGN, 1) 24407 HAWTHORNE BLVD., TORRANCE, CA 90505, 2) 8400 EDINGER AVE. C208, HUNTINGTON BEACH, CA 92647, LOS ANGELES COUNTY. Registered Owner(s): IKUMA OKADA, 8400 EDINGER AVE. C208, HUNTINGTON BEACH, CA 92647. This business is being conducted by an Individual. The registrant commenced to transact business under the fictitious business name or names listed above on: 02/2022. Signed: IKUMA OKADA, OWNER. This statement was filed with the County Recorder of Los Angeles County on March 21, 2022.

NOTICE: This Fictitious Name Statement expires on March 21, 2027. A new Fictitious Business Name Statement must be filed prior to March 21, 2027. 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. 3/31, 4/7, 4/14, 4/21/22 **H-2507**

Fictitious Business Name Statement
2022056265

The following person(s) is (are) doing business as RESTORE HYPER WELLNESS, 1) 403 N. PACIFIC COAST HIGHWAY SUITE 104, REDONDO BEACH, CA 90277, 2) 818 15TH STREET UNIT 5, SANTA MONICA, CA 90403, LOS ANGELES COUNTY. AI #ON: 202027311051. Registered Owner(s): RHW1 LLC, 403 N. PACIFIC COAST HIGHWAY, SUITE 104, REDONDO BEACH, CA 90277. 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: RHW1 LLC, JILL MYERS, MEMBER. This statement was filed with the County Recorder of Los Angeles County on March 11, 2022.

NOTICE: This Fictitious Name Statement expires on March 11, 2027. A new Fictitious Business Name Statement must be filed prior to March 11, 2027. 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. 3/31, 4/7, 4/14, 4/21/22 **H-2508**

Fictitious Business Name Statement
2022066371

The following person(s) is (are) doing business as BAREMINERALS, 1) 24201 WEST VALENCIA BOULEVARD, VALENCIA, CA 91355, 2) 500 FIFTH AVENUE, 26TH FLOOR, NEW YORK, NY 10110, LOS ANGELES COUNTY. Registered Owner(s): ORVEON GLOBAL US LLC, 500 FIFTH AVENUE, 26TH FLOOR, NEW YORK, NY 10110, DELAWARE. 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: 12/2021. Signed: ORVEON GLOBAL US LLC, TRICIA GLYNN, PRESIDENT. This statement was filed with the County Recorder of Los Angeles County on March 25, 2022.

NOTICE: This Fictitious Name Statement expires on March 25, 2027. A new Fictitious Business Name Statement must be filed prior to March 25, 2027. 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. 3/31, 4/7, 4/14, 4/21/22 **H-2510**

2022066371 STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME

Current File #2021267630
The following person has abandoned the use of the fictitious business name: BAREMINERALS, 301 ROUTE 17 NORTH, 10TH FLOOR, RUTHERFORD, NJ 07070. The fictitious business name referred to above was filed in the County of Los Angeles ON DECEMBER 9, 2021. Registrants: 1) BAREMINERALS US BUYER LLC, PRUDENTIAL TOWER, 800 BOYLSTON ST, BOSTON, MA 02199, DELAWARE. 2) SHISEIDO AMERICAS CORPORATION, 301 ROUTE 17 NORTH, 10TH FLOOR, RUTHERFORD, NJ 07070, DELAWARE. This business was conducted by a Joint Venture. Signed: SHISEIDO AMERICAS CORPORATION, JASON ALEXANDER, SECRETARY, GENERAL PARTNER. This statement was filed with the County Clerk of Los Angeles County on MARCH 25, 2022.
EL SEGUNDO HERALD: Pub. 3/31, 4/7, 4/14, 4/21/22 **H-2509**

**Fictitious Business Name Statement**
2022065598

The following person(s) is (are) doing business as SANTA MONICA HEALTH CARE CENTER, 1320 20TH STREET, SANTA MONICA, CA 90404, LOS ANGELES COUNTY. Registered Owner(s): SANTA MONICA HOLDING COMPANY GP, LLC, GENERAL PARTNER, 3060 MERCER UNIVERSITY DRIVE, SUITE 200, ATLANTA, GA 30341. DELAWARE. 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: 02/2017. Signed: SANTA MONICA HOLDING COMPANY GP, LLC, GENERAL PARTNER, LINDA W. TAETZ AS PRESIDENT, GENERAL PARTNER. This statement was filed with the County Recorder of Los Angeles County on March 24, 2022.

NOTICE: This Fictitious Name Statement expires on March 24, 2027. A new Fictitious Business Name Statement must be filed prior to March 24, 2027. 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. 3/31, 4/7, 4/14, 4/21/22 **H-2512**

Fictitious Business Name Statement
2022065601

The following person(s) is (are) doing business as GLENDALE TRANSITIONAL CARE CENTER, 1509 WILSON TERRACE, GLENDALE, CA 91206, LOS ANGELES COUNTY. Registered Owner(s): GLENDALE HOLDING COMPANY GP, LLC, GENERAL PARTNER, 3060 MERCER UNIVERSITY DRIVE, SUITE 200, ATLANTA, GA 30341. DELAWARE. 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: 10/2017. Signed: GLENDALE HOLDING COMPANY GP, LLC, GENERAL PARTNER, LINDA W. TAETZ AS PRESIDENT, GENERAL PARTNER. This statement was filed with the County Recorder of Los Angeles County on March 24, 2022.

NOTICE: This Fictitious Name Statement expires on March 24, 2027. A new Fictitious Business Name Statement must be filed prior to March 24, 2027. 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. 3/31, 4/7, 4/14, 4/21/22 **H-2513**

Fictitious Business Name Statement
2022065604

The following person(s) is (are) doing business as THE REHABILITATION CENTER OF SANTA MONICA, 1338 20TH STREET, SANTA MONICA, CA 90404, LOS ANGELES COUNTY. Registered Owner(s): REHABILITATION CENTER OF SANTA MONICA HOLDING COMPANY GP, LLC, GENERAL PARTNER, 3060 MERCER UNIVERSITY DRIVE, SUITE 200, ATLANTA, GA 30341. DELAWARE. 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: 01/2017.

Signed: REHABILITATION CENTER OF SANTA MONICA HOLDING COMPANY GP, LLC, GENERAL PARTNER, LINDA W. TAETZ AS PRESIDENT, GENERAL PARTNER. This statement was filed with the County Recorder of Los Angeles County on March 24, 2022.
NOTICE: This Fictitious Name Statement expires on March 24, 2027. A new Fictitious Business Name Statement must be filed prior to March 24, 2027. 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. 3/31, 4/7, 4/14, 4/21/22 **H-2514**

Fictitious Business Name Statement
2022065258

The following person(s) is (are) doing business as DANCEGARDENLA, INC., 10816 BURBANK BLVD, NORTH HOLLYWOOD, CA 91601, LOS ANGELES COUNTY. AI #ON: C4745676. Registered Owner(s): EVOLUTION STUDIOS LA INC., 10816 BURBANK BLVD, NORTH HOLLYWOOD, CA 91601. 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: 02/2022. Signed: EVOLUTION STUDIOS LA INC., LAUREN BOLDT, PRESIDENT. This statement was filed with the County Recorder of Los Angeles County on March 24, 2022.

NOTICE: This Fictitious Name Statement expires on March 24, 2027. A new Fictitious Business Name Statement must be filed prior to March 24, 2027. 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. 3/31, 4/7, 4/14, 4/21/22 **H-2511**

Fictitious Business Name Statement
2022059459

The following person(s) is (are) doing business as JOLLY BEES CLEANING SERVICES, 3120 SEPULVEDA BLVD. UNIT 107, TORRANCE, CA 90505, LOS ANGELES COUNTY. Registered Owner(s): JOLLY BEES LLC, 3120 Sepulveda Blvd. UNIT 107, TORRANCE, CA 90505. 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: 02/2013. Signed: JOLLY BEES LLC, LUIS ALFREDO MARTINEZ, MANAGER. This statement was filed with the County Recorder of Los Angeles County on March 16, 2022.

NOTICE: This Fictitious Name Statement expires on March 16, 2027. A new Fictitious Business Name Statement must be filed prior to March 16, 2027. 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. 4/7, 4/14, 4/21, 4/28/22 **H-2515**

Fictitious Business Name Statement
2022067836

The following person(s) is (are) doing business as 1) FABULONOMOUS MUSIC, 2) UNIVERSAL - MCA MUSIC PUBLISHING, 3) UNIVERSAL MUSIC PRODUCTION LIBRARY, 4) UNIVERSAL MUSIC PUBLISHING LICENSING, 2100 COLORADO AVENUE, SANTA MONICA, CA 90404, LOS ANGELES COUNTY. Registered Owner(s): UNIVERSAL MUSIC CORP., 2100 COLORADO AVENUE, 2100 COLORADO AVENUE, SANTA MONICA, CA 90404. 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: 03/2022. Signed: UNIVERSAL MUSIC CORP., SHERYL L GOLD, SECRETARY. This statement was filed with the County Recorder of Los Angeles County on March 29, 2022.

NOTICE: This Fictitious Name Statement expires on March 29, 2027. A new Fictitious Business Name Statement must be filed prior to March 29, 2027. 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. 4/7, 4/14, 4/21, 4/28/22 **H-2516**

Fictitious Business Name Statement
2022067839

The following person(s) is (are) doing business as UNIVERSAL MUSIC WORKS, 2100 COLORADO AVENUE, SANTA MONICA, CA 90404, LOS ANGELES COUNTY. Registered Owner(s): UNIVERSAL MUSIC, INC., 2100 COLORADO AVENUE, SANTA MONICA, CA 90404. FLORIDA. This business is being conducted by a Corporation. The registrant commenced to transact business under the fictitious business name or names listed above on: 02/2017. Signed: UNIVERSAL MUSIC, INC., SHERYL L GOLD, SECRETARY. This statement was filed with the County Recorder of Los Angeles County on March 29, 2022.

NOTICE: This Fictitious Name Statement expires on March 29, 2027. A new Fictitious Business Name Statement must be filed prior to March 29, 2027. 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. 4/7, 4/14, 4/21, 4/28/22 **H-2517**

Fictitious Business Name Statement
2022067842

The following person(s) is (are) doing business as UNIVERSAL MUSIC WORKS, 2100 COLORADO AVENUE, SANTA MONICA, CA 90404, LOS ANGELES COUNTY. Registered Owner(s): UNIVERSAL MUSIC CORP., 2100 COLORADO AVENUE, SANTA MONICA, CA 90404. 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: 02/2017. Signed: UNIVERSAL MUSIC CORP., SHERYL L GOLD, SECRETARY. This statement was filed with the County Recorder of Los Angeles County on March 29, 2022.

NOTICE: This Fictitious Name Statement expires on March 29, 2027. A new Fictitious Business Name Statement must be filed prior to March 29, 2027. 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. 4/7, 4/14, 4/21, 4/28/22 **H-2518**

Fictitious Business Name Statement
2022069368

The following person(s) is (are) doing business as UNIVERSAL MUSIC WORKS, 2100 COLORADO AVENUE, SANTA MONICA, CA 90404, LOS ANGELES COUNTY. Registered Owner(s): SONGS OF UNIVERSAL INC., 2100 COLORADO AVENUE, SANTA MONICA, CA 90404. 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: 02/2017. Signed: SONGS OF UNIVERSAL INC., SHERYL L GOLD, SECRETARY. This statement was filed with the County Recorder of Los Angeles County on March 31, 2022.

NOTICE: This Fictitious Name Statement expires on March 31, 2027. A new Fictitious Business Name Statement must be filed prior to March 31, 2027. 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. 4/14, 4/21, 4/28, 5/5/22 **H-2519**

Fictitious Business Name Statement
2022071462

The following person(s) is (are) doing business as STOR-IT SELF STORAGE, 9641 IMPERIAL HIGHWAY, DOWNEY, CA 90242, LOS ANGELES COUNTY. AI #ON: 200022010036. Registered Owner(s): LYONS DEVELOPMENT COMPANY, LLC, 4100 NEWPORT PLACE, SUITE 810, NEWPORT BEACH, CA 92660. 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: 02/2001. Signed: LYONS DEVELOPMENT COMPANY, LLC, CRAIG N. LYONS, MANAGER. This statement was filed with the County Recorder of Los Angeles County on April 1, 2022.

NOTICE: This Fictitious Name Statement expires on April 1, 2027. A new Fictitious Business Name Statement must be filed prior to April 1, 2027. 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. 4/14, 4/21, 4/28, 5/5/22 **H-2520**

Fictitious Business Name Statement
2022071465

The following person(s) is (are) doing business as STOR-IT SELF STORAGE, 2601 SOUTH STREET, LONG BEACH, CA 90805, CA 90805, LOS ANGELES COUNTY. AI #ON: 200721310061. Registered Owner(s): STOR-IT LONG BEACH, LLC, 4100 NEWPORT PLACE, SUITE 810, NEWPORT BEACH, CA 92660. 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: 02/2001. Signed: STOR-IT LONG BEACH, LLC, CRAIG N. LYONS, MANAGER. This statement was filed with the County Recorder of Los Angeles County on April 1, 2022.

NOTICE: This Fictitious Name Statement expires on April 1, 2027. A new Fictitious Business Name Statement must be filed prior to April 1, 2027. 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. 4/14, 4/21, 4/28, 5/5/22 **H-2521**

Fictitious Business Name Statement
2022073030

The following person(s) is (are) doing business as STOR-IT SELF STORAGE, 4068 DEL RAY AVENUE, MARINA DEL RAY, CA 90292, LOS ANGELES COUNTY. AI #ON: 200801010438. Registered Owner(s): STOR-IT PROPERTIES, LLC, 4100 NEWPORT PLACE, SUITE 810, NEWPORT BEACH, CA 92660. 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: 02/2001. Signed: STOR-IT PROPERTIES, LLC, CRAIG N. LYONS, MANAGER. This statement was filed with the County Recorder of Los Angeles County on April 5, 2022.

NOTICE: This Fictitious Name Statement expires on April 5, 2027. A new Fictitious Business Name Statement must be filed prior to April 5, 2027. 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. 4/14, 4/21, 4/28, 5/5/22 **H-2522**

Fictitious Business Name Statement
2022073027

The following person(s) is (are) doing business as CREDENA HEALTH PHARMACY TARZANA, 18370 BURBANK BLVD, SUITE 104, TARZANA, CA 91356, LOS ANGELES COUNTY. AI #ON: 200801010438. Registered Owner(s): CREDENA HEALTH LLC, 6348 NE HALSEY STREET, SUITE A, PORTLAND, OR 97213. OREGON. 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: CREDENA HEALTH LLC, GLENN WACHTER, TREASURER. This statement was filed with the County Recorder of Los Angeles County on April 5, 2022.

NOTICE: This Fictitious Name Statement expires on April 5, 2027. A new Fictitious Business Name Statement must be filed prior to April 5, 2027. 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. 4/14, 4/21, 4/28, 5/5/22 **H-2523**

Fictitious Business Name Statement
2022071468

The following person(s) is (are) doing business as U.S. RENAL CARE BALDWIN HILLS DIALYSIS, 3705 S. LA BREA AVENUE, LOS ANGELES, CA 90016, LOS ANGELES COUNTY. Registered Owner(s): USRC BALDWIN HILLS, LLC, 5851 LEGACY CIRCLE, SUITE 900, PLANO, TX 75024. DELAWARE. 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: 03/2022. Signed: USRC BALDWIN HILLS, LLC, JAMES D. SHELTON, VICE PRESIDENT. This statement was filed with the County Recorder of Los Angeles County on April 1, 2022.

NOTICE: This Fictitious Name Statement expires on April 1, 2027. A new Fictitious Business Name Statement must be filed prior to April 1, 2027. 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. 4/14, 4/21, 4/28, 5/5/22 **H-2524**

PUBLISH YOUR PUBLIC NOTICES HERE

ABANDONMENTS: \$125.00

ABC NOTICES: \$125.00

DBA (Fictitious Business Name) \$75.00

NAME CHANGE: \$200.00

PETSPETS **Pets** PETSPETS

Purrrfect Companions



Rylee

If you are looking for a cat with a certain kind of personality, consider adopting a teen or adult kitty. That kitten who is snuggly now may mature into a cat with totally different personality! Cats who are teens or adults have lived with our foster volunteers, so we can match you up with the kind of cat you are looking for. When you adopt, you save a life... and in turn enrich your own.

This guy is such a lovebug! **Rylee** loves being petted, getting head massages, purring, hanging out with his human, and just being chill with you. He is Mr. Affection. Not in an annoying way, just in an "I love you and I like to hang out with you" way. He prefers loving to playing and gets along with cats of all ages and personalities. Rylee is untested with dogs and children; however his foster mom suspects he would do just fine. Some lucky person will find the love of a lifetime with Rylee.

Russet is a gorgeous potato. He likes to chat and has the sweetest meow. Russet has a gentle disposition and is lovely and affectionate to people. He is not too keen on other cats and can get aggressive around them. When he shows you his serious side, Rylee it actually quite funny.

Jareth is a sweet, goofy, and impish little boy. He takes a little bit to warm up, however once he does, he is a proper little lap cat. This playful guy loves to romp with his friends and has a fun personality with a lot of pizzazz. Jareth has heterochromia (two different colored eyes), so he has been named after David Bowie's character in Labyrinth! Since Jareth is young, playful, and cat-social, he needs to be adopted in a pair or to a home that has a young, active cat. He would great paired up with his sister, Sarah, or his best



Russet

friend Snoopy. Come meet Jareth and his friends at our partner, Tail Town adoption lounge in Pasadena.

Busia is a beautiful gray kitty who looks as if she is wearing a white pendant. Even though she is bit shy, Busia is ready to find her forever home. Growing into a playfully curious cat, she gets more adventurous exploring the room each day. Busia is looking for someone who is willing to offer patience and love and help her on her journey towards snuggling. She enjoys lounging on the windowsill watching passers-by. She has been living with her brother, Panda, and would like to be adopted with him. However, she would be fine being adopted on her own. So,



Panda

if you are ready to open your heart and home to Busia, she will love you forever for it.

Panda is a sweet gray and white kitty who is waiting to come home with you. Panda is a curious boy who seeks comfort under comfy blankets, often peeking out at you like a game of hide-and-seek. He is becoming more investigative and social each day. He loves when someone scratches behind his ears and will roll over for a belly rub, too. Panda has even become comfortable enough to have his foster family pick him up to snuggle. Panda would love to be adopted with his sister, Busia, however he can be adopted separately.

These cats and kittens are available for



Busia

adoption through Kitten Rescue, one of the largest cat rescue groups in Southern California. All our kitties are spayed/neutered, microchipped, tested for FeLV and FIV, dewormed and current on their vaccinations. For additional information and to see these or our other kittens and cats, please check our website www.kittenrescue.org.

Our Adoption Center is temporarily closed. In the meantime, we are still conducting contactless adoptions using all the online tools at our disposal. To virtually browse our adoptable cats, please visit our Adoption Gallery where you can find photos and profiles of all the cats and kittens we have up for adoption from our network of foster homes and from the Sanctuary. At the end of each cat's profile is a link to the email address of the foster parent or adoption counselor, and you may reach out directly with questions or to arrange a virtual meeting.

The donations and support we receive from individuals like you, who share our love and commitment to helping cats and kittens in Los Angeles, are the sole reason we are able to do what we do. We are grateful for your financial help. By making even a small donation today, you can touch the lives of the many deserving, wonderful animals in our care. There are many ways you can donate and help, and every dollar means so much. Kitten Rescue is a 501(c)(3) nonprofit. Your tax-deductible donations for the rescue and care of our cats and kittens can be made through our website or by sending a check payable to Kitten Rescue, 3519 Casitas Ave., Los Angeles, CA 90039.

Saving one animal won't change the world, but the world will surely change for that animal. •



Jareth

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COLORING CONTEST GALLERY

5-8 Years Old



Adeline Alfassa



Audrianna Link



Avery Chan



Cora Humphries



Eliana Hall



Ellie Alfassa



Garvin Martin



Insiyaa Sabir



Jack Evans



Kaia Cavagnolo



Kate Hall



Kellen Grossman



Makai Shinn



Paisley Ward



Ryan Grossman



Zoe Ma

COLORING CONTEST GALLERY

9-12 Years Old



Elias Alfassa



Emily Velez



Page Curtis



Zoe Neitz



19 Years +



Ivy Nehring



Janet Marcus



Stepanie Cwikla



*“You’ll wake up on Easter morning, And you’ll know that he was there,
When you find those choc’late bunnies, That he’s hiding ev’rywhere”
– GENE AUTRY*



COMMUNITY SUNRISE SERVICE

SUNDAY, APRIL 17TH ● 6:30AM ● EL SEGUNDO LIBRARY PARK
BRING YOUR BLANKETS/BEACH CHAIRS FOR THIS EVENT HOSTED BY EL SEGUNDO CHURCHES

OCF CHURCH

343 Coral Cir., El Segundo
310.414.4555
www.ocfchurch.com

FRIDAY, APRIL 15TH

Good Friday Service at 7:00PM

SUNDAY, APRIL 17TH

Easter Services
8:00AM, 9:30AM & 11:00AM
Nursery-5th Grade at 9:30 & 11:00

NEW CITY CHURCH

591 E. Palm Ave., El Segundo
310.322.2719
www.newcitychurchsb.org

FRIDAY, APRIL 15TH

Passover Seder at 6:00PM
Childcare provided up to PreK. RSVP
communications@newcitychurchsb.org

SUNDAY, APRIL 17TH

Easter Service at 9:30AM

BRIDGE SOUTH BAY

www.bridgesouthbay.com

FRIDAY, APRIL 15TH

Good Friday Service at 6:00PM
Ministry Center
429 Richmond St., El Segundo

SUNDAY, APRIL 17TH

Easter Service at 10:00AM
Easter Egg Hunt for children at 9:30
DaVinci High School
201 N. Douglas St., El Segundo

HILLTOP COMMUNITY CHURCH OF CHRIST

717 E. Grand Ave., El Segundo
310.322.5757
www.hilltopchurchofchrist.com

SUNDAY, APRIL 17TH

Easter Service at 10:00AM
Easter Egg Hunt for children
following Worship Service