

# SANTA CRUZ RECORD

SEPTEMBER 20, 2016 – VOL. 45, NO. 48

LOCAL BUSINESS STARTS HERE

WWW.SANTACRUZRECORD.COM



## Hive & Hum

Welcome to Hive & Hum... a curated lifestyle urban mercantile inspired by the humble bumble of the honeybee. Dreamed and founded by Gary and Jodi Maricich, a husband and wife interior design and urban farming team, Hive & Hum is an evolution of their desire to bring eco-friendly and sustainable, artisan-based home goods and gifts, as well as everything for the modern bee, to the world in a friendly, holistic and educational way.

Gary and Jodi combined their hospitality and residential design businesses in 2008 and have become a well-known and respected team in the Bay Area. Their goal is to continue providing design



services in addition to retail offerings.

Hive & Hum desires to become a community hub and "go to" destination for shoppers, as well as a venue for educational opportunities, workshops and events for backyard beekeepers, artists, DIY enthusiasts, etc. From an inspiring children's book, a gentleman's wallet, artisan jewelry, a customized beehive, a gorgeous wedding present for the happy couple or a unique sofa and gorgeous rug, to a jar of local jam or honey...

Hive & Hum aims to check everything off your wish list in a friendly and visually inspiring environment.

Our website is still under construction but you can follow us on Instagram, Facebook and Twitter @hiveandhum. Buzz In to our Grand Opening on Sunday, October 2, 1-5 p.m., at 415 River Street, next to Patagonia.

## Inside this Issue

<b>Bookworm</b>	<b>3</b>
<b>New Business Filings</b>	<b>4</b>
<b>Slingshot to Success</b>	<b>5</b>
<b>Businesses in Escrow</b>	<b>6</b>
<b>A.B.C. License Transfers</b>	<b>6</b>
<b>Commercial Leasing</b>	<b>6</b>
<b>Businesses for Sale</b>	<b>7</b>
<b>Current Casts (podcast roundup)</b>	<b>8</b>
<b>Tri-Co. Real Estate Sales</b>	<b>9</b>
<b>Distressed Real Estate</b>	<b>11</b>
<b>Public Notices</b>	<b>12</b>

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Jules is an award-winning Designer with over 27 years of experience. From publication design or re-design to business card design to brochure design, Jules can meet all your creative needs.

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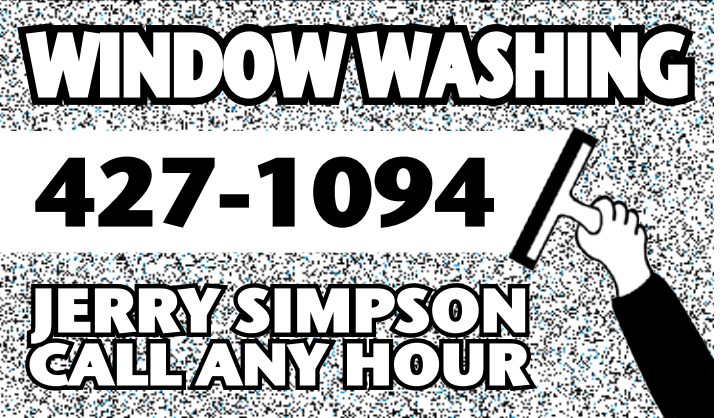
	This Week	Y-T-D 2016	Y-T-D 2015
Grant Deeds - Santa Cruz Co.	53	2023	2401
Grant Deeds - Monterey Co.	80	2994	2920
Grant Deeds - San Benito Co.	16	688	593
Notices of Default - Santa Cruz	6	185	204
Notices of Default - Monterey Co.	9	374	416
Notices of Default - San Benito Co.	0	41	56
Foreclosures - Santa Cruz Co.	6	149	191
Foreclosures - Monterey Co.	4	318	324
Foreclosures - San Benito Co.	1	40	47
Trustee Deeds - Santa Cruz Co.	2	42	62
Trustee Deeds - Monterey Co.	2	132	162
Trustee Deeds - San Benito Co.	0	22	25
Business Filings - Santa Cruz	15	1010	1070

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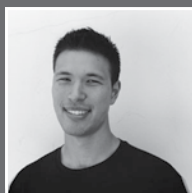
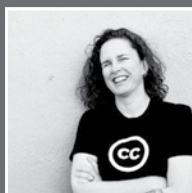


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### Jules Holdsworth Photography

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# Crossing the Thinnest Line

by Lauren Leader-Chivée

by Terri Schlichenmeyer

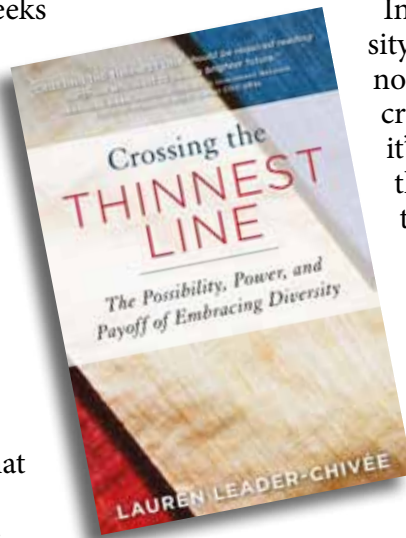
Your business is doing well. It could do better.

Just like every other business in America, you have good weeks and bad. Sales go up and they flatten. You have financial feast-or-famine and you'd like more of the former than the latter. Author Lauren Leader-Chivée says she knows how you can achieve that and in "Crossing the Thinnest Line," she explains.

Open the door to your office and look around. What does your staff look like? Many managers, as Leader-Chivée learned at a conference, tend to surround themselves with people who look like them. That might feel most comfortable, she indicates, but to do so is to miss out.

While some may find it awkward to actively, purposefully seek diversity, Leader-Chivée says it's important to remember that most of us have ancestors who were outsiders once. It's also rare in today's world for anyone to live in a bubble: you probably already know, are related to, or come in regular contact with someone who is different than you, and you think nothing of it - which is to say that while humans generally resist change, you may already have "acquired diversity."

Many folks find acquired diversity through family relationships and personal discoveries. Others simply jump in and get to know people who don't look like them.



Insisting on diversity in the workplace not only "sparks creativity," but it's also forward-thinking: within the next 25-to-30 years, the U.S. will "become a majority-minority." Diversity makes it easier to tap into new markets with impressive

buying power, it allows your company to gain a foothold on other continents, and it will help to avoid the embarrassment of miscommunication. By utilizing new experiences from divergent people, you and your employees will benefit from a fresh point-of-view, taking "full advantage of... talents, insights, and creative energies" and a much larger scope of knowledge.

Without diversity, says Leader-Chivée, "we'll suffer as a nation..."

"It's a mistake we can't afford to make."

I cannot deny that what's inside "Crossing the Thinnest Line" could be helpful. It's filled with statistics, surprising solutions, and illustrative

stories that show what world leaders and Big Business are doing. But that richness of info can also be a downfall: there's just too much to take in here.

I really found myself wishing that author Lauren Leader-Chivée had made this into two books, or even three; that might have eased the overwhelmed feeling. As it is, the needs for large corporations are covered well, but not so much those of small-business owners or Mom-and-Pops who are miles from the Fortune 500. Leaders looking to hire more women will need to trek through information on diversity in race, sexuality, and religion. Non-business-minded readers get a little of everything, and may lose interest long before finding what they really need. This isn't a bad book - it's just too much of a book and reading it for its full benefit will take considerable time. If you've got that time, though, dive into "Crossing the Thinnest Line." It may do your business well. ■



## Bookworm Review

The Bookworm is Terri Schlichenmeyer. Terri has been reading since she was three years old and she never goes anywhere without a book. She lives on a hill in Wisconsin with two dogs and 11,000 books.



# New Business Filings

Aaron Mort Samirah A Shahmirzadi  
**Joon.**  
Aptos CA 95003

Keith Rushing Mary Russell  
**R & R Notary**  
Aptos CA 95003

Suzanne Andersen  
**Andersen Tutoring**  
Ben Lomond CA 95005

Joshua B Hoag  
**Element Arbor Care**  
Bonny Doon CA 95060

Linda Gold  
**Do It Now Adventures**  
Capitola CA 95010

Dennis Pippo  
**Mauna Kea 77**  
Felton CA 95018

Tamara Rusboldt  
**Felton Farm & Nursery Felton Farmz;  
Knowones Nursery; Rawzen**  
Felton CA 95018

Amirali Shahinpour  
**Joy Gateway**  
Santa Cruz CA 95062

Justin M. Johnson Jacob A Rivera  
**J and J Deliveries**  
Santa Cruz CA 95062

Brenda S Pappas  
**Sweetie B's Treats and Catering**  
Santa Cruz CA 95060

Peter J. Renois **S.C. Confidential**  
**Santa Cruz County Defense Investigators**  
Santa Cruz CA 95060

Hang Sub Cho  
**Pacific Cleaners**  
Santa Cruz CA 95060

Mark L. Waldor  
**MLW Insurance Agency**  
Santa Cruz CA 95065

Lea Tedrowe  
**Pilkington Meadows**  
Santa Cruz CA 95063

Mini Polacheril Joseph Simon  
**Mission Liquors**  
Santa Cruz CA 95060

Tawanda Whitley  
**Florida Jean's Southern Sweet Tooth**  
Santa Cruz CA 95060

Kimberly Pursley  
**Exhale.**  
Scotts Valley CA 95067

Jaime Q. Donato  
**Watsonville Saddlites**  
Scotts Valley CA 95066

Heissel Lifesciences LLC  
**Living Cultures**  
Soquel CA 95073

Briske Business LLC  
**Home Fry**  
Soquel CA 95073

**Surf City Tax Service**  
Soquel CA 95073

Miguel A Martinez Moreno  
**Mike's Landscape**  
Watsonville CA 95077

Craig & Erin Johnson  
**Old Barn Crate Company**  
Watsonville CA 95076



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# How to Get the Word Out for the Holiday Season

by Bryce Root

It's not too late to start planning for the holidays. If you are a new business, it can be overwhelming to rise above the massive amount of marketing that takes place during this festive time of year. For many businesses, the holiday season determines whether or not they are able to continue opening their doors in the New Year. Fortunately for Santa Cruz County businesses, there are several ways to make sure your holiday lights are shining bright. We are big fans strategic partnerships, so here is a list of organizations that we recommend you collaborate with:

**1. Santa Cruz County Economic Development Office** Small Business Saturday (November 26, 2016) has transformed into a notable shopping holiday for many locals. Last year's 800+ businesses who participated were given access to a huge tool kit of online promotional tools, resources and best practices to leverage this national day of shopping. This year, workshops and events will be hosted in cities throughout Santa Cruz County to prepare, so we encourage you to become involved. The best way to find out more is to follow their Facebook page at [facebook.com/santacruzcountysmallbusinessaturday](https://facebook.com/santacruzcountysmallbusinessaturday).

## 2. Non-Profits that Align with Your Business

The season of giving is top of mind with consumers so why not collaborate with a like-minded non-profit organization to create a program or event that can help support their efforts. By working together, you're now able to share the work load in creating something that's newsworthy with your target audience. We recommend that you orchestrate something unique that provides a visual that allows larger numbers of people to see the impact they can make by becoming involved. If planning an event, the goal is to have those who specialize in something also participate (music, activities, food, etc.) so the time, money and overall effort to coordinate is taken off you and your partners' shoulders. Remember, if you're just beginning a partnership, you should always conduct your due diligence to make sure your potential partner has the bandwidth to share their part of the work load and always take baby steps with new partners to ensure it's a great fit.

**3. Established Events** If time and resources are limited, review the local event landscape for traditional gatherings that make sense to be part of. Whether it's being a float in the Santa Cruz Hol-

iday Parade or an event produced by your local Chamber, finding an event shouldn't be too difficult or costly. The challenging part is developing a creative take on what's always been done. An interactive twist on standard traditions always works well, just make sure your signage, fliers and overall experience are well thought out, legible, user-friendly and communicate how you can solve the problems of your target market, so they raise their eyebrows and have a very easy way to begin interacting with you.

Don't miss the holiday version of our "How to Get Your Name Out There 101" workshop on October 13. Register at [RootGroupMarketing.com/event-listings](http://RootGroupMarketing.com/event-listings). ■

*The Root Group specializes in providing the "Complete Marketing Package" for local businesses, ranging from retail stores and tourism destinations to residential services and local eateries. The Root Group offers workshops and classes as well as strategy sessions to create realistic, customized marketing strategies to drive your sales, traffic and overall exposure. Contact Bryce at [BryceRoot@RootGroupMarketing.com](mailto:BryceRoot@RootGroupMarketing.com) | [RootGroupMarketing.com](http://RootGroupMarketing.com).*



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"Strategic Partnerships Power Boost"

"The Ultimate Marketing Boot Camp"

"No Budget, No Problem Marketing"

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## Businesses in Escrow

Seller  
Buyer  
**Business**  
Escrow Holder  
Last day for Claims

Bellucci Co.  
Shree Balaji Foods Inc.  
**Cold Stone Creamery #282**  
Bay Area Escrow Services  
10/2/2016

Richard & Mary Leshner  
Jose Perez  
**Jack Fox Auto Service Inc.**  
Neil Ticker  
9/19/2016



**Owner, Editor and Publisher**  
**Liese A. Varenkamp**

**Data Specialist**  
**Meghan Hebard**

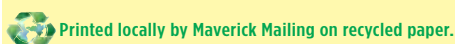
**Designer & Art Director**  
**Jules L. Holdsworth**

Open Monday–Friday, 9 a.m. – 4 p.m.  
291A Water Street, Santa Cruz, CA 95060  
(831) 454-9820  
santacruzrecord@gmail.com  
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## A.B.C. License Transfers

Applicant - Buyer  
Transferor - Seller  
**Location of License**  
Escrow Holder

Richard Lau & William Lau  
Richard Lau  
**3744 Capitola Rd., Santa Cruz**  
None Shown

Vitanella Inc.  
Briske Business LLC  
**3101 N. Main St., Soquel**  
William H. Dunn

TL2C Inc. & Lee A. Walters  
Sotola Bar & Grill Co.  
**Stockton Bridge Grille**  
William H. Dunn

The Otter's Den  
Sharon R. Mendez  
**3160 Vista Del Camino #B, Marina**  
John Laughton Esq.

Dhan Bahadur Khadka & Sushma L. Khadka  
Pacific Grove Liquors & Deli LLC  
**229 Grand Ave., Pacific Grove**  
Ronald Parravano

3D Investment Group Inc.  
Cost Plus Inc.  
**201 Monterey St., Salinas**  
Federal Escrow Inc.

## Productivity Technique

### 2. Ignore the News

The news can be a tremendous time sink. The idea that we need to keep up to date on the news is largely outdated. Most of what passes as news today is prettily packaged garbage—it's trivial, depressing, and unreliable. If something major happens, you'll find out one way or another. Instead, focus your attention on what's useful and actionable in your life.



### HIGH VISIBILITY RETAIL-AUTOMOTIVE



**5346 Scotts Valley Rd, Scotts Valley**  
**Use/Warehouse**

\$1.30 - \$1.63 Per Sf NNN  
690 - 4,252 SF of prime modern commercial space right off Hwy 17 in north Santa Cruz. Zoned C-S: Permits most retail, office and service

### MID-COUNTY OFFICE SPACE



**1850 41st Ave, Suite 103, Capitola**

\$2,485 Per Month  
1,178 SF suite in multi-tenant office building, located at a signalized intersection across the street from the Capitola Mall.

### SMALL DOWNTOWN OFFICE SUITE



**55 River Street, Santa Cruz**

\$1,150 Per Month  
675 +/- SF, Two private offices and reception area. Move-in condition. Ideal downtown location near Santa Cruz Metro bus line, Main Post Office.

### 2 SUITES EASTSIDE LOCATION



**1729 Seabright Avenue, Santa Cruz**

\$1.25 Per RSF, NNN  
Suite B - 2,608 +/- RSF consisting of 5 offices & a bullpen area. Suite C - 1,050 +/- RSF consisting of one small office & a bullpen area.

### **Main Street Realtors**

**Contacts/Agents:**

**Fred Antaki 831 295-8850 BRE01035303**  
**Andrew Myers 831 588-2014 BRE01980934**  
**Datta Khalsa 831 818-0181 BRE01161050**



## Businesses for Sale

### PRESTIGES LEATHER GOODS COMPANY MONTEREY BAY AREA

One of the most respected sources for leather goods in the industry, established 1991. Virtually unlimited production capabilities using extensive stock of machinery with wide range of applications at the wholesale, retail and manufacturing sub-contracting level. Client list includes over 60 corporate, hospitality and retail customers, including 5-star hotels and resorts, Fortune 500 companies and fine stationers in addition to component of retail sales both online and at the company's showroom. Offered for \$245,000. Listed by Datta Khalsa, CABB, Main St Realtors, tel 831-818-0181

### LANDMARK LOCAL BBQ RESTAURANT SANTA CRUZ COUNTY

Frequented by a busy lunch crowd and a favorite gathering spot on evenings and weekends by regulars and tourists alike, this establishment is a steady performer that turns in reliable numbers year-in and year-out with multiple income streams, including 80% takeout business. Additional income possible by resuming Catering and Offsite Event sales, with existing mobile refrigeration and BBQ trailers included in sale. Business brings over \$700K in annual sales, netting over \$100K profit with minimal owner oversight of less than 20 hours/week. Includes Type 41 ABC license. New price of \$249,500.

Listed by Datta Khalsa,  
CABBMain Street Realtors, tel 831-818-0181

### UPSCALE SPA AND BOUTIQUE SANTA CRUZ COUNTY

One of the largest and most respected in the region. Includes reception area with retail boutique, waiting room, and 7 treatment rooms. \$234K-\$255K in Gross Receipts over the past 2 years. Over \$85K invested in Furniture, Fixtures and Equipment alone. Offered for \$75,000. Listed by Datta Khalsa, CABB, Main Street Realtors, tel 831-818-0181

### FINE ITALIAN RESTAURANT SANTA CRUZ COUNTY

2400 SF elegant restaurant offers fine dining in scenic Mid County Location with indoor seating for 65, additional outdoor banquet seating for up to 140 overlooking the property's private organic gardens. A chef's dream kitchen with double hood and full grease trap, large walk-in cooler, plus small office/apartment available for staff accommodations. Generated sales of \$600K in first year and growing. Includes Type 41 ABC License. Offered for \$135,000. Listed by Datta Khalsa, CABB, Main Street Realtors, tel 831-818-0181

### RESTAURANT AND BAR WITH CATERING SERVICE

**Area:** Santa Cruz Area **County:** Santa Cruz **City:** Santa Cruz **Price:** \$395,000

**Adjusted Net:** \$202,331 **Revenue:** \$1,408,827  
**PRICE REDUCED!** Restaurant, bar and catering business for sale. Private wine cellar for small groups. Separate full bar area and live entertainment lounge. Full service kitchen equipped with two southbend stacked brick pizza ovens. Spacious walk in cooler. \$395k plus estimated inventory \$15k. Office Non-Disclosure Agreement and Buyers Profile required from buyers.

**PLEASE CALL OR EMAIL SYLVIA REYES. COAST BUSINESS BROKERAGE. 831-566-2733 OR 831-685-8866. sylvia.coastbrokers@gmail.com. BRE # 01750151**

### JEWELRY AND GIFT STORE DOWNTOWN AREA

**Area:** Santa Cruz **County:** Santa Cruz **City:** Santa Cruz **Price:** \$25,000 + Inventory

**Adjusted Net:** \$50,000 **Revenue:** \$117,000  
Located in Historical Downtown Santa Cruz! Santa Cruz Jewelry and Gift Store is a well-established retail store with great name recognition, affordable rent and regular clientele. This can be your opportunity to live and work in Santa Cruz, one of California's most desirable coastal areas. They carry lines such as the exquisite "Firefly". Current owner is ready and motivated to sell. Own your own little shop (450 approx. square feet) and start living the good life now! Per city, rent might be increased to market rate. Seller states rate is already at or close to market rate. Office Non-Disclosure Agreement and Buyers Profile required. . Office Non-Disclosure Agreement and Buyers Profile required from buyers. **PLEASE CALL OR EMAIL SYLVIA REYES. COAST BUSINESS BROKERAGE. 831-566-2733 OR 831-685-8866. sylvia.coastbrokers@gmail.com. BRE # 01750151**

### CAPITOLA TOYS AND HOBBY STORE

**Area:** Santa Cruz **County:** Santa Cruz **City:** None Given **Price:** \$44,000,00 +

**Adjusted Net:** \$35,981 **Revenue:** \$252,732  
Who says you can't be a kid again! This well established toy and hobby store in one of the best retail locations in Santa Cruz County. In business 23+ years with customers coming from beyond the county to find hobby supplies. This is the only hobby store in the county, with 1315 sq. ft. of floor space and a data base of over 46,000 customers. Perfect for the person who enjoys fun and has creativity! Some Seller Financing for a qualified buyer. Price is plus inventory, est. \$45K. Office Non-Disclosure Agreement and Buyers Profile required from buyers

**PLEASE CALL OR EMAIL SYLVIA REYES. COAST BUSINESS BROKERAGE. 831-566-2733 OR 831-685-8866. sylvia.coastbrokers@gmail.com. BRE # 01750151**

### SUCCESSFUL APPLIANCE REPAIR SERVICE

**Area:** Santa Cruz Area **County:** Santa Cruz **City:** Santa Cruz **Price:** \$95,000 +

**Adjusted Net:** \$101,735 **Revenue:** \$177,560

Successful, well-established major appliance repair business in Santa Cruz coastal area. Business repairs such appliances as: washers, dryers, refrigerators, dishwashers, ranges, etc. Business has reputation for prompt, honest, quality repairs done right. In business for over 45 continuous years. Office Non-Disclosure Agreement and Buyers Profile required from buyers. **PLEASE CALL OR EMAIL REX WALTERS, BROKER. COAST BUSINESS BROKERAGE. 831-685-8866. scbusinessbroker@gmail.com BRE # 01841628**

### FULL SERVICE BODY AND SKIN SPA

**Area:** Santa Cruz County **County:** Santa Cruz **City:** Santa Cruz **Price:** \$75,000+

**Adjusted Net:** Call **Revenue:** \$415,511  
Santa Cruz Full Service Body and Skin Spa \$75000 + Inventory est. \$43K. Seller motivated! Hair, Nails, Skin, Massage! This is a great opportunity to own a popular full service spa in beautiful Santa Cruz, CA! Huge local community support. Office Non-Disclosure Agreement and Buyers Profile required from buyers.

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### HOME OWNER ASSOC MANAGEMENT COMPANY

**Area:** South SF Bay Area **County:** Santa Clara **City:** None Given **Price:** \$335,000

**Adjusted Net:** Call **Revenue:** \$350,000  
Book of business available from a proven and successful South Bay Area HOA management company. Current office is in the Los Gatos / Saratoga area, but could easily be moved or even home-based. You will handle many or most of the day-to-day responsibilities for the individual Home Owner Association. . Office Non-Disclosure Agreement and Buyers Profile required from buyers. **PLEASE CALL OR EMAIL REX WALTERS, BROKER. COAST BUSINESS BROKERAGE. 831-685-8866. scbusinessbroker@gmail.com BRE # 01841628**

### RESTAURANT AND CONVENIENCE STORE

**Area:** San Mateo County, SF Bay Area **County:** San Mateo **City:** None Given

**Price:** \$349,000 + Invent, **Adjusted Net:** Call/Email **Revenue:** \$1,178,619  
Phenomenal Coastal Location and tourist destination as well as local favorite. Wine Bar, Coffee Shop, Wood Fired Pizza Oven, Outdoor BBQ with picnic tables and sit-down indoor seating. Office Non-Disclosure Agreement and Buyers Profile required from buyers.

**PLEASE CALL OR EMAIL KEN JOHNSON. COAST BUSINESS BROKERAGE. 408-799-2117 OR 831-685-8866. scbusinessbroker@gmail.com BRE # 01905767**

# Current Casts

## this month's podcast roundup



### Social Zoom Factor

*Social Zoom Factor* covers social media best practices and trends, experiential branding, digital marketing and more for business owners. It's hosted by Pam Moore, founder and CEO of Marketing Nutz and one of Forbes' Top 10 Social Media Power Influencers, whose balance of human insights and keen business and marketing savvy make her one of the standout marketing podcasters. In addition to providing tips about industry trends and the technology driving them, Moore gives listeners actionable tips and to-do's that can be applied to businesses of any size. Recommended for business owners ready to get serious about their digital marketing.

#### Recommended Episodes:

- How to Prioritize Social Networks for Your Business
- Future of Social Media Report
- Blogging for Business: 10 Foundational Requirements for Success

### This Old Marketing

On *This Old Marketing*, content marketing guru Joe Pulizzi and content marketing strategist, author and speaker Robert Rose delve into the history and current practices of using storytelling to promote your brand or business. The two industry veterans bring a valuable inside perspective to the growing content marketing trend, and their wealth of experience working with small businesses and major brands alike makes the hour-long show interesting to business owners of all types. The hosts cover a diverse range of topics and case studies and the fun banter and casual tone makes *This Old Marketing* one of the standout marketing podcasts.

#### Recommended Episodes:

- 2017 Content Marketing Predictions
- How Brands Could Inherit the Web
- Content Marketing Now Scientifically Proven

### Starve the Doubts

A chatty podcast in the spirit of the television show, *The View*, *Starve the Doubts* covers business, personal well-being and professional development. The easy banter, fun ap-

proach and conversational feel make this one an easy listen. The guests, who have included Gary Vaynerchuk, Simon Sinek, peanut butter and jelly sandwich-making experts, an NFL player and more, empower and inspire listeners by taking a turn on the "hot seat" and sharing challenges and obstacles they've faced and overcome on their way to success. The show's host, Jared Easley, asks well-researched questions of his guests and pulls up obscure background information that had one guest asking, "Are you stalking me?" At the heart of the podcast is a vision to help listeners live their best life and do their best work—to starve the doubts.

#### Recommended Episodes:

- What am I Good at and Why Does it Matter?
- Gary Vaynerchuk Interview
- Leaders Eat Last with Simon Sinek

### Ask Gary Vee

Gary Vaynerchuk, or Gary Vee, as he's known, isn't for everyone. He's cocky, opinionated and intolerant of people who make excuses. His always-hustle ethos romanticizes the startup lifestyle of no sleep and constant work. On the flip side, Gary Vee is entertaining, insightful and, in his best moments, downright caring and compassionate—a tough love mentor who inspires millions. He desperately wants you to achieve success and is there to answer your questions, motivate you and keep you hustling when you're out of steam. A wildly successful entrepreneur himself, he has the experience to back up his Internet rockstar status. Vaynerchuk's *Ask Gary Vee* podcast is an offshoot of his popular *Ask Gary Vee* video show on YouTube.

#### Recommended Episodes:

- Advice to My Younger Self, Success Metrics & Overcoming The Past
- People Who Take Advantage of Others & Businesses On My Blacklist
- How to Deal with Haters & People Who Don't Keep their Word

---

*Current Casts are compiled monthly by Cat Johnson.*





## Tri-Co. Real Estate Sales

Property Address APN# Purchase Price  
Document# Date Recorded

### Santa Cruz County

200 Heather Terrace Aptos CA 95003 039-551-17 \$805,000 2016-33769 9/8

210 Carrera Cir. Aptos CA 95003 042-073-27 \$704,000 2016-33873 9/9

150 Hahns Rd. Aptos CA 95003 041-701-03 \$549,000 2016-33926 9/9

511 Humes Ave. Aptos CA 95003 044-381-16 \$256,000 2016-33934 9/9

6115 Sheraton Place Aptos CA 95003 037-321-09 \$625,000 2016-33991 9/9

2051 Huntington Dr. Aptos CA 95003 041-321-01 \$862,000 2016-34457 9/13

118 Seacliff Dr. Aptos CA 95003 042-054-04 \$728,000 2016-34644 9/14

110 Locust St. Ben Lomond CA 95005 077-231-51 \$725,000 2016-33876 9/9

9430 Sunnyside Ave. Ben Lomond CA 95005 077-091-10 \$685,500 2016-34205 9/12

305 Huckleberry Lane Boulder Creek CA 95006 082-262-12 \$628,000 2016-33854 9/8

120 Cresta Dr. Boulder Creek CA 95006 084-241-37 \$417,000 2016-33928 9/9

920 Capitola Ave. #14 Capitola CA 95010 036-531-15 \$450,000 2016-33841 9/8

803 Riverview Dr. Capitola CA 95010 035-021-34 \$1,673,000 2016-33902 9/9

1720 47th Avenue Capitola CA 95010 034-022-23 \$1,155,000 2016-33988 9/9

1880 Wharf Rd. Capitola CA 95010 035-031-36 \$600,000 2016-34478 9/13

1145 El Solvo Heights Dr. Felton CA 95018 072-392-41 \$879,000 2016-34195 9/12

33 Miller Ave. Freedom CA 95019 049-221-44 \$330,000 2016-33947 9/9

27400 Loma Prieta Way Los Gatos CA 95033 098-301-10 \$1,250,000 2016-33994 9/9

17 Mound Ave. Mount Hermon CA 95041 066-133-26 \$440,000 2016-34316 9/13

116 Roger Dr. Santa Cruz CA 95060 001-141-13 \$983,500 2016-33718 9/8

1410 Laurent St. Santa Cruz CA 95076 001-132-10 \$1,077,000 2016-33730 9/8

137 Hager Ct. Santa Cruz CA 95060 001-261-37 \$323,000 2016-33746 9/8

300 Main St. Santa Cruz CA 95060 007-121-05 \$720,000 2016-33783 9/8

1552 Merrill St.. #7 Santa Cruz CA 95062 027-311-07 \$559,000 2016-33884 9/9

343 Fairmount Ave. Santa Cruz CA 95065 009-171-20 \$750,000 2016-33912 9/9

3520 Garden St. Santa Cruz CA 95062 031-161-19 \$1,250,000 2016-33914 9/9

110 Limestone Lane Santa Cruz CA 95060 001-191-06 \$1,585,000 2016-33931 9/9

516 Columbia St. Santa Cruz CA 95060 004-257-11 \$968,000 2016-33948 9/9

914 3rd Street Santa Cruz CA 95060 007-033-11 \$700,000 2016-33968 9/9

127 Southhampton Ln. #B Santa Cruz CA 95060 011-271-13 \$775,000 2016-33983 9/9

41 Grandview St. #1405 Santa Cruz CA 95060 002-711-51 \$539,000 2016-34171 9/12

127 Library Lane Santa Cruz CA 95062 011-241-13 \$662,000 2016-34259 9/13

1769 Esperanza Ct. Santa Cruz CA 95062 026-133-60 \$560,000 2016-34462 9/13

1337 Leila Ct. Santa Cruz CA 95062 026-741-10 \$760,000 2016-34464 9/13

640 Harbor Vista Lane Santa Cruz CA 95062 026-621-07 \$1,060,000 2016-34487 9/13

2030 N. Pacific Ave. #223 Santa Cruz CA 95060 006-551-08 \$560,000 2016-34627 9/14

142 Marnell Ave. Santa Cruz CA 95060 005-403-35 \$450,000 2016-34633 9/14

765 Heath Cove Santa Cruz CA 95062 027-331-23 \$324,500 2016-34637 9/14

6 Scott Ct. Scotts Valley CA 95066 024-031-14 \$949,000 2016-33868 9/9

120 Woodhill Dr. Scotts Valley CA 95066 022-401-44 \$745,000 2016-33905 9/9

268 Blue Bonnet Ln. #135 Scotts Valley CA 95066 022-851-05 \$485,000 2016-33970 9/9

145 Twin Pines Dr. Scotts Valley CA 95066 021-132-02 \$137,500 2016-34413 9/13

115 Hillop Way Scotts Valley CA 95066 024-102-45 \$800,000 2016-34579 9/14

7500 Soquel San Jose Rd. Soquel CA 95073 097-251-14 \$725,000 2016-34342 9/13

336 Rider Rd. Watsonville CA 95076 106-131-44 \$865,000 2016-33719 9/8

816 Delaware St. Watsonville CA 95076 019-125-09 \$360,000 2016-33727 9/8

136 Lynnbrook Ct. Watsonville CA 95076 019-252-14 \$312,000 2016-33779 9/8

63 Pelican Pt. Watsonville CA 95076 052-353-06 \$669,000 2016-33896 9/9

134 College Rd. Watsonville CA 95076 051-171-49 \$387,000 2016-33937 9/9

726 Almond Dr. Watsonville CA 95076 017-771-04 \$450,000 2016-34429 9/13

120 Seabreeze Place Watsonville CA 95076 054-241-11 \$825,000 2016-34480 9/13

122 Rio Del Pajaro Ct. Watsonville CA 95076 018-701-15 \$318,000 2016-34529 9/14

391 Clifford Ave. Watsonville CA 95076 016-311-22 \$439,500 2016-34546 9/14

### Monterey County

27560 Via Sereno Carmel CA 93923 169-181-027 \$1,075,000 2016-52633 9/13

3503 Greenfield Place Carmel CA 93923 015-451-003 \$2,125,000 2016-52896 9/14

5447 Quail Way Carmel CA 93923 157-171-048 \$6,250,000 2016-53125 9/14

103 Village Lane Carmel Valley CA 93924 189-211-012 \$1,875,000 2016-52302 9/12

23 Lazy Oaks Carmel Valley CA 93924 189-321-010 \$1,350,000 2016-53066 9/14

Grant St. Chualar CA 93925 145-056-003 \$595,000 2016-52166 9/9

17418 Logan St. East Garrison CA 93933 031-167-010 \$675,000 2016-52001 9/9

17410 Logan St. East Garrison CA 93933 031-167-008 \$575,500 2016-52196 9/9

continued on following page

15627 Watkins Gate Rd. East Garrison CA 93933 031-168-013 \$670,500 2016-52205 9/9	3079 Forest Way Pebble Beach CA 93953 007-693-002 \$1,050,000 2016-52149 9/9	19528 Creekside Ct. Salinas CA 93908 161-471-010 \$444,000 2016-52626 9/13
17731 Reynolds St. East Garrison CA 93933 031-167-085 \$688,455 2016-52446 9/12	1658 Crespi Lane Pebble Beach CA 93953 008-392-007 \$13,500,000 2016-52411 9/12	14682 Charter Oak Bl. Salinas CA 93907 133-402-012 \$475,000 2016-52712 9/13
301 9th Street Gonzales CA 93926 020-091-005 \$300,000 2016-52218 9/9	250 Maher Rd. Royal Oaks CA 95076 127-252-009 \$900,000 2016-52268 9/9	26540 Covey Lane Salinas CA 93908 416-447-003 \$860,000 2016-52795 9/13
301 Wilson Cir. Greenfield CA 93927 024-153-058 \$298,000 2016-52183 9/9	520 Towt St. Salinas CA 93905 004-441-003 \$283,000 2016-51648 9/8	882 San Simeon Dr. Salinas CA 93901 016-062-012 \$507,000 2016-52818 9/13
217 7th Street King City CA 93930 026-101-012 \$192,000 2016-51698 9/8	75 Desmond Rd. Salinas CA 93907 129-098-008 \$280,000 2016-51652 9/8	56 Marion Ave. Salinas CA 93901 002-291-005 \$519,500 2016-52864 9/14
46435 Pine Meadow Pl. King City CA 93930 235-151-035 \$334,000 2016-52951 9/14	209 La Mesa Dr. Salinas CA 93901 016-115-013 \$495,000 2016-51790 9/8	724 Sherman Cir. Salinas CA 93907 261-721-052 \$304,000 2016-52872 9/14
3072 Helena Way Marina CA 93933 032-261-026 \$499,000 2016-51726 9/8	22329 Berry Dr. Salinas CA 93908 139-161-040 \$1,050,000 2016-51796 9/8	8170 Prunedale North Rd. Salinas CA 93907 129-041-011 \$380,000 2016-53004 9/14
226 Peninsula Dr. Marina CA 93933 032-055-013 \$510,000 2016-52004 9/9	18241 Berta Canyon Rd. Salinas CA 93907 125-104-011 \$856,000 2016-51875 9/8	615 Kirkwood Ave. Salinas CA 93901 002-073-011 \$373,000 2016-53007 9/14
3007 Lighthouse Lane Marina CA 93933 031-251-050 \$596,500 2016-52857 9/14	18411 Northridge Dr. Salinas CA 93906 253-182-015 \$355,000 2016-51897 9/9	1172 Trivoli Way Salinas CA 93905 153-711-070 \$568,000 2016-53029 9/14
414 Pine St. Monterey CA 93940 001-113-016 \$550,000 2016-51709 9/8	794 Inglewood St. Salinas CA 93906 153-203-018 \$535,000 2016-51910 9/9	1440 Teton Ave. Salinas CA 93906 261-214-011 \$360,000 2016-53091 9/14
1098 David Ave. Monterey CA 93940 001-131-001 \$345,000 2016-51788 9/8	1072 Eagle Dr. Salinas CA 93905 153-495-004 \$379,000 2016-51928 9/9	736 Flores St. Seaside CA 93955 012-762-005 \$510,000 2016-51654 9/8
263 San Bernabe Dr. Monterey CA 93940 001-622-003 \$850,000 2016-51822 9/8	12 Paseo Verde Salinas CA 93908 416-221-054 \$860,000 2016-51934 9/9	685 Hamilton Ave. Seaside CA 93955 011-331-009 \$570,000 2016-51715 9/8
2003 Fairgrounds Rd. Monterey CA 93940 013-191-023 \$675,000 2016-51936 9/9	407 Capitol St. Salinas CA 93901 002-323-014 \$435,000 2016-51991 9/9	600 Broadway Ave. Seaside CA 93955 011-291-001 \$460,000 2516-19983 9/9
1247 Josselyn Canyon Rd. Monterey CA 93940 101-191-034 \$660,000 2016-52151	670 Melrose Dr. Salinas CA 93901 002-081-032 \$457,500 2016-52002 9/9	1750 Lowell St. Seaside CA 93955 012-752-002 \$325,000 2016-52015 9/9
225 Soledad Dr. Monterey CA 93940 001-954-010 \$800,000 2016-52372 9/12	479 Seminole Way Salinas CA 93906 261-412-013 \$383,000 2016-52049 9/9	1060 Wanda Ave. Seaside CA 93955 012-351-021 \$425,000 2016-52631 9/13
944 Fountain Ave. Monterey CA 93940 001-486-013 \$845,000 2016-52438 9/12	1050 Padre Dr #4 Salinas CA 93901 002-588-065 \$320,000 2516-52054 9/9	1076 Cadiz Court Seaside CA 93955 012-381-062 \$595,000 2016-52667 9/13
888 Munras Ave. Monterey CA 93940 001-681-056 \$1,175,000 2016-52866 9/14	305 Alameda Ave. Salinas CA 93901 002-501-016 \$525,000 2016-52178 9/9	4850 Peninsula Point Dr. Seaside CA 93955 031-232-061 \$675,000 2016-52804 9/13
500 Glenwood Cir. #218 Monterey CA 93940 001-774-009 \$275,000 2016-52953	17666 Winding Creek Rd. Salinas CA 93908 139-261-042 \$680,000 2016-52212 9/9	1676 Soto St. Seaside CA 93955 012-654-037 \$390,000 2016-52898 9/14
4206 Golden Oaks Lane Monterey CA 93940 001-945-010 \$290,000 2016-53010 9/14	1217 Huntington St. Salinas CA 93906 003-322-005 \$440,000 2016-52245 9/9	5008 Pacific Crest Dr. Seaside CA 93955 031-241-045 \$875,000 2016-53053 9/14
1154 Presidio Bl. Pacific Grove CA 93950 007-591-007 \$291,000 2016-51832 9/8	467 S. El Camino Real Salinas CA 93908 137-021-016 \$785,000 2016-52248 9/9	875 Portola St. Soledad CA 93960 022-482-048 \$386,000 2016-51758 9/8
1325 Buena Vista Ave. Pacific Grove CA 93950 007-564-061 \$217,000 2016-52226	19610 Rogge Village Dr. Salinas CA 93906 211-014-025 \$370,000 2016-52454 9/12	1098 Prado Dr. Soledad CA 93960 022-334-025 \$340,000 2016-52174 9/9
2845 17 Mile Dr. Pebble Beach CA 93953 007-121-004 \$371,000 2016-51801 9/8	18223 Viewcrest Lane Salinas CA 93901 139-321-001 \$560,000 2016-52472 9/12	Vacant Land Soledad CA 93960 418-341-021 \$435,909 2016-52202 9/9
3114 Spruance Rd. Pebble Beach CA 93953 008-201-011 \$3,050,000 2016-51913 9/9	1055 Padre Dr. #2 Salinas CA 93901 002-917-020 \$299,000 2016-52540 9/13	1780 Monterey St. Soledad CA 93960 022-064-007 \$450,000 2016-52296 9/12
	756 Meadow Dr. Salinas CA 93905 003-883-020 \$320,000 2016-52560 9/13	1760 Monterey St. Soledad CA 93960 022-064-009 \$550,000 2016-52459 9/12

665 Ventura Dr. Soledad CA 93960 022-441-013 \$421,500 2016-52746 9/13

## San Benito County

713 Snyder Ave. Aromas CA 95004 011-210-060 \$650,000 2016-09552 9/13

1301 Sunset Dr. Hollister CA 95023 057-132-008 \$415,000 2016-09424 9/8

2351 Fallon Rd. Hollister CA 95023 017-090-004 \$590,000 2016-09430 9/8

1594 Santana Ranch Rd Hollister CA 95023 025-370-039 \$628,409 2016-09446 9/8

215 Valle Verde Hollister CA 95023 020-770-012 \$747,000 2016-09468 9/9

801 Nash Rd. #16 Hollister CA 95023 055-300-006 \$318,000 2016-09471 9/9

262 El Toro Ct. Hollister CA 95023 054-590-004 \$600,500 2016-09479 9/9

0 Hillcrest Rd. Hollister CA 95023 054-350-048 \$17,000,000 2016-09484 9/9

830 Bonnie View Dr. Hollister CA 95023 060-092-004 \$475,000 2016-09488 9/9

1962 Scenic Cir. Hollister CA 95023 057-112-014 \$410,000 2016-09527 9/9

751 Neil Dr. Hollister CA 95023 055-270-003 \$476,000 2016-09533 9/13

1560 Valley View Rd. Hollister CA 95023 057-070-056 \$1,500,000 2016-09548 9/13

1201 Trask Dr. Hollister CA 95023 020-060-011 \$538,000 2016-09596 9/13

Vacant Land Hollister CA 95023 020-060-011 \$762,500 2016-09679 9/14

296 Ridgemark Dr. Hollister CA 95023 020-520-004 \$355,000 2016-09692 9/14

313 4th Street San Juan Bautista CA 95045 002-390-014 \$458,500 2016-09623 9/13



## Tri-County Distressed Real Estate Recorded 9-8 thru 9-14

## Trustee Sales

Doc#	Address	APN#	Default Amount
Sale Date	Location of Sale	Time of Sale	

## Santa Cruz County

2016-34062 65 Rooney St. Santa Cruz 95065 009-032-35 \$831,992 5-Oct 701 Ocean St. Santa Cruz 1:45 PM

2016-34043 1115 Dundee Ave. Ben Lomond 95005 078-232-24 \$228,562 7-Oct 701 Ocean St. Santa Cruz 1:45 PM

2016-34576 140 College Rd. Watsonville 95076 051-171-14 \$241,179 11-Oct 701 Ocean St. Santa Cruz 1:45 PM

2316-39939 1856 Cisco Lane Santa Cruz 95062 029-182-43 \$736,528 12-Oct 701 Ocean St. Santa Cruz 1:45 PM

2016-34428 902 Modesto Ave. Santa Cruz 95060 003-181-24 \$1,444,485 14-Oct 701 Ocean St. Santa Cruz 1:45 PM

2016-34485 610 Northridge Dr. Scotts Valley 95066 093-393-05 \$571,659 14-Oct 701 Ocean St. Santa Cruz 1:45 PM

## Monterey County

2016-52199 548 Aguajito Rd. Carmel 93923 103-091-016 \$2,277,786 3-Oct 168 W. Alisal St. Salinas 10:00 AM

2016-52444 1710 Laguna St. Seaside 93955 012-161-029 \$292,362 11-Oct 168 W. Alisal St. Salinas 10:00 AM

2016-52828 24501 Via Mar Monte #77 Carmel 93923 015-472-023 \$653,230 11-Oct 168 W. Alisal St. Salinas 10:00 AM

2016-52946 17671 Riverbend Rd. Salinas 93908 139-241-020 \$837,771 18-Oct 168 W. Alisal St. Salinas 10:00 AM

## San Benito County

2016-9448 441 Bolado Rd. Tres Pinos 95075 022-230-032 \$357,017 6-Oct Monterey St. & 5th Hollister 11:30 AM

## Trustee Deeds

Property Address - APN# -  
Grantee (\*3rd Party Sale) - Default \$\$ -  
#Purchase Price - Document #

## Santa Cruz County

2016-34648 529 Poppy Way Aptos 039-552-08 Bosco Credit LLC B547339 CA \$280,003 \$92,750

2016-33744 419 Prospect St. Watsonville 019-061-15 HSBC Bank USA 00000004734620 \$1,155,721 \$924,595

## Monterey County

2016-52200 2917 17 Mile Dr. Pebble Beach 007-201-001 CIT Bank N.A. CA08000543-18-1 \$1,701,108 \$1,300,000

2016-52173 1857 East Ave. Sand City 011-135-001 DBO Development No. 30\* 125001659 \$109,485 \$109,485

## San Benito County

No new filings this week.

Santa Cruz \* Monterey \* San Benito  
**The Tri-County Real Estate Report**  
What properties Sold & What Properties are Distressed  
This is a detailed report for Real Estate Professionals  
Call or email us: (831) 454-9820 SantaCruzRecord@gmail.com





## Public Notices

### FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1421

The following person is doing business as: **DRCSS**, 53 Rancho Rd. Watsonville CA 95076.

Kathy M. Coulston, address same as business.

This business is conducted by an Individual.

/s/Kathy M. Coulston

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/2/16.

8/30, 9/6, 9/13, 9/20

### FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1440

The following person is doing business as: **EVOLVE WELLNESS STUDIO**, 120 Pearl Alley, Santa Cruz CA 95060. Margaret Capers, 684 Meder St. Santa Cruz CA 95060.

This business is conducted by an Individual.

/s/Margaret Capers

The registrant commenced to transact business under the fictitious business name listed above on 7/1/11. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/4/16.

8/30, 9/6, 9/13, 9/20

### FICTITIOUS BUSINESS NAME STATEMENT - Refile with Change

File No. 16-1484

The following person is doing business as: **CRUISE PLANNERS**, 111 Germaine Ave. Santa Cruz CA 95065.

Charles D. Adams, address same as business.

This business is conducted by an Individual.

/s/Charles D. Adams

The registrant commenced to transact business under the fictitious business name listed above on 8/19/14. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/15/16.

8/30, 9/6, 9/13, 9/20

### FICTITIOUS BUSINESS NAME STATEMENT - Refile with Change

File No. 16-1492

The following person is doing business as: **1. A.J. DURAN CONSULTING 2. ROSHAMBO CONSULTING 3. ROSHAMBO GROUP**, 465 7th Ave. Santa Cruz CA 95062.

A.J. Duran Consulting LLC, address same as business.

This business is conducted by a Limited Liability Company.

/s/Aaron Duran

The registrant commenced to transact business under the fictitious business name listed above on 12/1/11. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/16/16.

8/30, 9/6, 9/13, 9/20

### FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1503

The following person is doing business as: **SARAH'S COASTAL CREATIONS**, 139 Anderson Dr. Watsonville CA 95076.

Sarah M. Lewis, address same as business.

This business is conducted by an Individual.

/s/Sarah M. Lewis

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/18/16.

8/30, 9/6, 9/13, 9/20

### ORDER TO SHOW CAUSE FOR CHANGE OF NAME

SUPERIOR COURT OF CALIFORNIA, COUNTY OF SANTA CRUZ PETITION OF **LUCILLE COPPEL** for CHANGE OF NAME

16CV02225

TO ALL INTERESTED PERSONS:

1. Petitioner: **LUCILLE COPPEL** filed a petition with this court for a decree changing names as follows:

PRESENT NAME(s):

**a. LUCILLE COPPEL**

**b. LUCILLE COPPEL JR.**

PROPOSED NAME(s):

**a. GABRIELLE LUCY COPPEL**

**b. GABRIELLE LUCY COPPEL**

2. THE COURT ORDERS that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted. Any person objecting to the name changes described above must file a written objection that included 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

**OCTOBER 11, 2016, 8:30am, Dept. 4**

The address of the court is 701 Ocean St, Santa Cruz CA 95060.

3. 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: SANTA CRUZ RECORD.

JUDGE OF THE SUPERIOR COURT

DENINE J. GUY

August 26, 2016

Lucille Coppel

405 Monterey Ave.

Capitola CA 95010

831 359-9826

8/30, 9/6, 9/13, 9/20

### FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1486

The following person is doing business as: **STINGING INSECT REMOVAL**, 114 Pennsylvania Ave. Santa Cruz CA 95062.

Jeffrey Morley Perez, address same as business.

This business is conducted by an Individual.

/s/Jeffrey Morley Perez

The registrant commenced to transact business under the fictitious business name listed above on 1/1/08. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/16/16.

9/6, 9/13, 9/20, 9/27

### FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1500

The following person is doing business as: **1. SUMMIT WASTE & RECYCLING SERVICE 2. SUMMIT WASTE AND RECYCLING SERVICE**, 17325 Highway 9, Boulder Creek CA 95006.

James F. Sanchez, address same as business.

This business is conducted by an Individual.

/s/James F. Sanchez

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/17/16.

9/6, 9/13, 9/20, 9/27

### FICTITIOUS BUSINESS NAME STATEMENT - Refile with Change

File No. 16-1510

The following person is doing business as: **ENGINEERED DESIGN**, 1811 Alice St. Santa Cruz CA 95062.

Casey W. Train and Kathy R. Train, address same as business.

This business is conducted by a Married Couple.

/s/Casey W. Train

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/19/16.

9/6, 9/13, 9/20, 9/27

### FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1515

The following person is doing business as: **FLOORS ETC**, 3155 Porter St. Soquel CA 95073.

JLS Floors Etc., Inc., address same as business.

This business is conducted by a Corporation.

/s/Elisabeth Sabini, President

The registrant commenced to transact business under the fictitious business name listed above on 1/1/04. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/19/16.

9/6, 9/13, 9/20, 9/27

### FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1532

The following person is doing business as: **FLOW**, 13026 Highway 9, Boulder Creek CA 95006.

Adam Mendoza, 12655 Flat St., Boulder Creek CA 95006;

April Pearl, address same as business.

This business is conducted by a General Partnership.

/s/Adam Mendoza /s/ April Pearl

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/24/16.

9/6, 9/13, 9/20, 9/27

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1552

The following person is doing business as: **RAJA BOOKS**, 90 Brookwood Dr. Santa Cruz CA 95065.

Janice Walton-Hadlock, address same as business.

This business is conducted by an Individual.

/s/Janice Walton-Hadlock

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/29/16.

9/6, 9/13, 9/20, 9/27

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1556

The following person(s) is/are doing business as: **CRMEN-TERPRISES**, 1925 46th Ave. Apt. 146, Capitola CA 95010. Charles R. Muller, address same as business.

This business is conducted by an Individual.

/s/Charles Muller

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/29/16.

9/6, 9/13, 9/20, 9/27

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1558

The following person(s) is/are doing business as: **GOAT GIRL GOODS**, 1255 Dougmar Dr. Santa Cruz CA 95062. Maria Acosta-Smith, address same as business.

This business is conducted by an Individual.

/s/Maria Acosta-Smith

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/29/16.

9/6, 9/13, 9/20, 9/27

**FICTITIOUS BUSINESS NAME  
STATEMENT - Refile with Change**

File No. 16-1564

The following person(s) is/are doing business as: **SYMPTOM MANAGEMENT, INC.**, 2030 North Pacific Ave. Ste. #F, Santa Cruz CA 95060.

Symptom Management: Pain Medicine, Palliative Care and Hospice, Inc., address same as business.

This business is conducted by a Corporation.

/s/Chante S. Buntin, MD, CEO

The registrant commenced to transact business under the fictitious business name listed above on 3/26/10. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/30/16.

9/6, 9/13, 9/20, 9/27

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1571

The following person(s) is/are doing business as: **1. SPECIALTEA COFFEE 2. STEEPED COFFEE**, 215 Owen St. Apt. B, Santa Cruz CA 95062.

Joshua P. Wilbur, address same as business.

This business is conducted by an Individual.

/s/Joshua Paul Wilbur

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/30/16.

9/6, 9/13, 9/20, 9/27

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1579

The following person(s) is/are doing business as: **1. LADY VETS ALLIANCE 2. SOUNDSYEPEACE FOR VETER-ANS 3. VETS 4 VETS 4. YOUNGPEOPLE**, 121 Walti St. #2, Santa Cruz CA 95060.

LaQrecia Clarke, address same as business.

This business is conducted by an Individual.

/s/LaQrecia Clarke

The registrant commenced to transact business under the fictitious business name listed above on 8/31/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/31/16.

9/6, 9/13, 9/20, 9/27

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1580

The following person(s) is/are doing business as: **SANTA CRUZ SPIRITS**, 1215 Water St. Unit C, Santa Cruz CA 95062.

James Keener, 1233 La Madrona Dr., Santa Cruz CA 95060.

This business is conducted by an Individual.

/s/James Keener

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/31/16.

9/6, 9/13, 9/20, 9/27

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1581

The following person(s) is/are doing business as: **DIYIVES**, 1755 Matthew Lane, Santa Cruz CA 95062.

Amy Brillon, address same as business.

This business is conducted by an Individual.

/s/Amy Brillon

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/1/16.

9/6, 9/13, 9/20, 9/27

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1586

The following person(s) is/are doing business as: **SHAKINGHANDSMATTER.COM**, 100 N. Rodeo Gulch Dr. Unit 46, Soquel CA 95073.

Lance Rine, address same as business.

This business is conducted by an Individual.

/s/Lance Rine

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz

County on 9/1/16.

9/6, 9/13, 9/20, 9/27

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1596

The following person(s) is/are doing business as: **TREND-INGTRAVEL.ORG**, 3030 Buckingham Lane, Santa Cruz CA 95062.

Randy Yagi, 3010 Buckinghame Ln., Santa Cruz CA 95062. This business is conducted by an Individual.

/s/Randy Yagi

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/2/16.

9/6, 9/13, 9/20, 9/27

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1597

The following person(s) is/are doing business as: **MAUNA KEA 77**, 270 Moon Meadow Ln., Felton CA 95018.

Dennis Pippo, address same as business.

This business is conducted by an Individual.

/s/Dennis Pippo

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/6/16.

9/6, 9/13, 9/20, 9/27

**ORDER TO SHOW CAUSE  
FOR CHANGE OF NAME**

SUPERIOR COURT OF CALIFORNIA, COUNTY OF SANTA CRUZ PETITION OF **GARY MICHAEL CO-CROFT** for CHANGE OF NAME  
16CV02252

TO ALL INTERESTED PERSONS:

1. Petitioner: **GARY MICHAEL COCROFT** filed a petition with this court for a decree changing names as follows:

PRESENT NAME(s):

**GARY MICHAEL COCROFT**

PROPOSED NAME(s):

**GARY MICHAEL CROFT**

2. THE COURT ORDERS that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted. Any person objecting to the name changes described above must file a written objection that included 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**

**OCTOBER 14, 2016, 8:30am, Dept. 4**

The address of the court is 701 Ocean St, Santa Cruz CA 95060.

3. 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

*continued on following page*

newspaper of general circulation, printed in this county:  
SANTA CRUZ RECORD.  
JUDGE OF THE SUPERIOR COURT  
DENINE J. GUY  
August 30, 2016  
Gary Michael Cocroft  
157 Towne Terrace  
Santa Cruz CA 95060  
408 591-8260  
9/6, 9/13, 9/20, 9/27

**SUMMONS  
(CITACION JUDICIAL)**

CASE NUMBER (Número del Caso): 16CV01072  
NOTICE TO DEFENDANT (AVISO AL DEMANDADO): **ELLEN K. FUNK, TRUSTEE OF THE ELLEN K. FUNK FAMILY TRUST DATED 7/11/2003 AND CAROL SUE KAUFMAN, TRUSTEE OF THE CAROL SUE KAUFMAN FAMILY TRUST DATED 7/11/2003, THE TESTATE AND INTESTATE SUCCESSORS OF ELLEN K. FUNK, BELIEVED TO BE DECEASED, AND ALL PERSONS CLAIMING BY, THROUGH OR UNDER SUCH DEFENDANT, AND ALL PERSONS UNKNOWN, CLAIMING ANY LEGAL OR EQUITABLE RIGHT, TITLE, ESTATE, LIEN, OR INTEREST IN THE PROPERTY DESCRIBED IN THE COMPLAINT ADVERSE TO PLAINTIFF'S TITLE, OR ANY CLOUD ON PLAINTIFF'S TITLE THERETO, AND DOES 1 TO 10, INCLUSIVE.,**  
YOU ARE BEING SUED BY PLAINTIFF (LO ESTÁ DEMANDANDO EL DEMANDANTE):

**SAR IDEAL VENTURES, LLC**

NOTICE! You have been sued. The court may decide against you without your being heard unless you respond within 30 days. Read the information below.

You have 30 CALENDAR DAYS after this summons and legal papers are served on you to file a written response at this court and have a copy served on the plaintiff. A letter or phone call will not protect you. Your written response must be in proper legal form if you want the court to hear your case. There may be a court form that you can use for your response. You can find these court forms and more information at the California Courts Online Self-Help Center ([www.courtinfo.ca.gov/selfhelp](http://www.courtinfo.ca.gov/selfhelp)), your county law library, or the courthouse nearest you. If you cannot pay the filing fee, ask the court clerk for a fee waiver form. If you do not file your response on time, you may lose the case by default, and your wages, money, and property may be taken without further warning from the court.

There are other legal requirements. You may want to call an attorney right away. If you do not know an attorney, you may want to call an attorney referral service. If you cannot afford an attorney, you may be eligible for free legal services from a nonprofit legal services program. You can locate these nonprofit groups at the California Legal Services Web site ([www.lawhelpcalifornia.org](http://www.lawhelpcalifornia.org)), the California Courts Online Self-Help Center ([www.courtinfo.ca.gov/selfhelp](http://www.courtinfo.ca.gov/selfhelp)), or by contacting your local court or county bar association. NOTE: The court has a statutory lien for waived fees and costs on any settlement or arbitration award of \$10,000 or more in a civil case. The court's lien must be paid before the court will dismiss the case.

¡AVISO! Lo han demandado. Si no responde dentro de 30 días, la corte puede decidir en su contra sin escuchar su versión. Lea la información a continuación.

Tiene 30 DÍAS DE CALENDARIO después de que le entreguen esta citación y papeles legales para presentar una respuesta por escrito en esta corte y hacer que se entregue una copia al demandante. Una carta o una llamada telefónica no lo protegen. Su respuesta por escrito tiene que estar en formato legal correcto si desea que procesen su caso en la corte. Es posible que haya un formulario que usted pueda usar para su respuesta. Puede encontrar estos formularios de la corte y más información en el Centro de Ayuda de las Cortes de California ([www.sucorte.ca.gov](http://www.sucorte.ca.gov)), en la biblioteca de leyes de su condado o en la corte que le quede más cerca. Si no puede pagar la cuota de presentación, pida al secretario de la corte que le dé un formulario de exención de pago de cuotas. Si no presenta su respuesta a tiempo, puede perder el caso por incumplimiento y la corte le podrá quitar su sueldo, dinero y bienes sin más advertencia.

Hay otros requisitos legales. Es recomendable que llame a un abogado inmediatamente. Si no conoce a un abogado, puede llamar a un servicio de remisión a abogados. Si no puede pagar a un abogado, es posible que cumpla con los requisitos para obtener servicios legales gratuitos de un programa de servicios legales sin fines de lucro. Puede encontrar estos grupos sin fines de lucro en el sitio web de California Legal Services, ([www.lawhelpcalifornia.org](http://www.lawhelpcalifornia.org)), en el Centro de Ayuda de las Cortes de California, ([www.sucorte.ca.gov](http://www.sucorte.ca.gov)) o poniéndose en contacto con la corte o el colegio de abogados locales. AVISO: Por ley, la corte tiene derecho a reclamar las cuotas y los costos exentos por imponer un gravamen sobre cualquier recuperación de \$10,000 ó más de valor recibida mediante un acuerdo o una concesión de arbitraje en un caso de derecho civil. Tiene que pagar el gravamen de la corte antes de que la corte pueda desear el caso.

**The name and address of the court is (El nombre y dirección de la corte es):**

**Superior Court of California, County of Santa Cruz  
701 Ocean St. Santa Cruz CA 95060.**

The name, address, and telephone number of plaintiff's attorney, or plaintiff without an attorney, is (El nombre, la dirección y el número de teléfono del abogado del demandante, o del demandante que no tiene abogado, es):

**DAVID R. BECK  
BECK & MATHIESEN, APC  
700 FREDERICK ST. SUITE 306  
SANTA CRUZ CA 95062  
(831) 429-0181**

DATE (Fecha): May 3, 2016  
Alex Calvo, Clerk (Secretario),  
by Amanda Lucas, Deputy  
9/6, 9/13, 9/20, 9/27

**SUMMONS  
(CITACION JUDICIAL)**

CASE NUMBER (Número del Caso): 16CV01073  
NOTICE TO DEFENDANT (AVISO AL DEMANDADO): **CAROL SUE KAUFMAN, TRUSTEE OF THE CAROL SUE KAUFMAN FAMILY TRUST DATED 7/11/2003, AND ELLEN K. FUNK, TRUSTEE OF THE ELLEN K. FUNK FAMILY TRUST DATED 7/11/2003, THE TESTATE AND INTESTATE SUCCESSORS OF**

**ELLEN K. FUNK, BELIEVED TO BE DECEASED, AND ALL PERSONS CLAIMING BY, THROUGH OR UNDER SUCH DEFENDANT, AND ALL PERSONS UNKNOWN, CLAIMING ANY LEGAL OR EQUITABLE RIGHT, TITLE, ESTATE, LIEN, OR INTEREST IN THE PROPERTY DESCRIBED IN THE COMPLAINT ADVERSE TO PLAINTIFF'S TITLE, OR ANY CLOUD ON PLAINTIFF'S TITLE THERETO, AND DOES 1 TO 10, INCLUSIVE.,**

YOU ARE BEING SUED BY PLAINTIFF (LO ESTÁ DEMANDANDO EL DEMANDANTE):

**SAR IDEAL VENTURES, LLC**

NOTICE! You have been sued. The court may decide against you without your being heard unless you respond within 30 days. Read the information below.

You have 30 CALENDAR DAYS after this summons and legal papers are served on you to file a written response at this court and have a copy served on the plaintiff. A letter or phone call will not protect you. Your written response must be in proper legal form if you want the court to hear your case. There may be a court form that you can use for your response. You can find these court forms and more information at the California Courts Online Self-Help Center ([www.courtinfo.ca.gov/selfhelp](http://www.courtinfo.ca.gov/selfhelp)), your county law library, or the courthouse nearest you. If you cannot pay the filing fee, ask the court clerk for a fee waiver form. If you do not file your response on time, you may lose the case by default, and your wages, money, and property may be taken without further warning from the court.

There are other legal requirements. You may want to call an attorney right away. If you do not know an attorney, you may want to call an attorney referral service. If you cannot afford an attorney, you may be eligible for free legal services from a nonprofit legal services program. You can locate these nonprofit groups at the California Legal Services Web site ([www.lawhelpcalifornia.org](http://www.lawhelpcalifornia.org)), the California Courts Online Self-Help Center ([www.courtinfo.ca.gov/selfhelp](http://www.courtinfo.ca.gov/selfhelp)), or by contacting your local court or county bar association. NOTE: The court has a statutory lien for waived fees and costs on any settlement or arbitration award of \$10,000 or more in a civil case. The court's lien must be paid before the court will dismiss the case.

¡AVISO! Lo han demandado. Si no responde dentro de 30 días, la corte puede decidir en su contra sin escuchar su versión. Lea la información a continuación.

Tiene 30 DÍAS DE CALENDARIO después de que le entreguen esta citación y papeles legales para presentar una respuesta por escrito en esta corte y hacer que se entregue una copia al demandante. Una carta o una llamada telefónica no lo protegen. Su respuesta por escrito tiene que estar en formato legal correcto si desea que procesen su caso en la corte. Es posible que haya un formulario que usted pueda usar para su respuesta. Puede encontrar estos formularios de la corte y más información en el Centro de Ayuda de las Cortes de California ([www.sucorte.ca.gov](http://www.sucorte.ca.gov)), en la biblioteca de leyes de su condado o en la corte que le quede más cerca. Si no puede pagar la cuota de presentación, pida al secretario de la corte que le dé un formulario de exención de pago de cuotas. Si no presenta su respuesta a tiempo, puede perder el caso por incumplimiento y la corte le podrá quitar su sueldo, dinero y bienes sin más advertencia.

Hay otros requisitos legales. Es recomendable que llame



a un abogado inmediatamente. Si no conoce a un abogado, puede llamar a un servicio de remisión a abogados. Si no puede pagar a un abogado, es posible que cumpla con los requisitos para obtener servicios legales gratuitos de un programa de servicios legales sin fines de lucro. Puede encontrar estos grupos sin fines de lucro en el sitio web de California Legal Services, ([www.lawhelpcalifornia.org](http://www.lawhelpcalifornia.org)), en el Centro de Ayuda de las Cortes de California, ([www.sucorte.ca.gov](http://www.sucorte.ca.gov)) o poniéndose en contacto con la corte o el colegio de abogados locales. AVISO: Por ley, la corte tiene derecho a reclamar las cuotas y los costos exentos por imponer un gravamen sobre cualquier recuperación de \$10,000 ó más de valor recibida mediante un acuerdo o una concesión de arbitraje en un caso de derecho civil. Tiene que pagar el gravamen de la corte antes de que la corte pueda desechar el caso.

**The name and address of the court is (El nombre y dirección de la corte es):**

**Superior Court of California, County of Santa Cruz  
701 Ocean St. Santa Cruz CA 95060.**

The name, address, and telephone number of plaintiff's attorney, or plaintiff without an attorney, is (El nombre, la dirección y el número de teléfono del abogado del demandante, o del demandante que no tiene abogado, es):

**DAVID R. BECK  
BECK & MATHIESEN, APC  
700 FREDERICK ST. SUITE 306  
SANTA CRUZ CA 95062  
(831) 429-0181**

DATE (Fecha): May 3, 2016  
Alex Calvo, Clerk (Secretario),  
by Amanda Lucas, Deputy  
9/6, 9/13, 9/20, 9/27

#### **FICTITIOUS BUSINESS NAME STATEMENT**

File No. 16-1447

The following person(s) is/are doing business as: **SHAM-POOCHEZ**, 1380 Soquel Ave., Santa Cruz CA 95062.  
Judith A. McCormack, 328 Doris Ave. Aptos CA 95003.  
This business is conducted by an Individual.  
/s/Judy McCormack

The registrant commenced to transact business under the fictitious business name listed above on 8/12/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/5/16.  
8/30, 9/6, 9/13, 9/20

#### **FICTITIOUS BUSINESS NAME STATEMENT**

File No. 16-1479

The following person(s) is/are doing business as: **KIND**, 10842 Vineland Rd., Ben Lomond CA 95005.  
Angela N. Scoma and Robert M. Scoma, address same as business.  
This business is conducted by a Married Couple.  
/s/Angela N. Scoma  
The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/12/16.  
9/6, 9/13, 9/20, 9/27

#### **FICTITIOUS BUSINESS NAME**

##### **STATEMENT - Refile with Change**

File No. 16-1488

The following person(s) is/are doing business as: **SANTA CRUZ REFRIGERATION**, 1840 41st Ave., Suite 102-272, Capitola CA 95010.  
Kenneth Angelo, 3918 Terra Ln., Soquel CA 95073.  
This business is conducted by an Individual.

/s/Kenneth Angelo

The registrant commenced to transact business under the fictitious business name listed above on 11/25/11. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/16/16.  
9/13, 9/20, 9/27, 10/4

#### **FICTITIOUS BUSINESS NAME**

##### **STATEMENT - Refile with Change**

File No. 16-1514

The following person(s) is/are doing business as: **WEST COAST PLANTSCAPES**, 18 Deerfield Dr., Scotts Valley CA 95066.  
Bethany Schulze, address same as business.  
This business is conducted by an Individual.

/s/Bethany Schulze

The registrant commenced to transact business under the fictitious business name listed above on 1/1/09. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/19/16.  
9/13, 9/20, 9/27, 10/4

#### **FICTITIOUS BUSINESS NAME**

##### **STATEMENT**

File No. 16-1523

The following person(s) is/are doing business as: **BAGITO**, 1234 Brommer St. Santa Cruz CA 95062.  
Reusable Solutions Group, Inc., address same as business.  
This business is conducted by a Corporation.

/s/Mitch E. Barlas

The registrant commenced to transact business under the fictitious business name listed above on 1/1/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/23/16.  
9/13, 9/20, 9/27, 10/4

#### **FICTITIOUS BUSINESS NAME**

##### **STATEMENT**

File No. 16-1530

The following person(s) is/are doing business as: **PARKS CONSTRUCTION**, 3094 Christopher Ct. Unit A, Soquel CA 95073.  
Matt Parks, address same as business.

This business is conducted by an Individual.

/s/Matt Parks

The registrant commenced to transact business under the fictitious business name listed above on 8/24/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/24/16.  
9/13, 9/20, 9/27, 10/4

#### **FICTITIOUS BUSINESS NAME**

##### **STATEMENT**

File No. 16-1540

The following person(s) is/are doing business as: **WESLEY MCBRIDE**, 595 Redwood Dr. Santa Cruz CA 95060.  
Robert Aaron, address same as business.

This business is conducted by an Individual.

/s/Robert Aaron

The registrant commenced to transact business under the fictitious business name listed above on 8/1/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/25/16.  
9/13, 9/20, 9/27, 10/4

#### **FICTITIOUS BUSINESS NAME**

##### **STATEMENT**

File No. 16-1559

The following person(s) is/are doing business as: **MSVI**, 240 Madrone Ave. Boulder Creek CA 95006.  
Anna Smith, address same as business.  
This business is conducted by an Individual.

/s/Anna Smith

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/29/16.  
9/13, 9/20, 9/27, 10/4

#### **FICTITIOUS BUSINESS NAME**

##### **STATEMENT**

File No. 16-1566

The following person(s) is/are doing business as: **BRUSCIA RANCH**, 625 Main St. Watsonville CA 95076.  
Jonathan Gullman, address same as business.  
This business is conducted by an Individual.  
/s/Jonathan Gullman

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/30/16.  
9/13, 9/20, 9/27, 10/4

#### **FICTITIOUS BUSINESS NAME STATEMENT - Refile with Change**

File No. 16-1575

The following person(s) is/are doing business as: **COASTAL CHIROPRACTIC AND SPORTS THERAPY**, 9000 Soquel Ave. Suite 101, Santa Cruz CA 95062.  
Jamie Bjerkhoel, 37 Windemere Lane, Aptos CA 95003.  
This business is conducted by an Individual.

/s/Jamie Bjerkhoel

The registrant commenced to transact business under the fictitious business name listed above on 11/8/11. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/31/16.  
9/13, 9/20, 9/27, 10/4

#### **FICTITIOUS BUSINESS NAME**

##### **STATEMENT**

File No. 16-1590

The following person(s) is/are doing business as: **SERMOC SERVICES**, 111 E. Beach St. Apt. A, Watsonville CA 95076.  
Geruth Mocanu, address same as business.  
This business is conducted by an Individual.  
/s/Geruth Mocanu

The registrant commenced to transact business under the fictitious business name listed above on 9/1/11. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/1/16.  
9/13, 9/20, 9/27, 10/4

[continued on following page](#)

[continued from previous page](#)

**FICTITIOUS BUSINESS NAME**

**STATEMENT - Refile with Change**

File No. 16-1595

The following person(s) is/are doing business as: **ONE STOP CRITICAL**, 27 First Street, Watsonville CA 95076. One Stop Critical, Inc., address same as business.

This business is conducted by a Corporation.

/s/Jeanette K. Witten, Secretary

The registrant commenced to transact business under the fictitious business name listed above on 2/6/11. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/2/16.

9/13, 9/20, 9/27, 10/4

**FICTITIOUS BUSINESS NAME**

**STATEMENT**

File No. 16-1600

The following person(s) is/are doing business as: **1. LIVING CULTURES 2. LIVING CULTURES A GUT HEALTH PROJECT 3. LIVING CULTURES A GUT HEALTH FOOD PROJECT 4. LIVING CULTURES CAFE 5. LIVING CULTURES FOOD FOR A HEALTHY GUT 6. LIVING CULTURES GUT HEALTH 7. LIVING CULTURES GUT HEALTH PROJECT 8. LIVING CULTURES GUT HEALTH FOOD PROJECT 9. LIVING CULTURES MICROBIOME 10. LIVING CULTURES SUPERFOODS**, 3639 Paper Mill Rd., Soquel CA 95073. Hiessel Lifesciences LLC, address same as business.

This business is conducted by a Limited Liability Company.

/s/Constanze Heissel, CEO & President

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/6/16.

9/13, 9/20, 9/27, 10/4

**FICTITIOUS BUSINESS NAME**

**STATEMENT**

File No. 16-1604

The following person(s) is/are doing business as: **JOON.**, 2526 Redwood Dr., Aptos CA 95003.

Aaron Mort and Samirah A. Shahmirzadi, address same as business.

This business is conducted by a Married Couple.

/s/Aaron Mort

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/6/16.

9/13, 9/20, 9/27, 10/4

**FICTITIOUS BUSINESS NAME**

**STATEMENT**

File No. 16-1606

The following person(s) is/are doing business as: **JOY GATEWAY**, 837 Corcoran Avenue #1, Santa Cruz CA 95062. Amirali Shahinpour, address same as business.

This business is conducted by an Individual.

/s/Amirali Shahinpour

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/6/16.

9/13, 9/20, 9/27, 10/4

**FICTITIOUS BUSINESS NAME**

**STATEMENT**

File No. 16-1617

The following person(s) is/are doing business as: **1. KISS CATERING 2. KISS CATERING CAFE**, 95 Disc Drive, Scotts Valley CA 95066.

Scott Dixel and Sandra Johnson-Dixel, 3710 Gross Road, #23, Santa Cruz CA 95062.

This business is conducted by a Married Couple.

/s/Sandra Johnson-Dixel

The registrant commenced to transact business under the fictitious business name listed above on 9/25/00. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/7/16.

9/13, 9/20, 9/27, 10/4

**FICTITIOUS BUSINESS NAME**

**STATEMENT - Refile with Change**

File No. 16-1623

The following person(s) is/are doing business as: **DIVORCE HELPLINE**, 406 Mission St. Suite D, Santa Cruz CA 95060. Hardin, Pollock & Woodcock A Professional Corporation, address same as business.

This business is conducted by a Corporation.

/s/Allison Hardin, President

The registrant commenced to transact business under the fictitious business name listed above on 1/1/89. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/8/16.

9/13, 9/20, 9/27, 10/4

**FICTITIOUS BUSINESS NAME**

**STATEMENT**

File No. 16-1632

The following person(s) is/are doing business as: **EVOLVE BEAUTY LOUNGE**, 4210 Capitola Rd. Capitola CA 95010. Evelyn Durant, 2722 Hampton Ln., Santa Cruz CA 95065. This business is conducted by an Individual.

/s/Evelyn Durant

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/12/16.

9/13, 9/20, 9/27, 10/4

**FICTITIOUS BUSINESS NAME**

**STATEMENT**

File No. 16-1634

The following person(s) is/are doing business as: **BEACH AND BAYS PROPERTIES**, 3545 La Madrona Ct., Santa Cruz CA 95060.

Deven Siggins, address same as business.

This business is conducted by an Individual.

/s/Deven Siggins

The registrant commenced to transact business under the fictitious business name listed above on 8/19/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/12/16.

9/13, 9/20, 9/27, 10/4

**FICTITIOUS BUSINESS NAME**

**STATEMENT**

File No. 16-1639

The following person(s) is/are doing business as: **EVOLV CREATIVE**, 1550 Graham Hill Rd., Santa Cruz CA 95060.

Steven M. Cassingham, address same as business.

This business is conducted by an Individual.

/s/Steven Cassingham

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/12/16.

9/13, 9/20, 9/27, 10/4

**FICTITIOUS BUSINESS NAME**

**STATEMENT OF ABANDONMENT**

Original File No. 2016-0001311

The following person has Abandoned the use of the Fictitious Business Name(s): **TEMESCAL PURVEYORS**, 130 Viki Ct., Scotts Valley CA 95066.

Temescal Purveyors LLC, 130 Viki Ct., Scotts Valley CA 95066.

This business was conducted by a Limited Liability Company.

/s/Temirzhan Nauruzbaev

The registrant commenced to transact business under the fictitious business name listed above on 7/21/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/6/16

9/13, 9/20, 9/27, 10/4

**ORDER TO SHOW CAUSE**

**FOR CHANGE OF NAME**

SUPERIOR COURT OF CALIFORNIA, COUNTY OF SANTA CRUZ PETITION OF **JIENI LI** for CHANGE OF NAME

16CV02258

TO ALL INTERESTED PERSONS:

1. Petitioner: **JIENI LI** filed a petition with this court for a decree changing names as follows:

PRESENT NAME(s):

**JIENI LI**

PROPOSED NAME(s):

**JENNY LI GRAY**

2. THE COURT ORDERS that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted. Any person objecting to the name changes described above must file a written objection that included 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**

**OCTOBER 14, 2016, 8:30am, Dept. 5**

The address of the court is 701 Ocean St, Santa Cruz CA 95060.

3. 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: **SANTA CRUZ RECORD.**

JUDGE OF THE SUPERIOR COURT

DENINE J. GUY

August 30, 2016

Jieni Li

6 Deerfield Dr.

Scotts Valley CA 95066

**NOTICE OF PETITION  
TO ADMINISTER ESTATE OF**

**JOYCE JACQUELINE RAY LAZIER, Decedent**

Case Number: 16PR00323

TO ALL HEIRS, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate, or both, of **JOYCE JACQUELINE RAY LAZIER, aka JOYCE J. LAZIER and JOYCE JACQUELINE RAY.**

A PETITION FOR PROBATE has been filed by **KENNETH E. LAZIER** in the Superior Court of California, County of SANTA CRUZ.

THE PETITION requests that **KENNETH E. LAZIER** be appointed as personal representatives to administer the estate of the decedent.

THE PETITION requests the decedent's will and codicils, if any, be admitted to probate. The will and any codicils are available for examination in the file kept by the court.

THE PETITION requests authority to administer the estate under the Independent Administration of Estates Act. (This authority will allow the personal representative to take many actions without obtaining court approval. Before taking certain very important actions, however, the personal representative will be required to give notice to interested persons unless they have waived notice or consented to the proposed action.) The independent administration authority will be granted unless an interested person files an objection to the petition and shows good cause why the court should not grant the authority.

A HEARING on the petition will be held on **OCTOBER 5, 2016, at 8:30 am, in Dept. 4 PRB**, located at 701 Ocean St., Santa Cruz, CA 95060.

IF YOU OBJECT to the granting of the petition, you should appear at the hearing and state your objections or file written objections with the court before the hearing. Your appearance may be in person or by your attorney.

IF YOU ARE A CREDITOR or a contingent creditor of the deceased, you must file your claim with the court and mail a copy to the personal representative appointed by the court within four months from the date of first issuance of letters as provided in section 9100 of the California Probate Code. The time for filing claims will not expire before four months from the hearing date noticed above.

YOU MAY EXAMINE the file kept by the court. If you are a person interested in the estate, you may file with the court a formal Request for Special Notice (form DE-154) of the filing of an inventory and appraisal of estate assets or of any petition or account as provided in section 1250 of the California Probate Code. A Request for Special Notice form is available from the court clerk.

Attorney for Petitioner: **THORNTON KONTZ, ESQ.**

**THOMPSON, KONTZ & BRENNER**

133 Mission St. Suite 290

Santa Cruz CA 95060

(831) 427-2727

9/13, 9/20, 9/27

**SUMMONS**

(CITACION JUDICIAL)

CASE NUMBER (Número del Caso):

16CV01663

**NOTICE TO DEFENDANT (AVISO AL DEMANDADO):** **MICHAEL P. RUDINICA, individually and as trustee of the RUDINICA FAMILY TRUST, dated April 16, 1999, DODI ASHCRAFT, individually and doing business as FIRST FOUNDATION FUNDING, FCI LENDER SERVICES, INC., a California Corporation, JOSHUA McCARTER, and all other persons unknown, claiming any legal or equitable right, title, estate, lien, or interest in the property described in Exhibit "A" attached hereto and by this reference incorporated fully herein as DOES 1 through 20, inclusive YOU ARE BEING SUED BY PLAINTIFF (LO ESTÁ DEMANDANDO EL DEMANDANTE): The People of the State of California**

**NOTICE!** You have been sued. The court may decide against you without your being heard unless you respond within 30 days. Read the information below.

You have 30 CALENDAR DAYS after this summons and legal papers are served on you to file a written response at this court and have a copy served on the plaintiff. A letter or phone call will not protect you. Your written response must be in proper legal form if you want the court to hear your case. There may be a court form that you can use for your response. You can find these court forms and more information at the California Courts Online Self-Help Center ([www.courtinfo.ca.gov/selfhelp](http://www.courtinfo.ca.gov/selfhelp)), your county law library, or the courthouse nearest you. If you cannot pay the filing fee, ask the court clerk for a fee waiver form. If you do not file your response on time, you may lose the case by default, and your wages, money, and property may be taken without further warning from the court.

There are other legal requirements. You may want to call an attorney right away. If you do not know an attorney, you may want to call an attorney referral service. If you cannot afford an attorney, you may be eligible for free legal services from a nonprofit legal services program. You can locate these nonprofit groups at the California Legal Services Web site ([www.lawhelpcalifornia.org](http://www.lawhelpcalifornia.org)), the California Courts Online Self-Help Center ([www.courtinfo.ca.gov/selfhelp](http://www.courtinfo.ca.gov/selfhelp)), or by contacting your local court or county bar association. **NOTE:** The court has a statutory lien for waived fees and costs on any settlement or arbitration award of \$10,000 or more in a civil case. The court's lien must be paid before the court will dismiss the case.

¡AVISO! Lo han demandado. Si no responde dentro de 30 días, la corte puede decidir en su contra sin escuchar su versión. Lea la información a continuación.

Tiene 30 DÍAS DE CALENDARIO después de que le entreguen esta citación y papeles legales para presentar una respuesta por escrito en esta corte y hacer que se entregue una copia al demandante. Una carta o una llamada telefónica no lo protegen. Su respuesta por escrito tiene que estar en formato legal correcto si desea que procesen su caso en la corte. Es posible que haya un formulario que usted pueda usar para su respuesta. Puede encontrar estos formularios de la corte y más información en el Centro de Ayuda de las Cortes de California ([www.sucorte.ca.gov](http://www.sucorte.ca.gov)), en la biblioteca de leyes de su condado o en la corte que le quede más cerca. Si no puede pagar la cuota de presentación, pida al secretario de la corte que

le dé un formulario de exención de pago de cuotas. Si no presenta su respuesta a tiempo, puede perder el caso por incumplimiento y la corte le podrá quitar su sueldo, dinero y bienes sin más advertencia.

Hay otros requisitos legales. Es recomendable que llame a un abogado inmediatamente. Si no conoce a un abogado, puede llamar a un servicio de remisión a abogados. Si no puede pagar a un abogado, es posible que cumpla con los requisitos para obtener servicios legales gratuitos de un programa de servicios legales sin fines de lucro. Puede encontrar estos grupos sin fines de lucro en el sitio web de California Legal Services, ([www.lawhelpcalifornia.org](http://www.lawhelpcalifornia.org)), en el Centro de Ayuda de las Cortes de California, ([www.sucorte.ca.gov](http://www.sucorte.ca.gov)) o poniéndose en contacto con la corte o el colegio de abogados locales. **AVISO:** Por ley, la corte tiene derecho a reclamar las cuotas y los costos exentos por imponer un gravamen sobre cualquier recuperación de \$10,000 ó más de valor recibida mediante un acuerdo o una concesión de arbitraje en un caso de derecho civil. Tiene que pagar el gravamen de la corte antes de que la corte pueda desechar el caso.

The name and address of the court is (El nombre y dirección de la corte es): Superior Court of California, 701 Ocean St., Room 110, Santa Cruz, CA 95060

The name, address, and telephone number of plaintiff's attorney, or plaintiff without an attorney, is (El nombre, la dirección y el número de teléfono del abogado del demandante, o del demandante que no tiene abogado, es): Angel L. Hess

Law Offices of Angel L. Hess

133 Mission St. Suite 280

Santa Cruz CA 95060

(831) 426-8536

DATE (Fecha): June 30, 2016

Alex Calvo, Clerk (Secretario), by Karen Broughton, Deputy (Adjunto)(SEAL)

**EXHIBIT "A"**

**LEGAL DESCRIPTION**

The land referred to herein is situated in the State of California, County of Santa Cruz and described as follows:

**Parcel One:**

A part of land conveyed to Lewis P. Athos by Deed dated September 28, 1931 and recorded September 29, 1931, in Volume 212, Page 95, Official Records of Santa Cruz County and by Deed Recorded in Volume 478, Page 381, Official Records of Santa Cruz County, and more particularly bounded and described as follows:

Beginning at the most Eastern corner of land conveyed to Ralph M. Potter, et ux., by Deed dated March 26, 1957 and recorded April 15, 1957, in Volume 1126, Page 73, Official Records of Santa Cruz County which is the Southwestern boundary of land conveyed to the State of California by Deed dated April 14, 1944 and recorded May 22, 1944 in Volume 466, Page 458, Official Records of Santa Cruz County; thence from said point of beginning, along said last mentioned boundary, South 40°03' East 147.45 feet to an angle; thence South 52°00' 49" East 205.00 feet to an angle; thence South 39°20' East 450.00 feet to the most Northern corner of land conveyed to Ralph M. Potter, et ux., by Deed dated April 20, 1958 and recorded September 10, 1958 in Volume 1203, Page 543, Official Records of Santa Cruz County; thence along the Northwestern boundary of said last mentioned land, South 83°12' West 232.67 feet to an angle; thence South

*continued on following page*



8°43' West 276.86 feet to an angle; thence South 5°02' West 84.03 feet to an angle; thence South 32°35' East 140.47 feet to an angle; thence South 26°59' East 105.58 feet to an angle; thence South 7°20' West 454.69 feet to an angle; thence North 89°00' West 378.57 feet to the most Western corner of said last mentioned land conveyed to Potter in the centerline of Larkin Valley Road as now travelled; thence along said centerline Westerly 170 feet, more or less, to the centerline of San Andreas road; thence Northwesterly along said last mentioned centerline 650 feet, more or less, to the Southwestern corner of said first above mentioned land conveyed to Potter; thence along the Southeastern boundary of said last mentioned land North 56°35' 30" East 205 feet, more or less, to an angle in said last mentioned boundary; thence North 32°13' East 323.82 feet to an angle; thence North 7° 13' East 675.57 feet to the place of beginning.

Excepting therefrom all that portion of the above described property as lies Westerly of the Easterly boundary of San Andreas Road.

Also excepting therefrom the land conveyed by Harry P. Xanthus, as trustee for Peter H. Xanthus, to the State of California, by Deed recorded October 17, 1973 in Volume 2357, Page 23, Official Records of Santa Cruz County.

Also excepting therefrom the land conveyed to Harry P. Xanthus, trustee, to the County of Santa Cruz, by Deed recorded June 25, 1974 in Volume 2421, Page 354, Official Records of Santa Cruz County.

#### **Parcel Two:**

A right of way for a roadway 14 feet in width, measured at right angles, 7.00 feet on each side of the following described centerline:

Beginning at a station from which the Western terminus of the course described as "Thence leaving the centerline of Larking Valley Road, as now travelled. South 89°00' East 378.57 feet to a 1/2 inch iron pipe" in the Deed conveying land to Ralph M. Potter and Margaret Potter, his wife, dated August 20, 1958 and recorded September 10, 1958 in Volume 1203 of Official Records, at Page 543, Santa Cruz County Records Bears North 89°00' West 188.57 feet distant; thence from said point of beginning South 7°20' West to the centerline of Larkin Valley Road as described in said Deed conveying land to Potter.

**APN: 045-011-15**

(End of Legal Description)

9/13, 9/20, 9/27, 10/4

#### **FICTITIOUS BUSINESS NAME STATEMENT**

File No. 16-1502

The following person(s) is/are doing business as: **SALSA'S TACO BAR**, 1710 Brommer St., Santa Cruz CA 95062. Jonathan Espinoza, 260 Corralitos View Rd., Watsonville CA 95076.

This business is conducted by an Individual.

/s/Jonathan Espinoza

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/18/16.

9/13, 9/20, 9/27, 10/4

#### **FICTITIOUS BUSINESS NAME STATEMENT**

File No. 16-1504

The following person(s) is/are doing business as: **SKI TA-HOE**, 1860 Via Pacifica #2101, Aptos CA 95003.

Dodd Lew, address same as business.

This business is conducted by an Individual.

/s/Dodd Lew

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/18/16.

9/13, 9/20, 9/27, 10/4

#### **FICTITIOUS BUSINESS NAME STATEMENT**

File No. 16-1505

The following person(s) is/are doing business as: **THE GARDEN STOP, INC.**, 9 Casserly Rd. Watsonville CA 95076.

The Garden Stop, Inc., address same as business.

This business is conducted by a Corporation.

/s/Wendy Sanford, Director

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/18/16.

9/13, 9/20, 9/27, 10/4

#### **FICTITIOUS BUSINESS NAME STATEMENT**

File No. 16-1517

The following person(s) is/are doing business as: **FELTON COMMUNITY ARTS PROJECT**, 5243 Highway 9, Felton CA 95018.

R.Garimo Pape, address same as business.

This business is conducted by an Individual.

/s/R. Garimo Pape

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/19/16.

9/13, 9/20, 9/27, 10/4

#### **FICTITIOUS BUSINESS NAME STATEMENT - Refile with Change**

File No. 16-1533

The following person(s) is/are doing business as: **CENTRAL COAST DRILLING**, 1702 Ocean St., Santa Cruz CA 95060.

Craig A Lambert, address same as business.

This business is conducted by an Individual.

/s/Craig A Lambert

The registrant commenced to transact business under the fictitious business name listed above on 8/17/98. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/24/16.

9/20, 9/27, 10/4, 10/11

#### **FICTITIOUS BUSINESS NAME STATEMENT**

File No. 16-1557

The following person(s) is/are doing business as: **POSH PROPERTY SERVICES**, 1925 46th Ave. #75, Capitola CA 95010.

Daniel L. Garcia, address same as business.

This business is conducted by an Individual.

/s/Daniel Garcia

The registrant commenced to transact business under the fictitious business name listed above on 8/24/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/29/16.

9/20, 9/27, 10/4, 10/11

#### **FICTITIOUS BUSINESS NAME STATEMENT - Refile with Change**

File No. 16-1576

The following person(s) is/are doing business as: **METHOD SEVEN**, 1010 Fair Ave., Suite F, Santa Cruz CA 95062.

Applied Botanics, Inc, address same as business.

This business is conducted by a Corporation.

/s/Lauren Donlon

The registrant commenced to transact business under the fictitious business name listed above on 4/4/11. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/31/16.

9/20, 9/27, 10/4, 10/11

#### **FICTITIOUS BUSINESS NAME STATEMENT - Refile with Change**

File No. 16-1583

The following person(s) is/are doing business as: **BLOSSOM'S FARM**, 358 Merk Rd. Corralitos CA 95076.

Karin Fortin and Delmar McComb, address same as business.

This business is conducted by a General Partnership.

/s/Karin Fortin

The registrant commenced to transact business under the fictitious business name listed above on 2/27/14. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/1/16.

9/20, 9/27, 10/4, 10/11

#### **FICTITIOUS BUSINESS NAME STATEMENT**

File No. 16-1587

The following person(s) is/are doing business as: **NETTECH**, 2900 N Rodeo Gulch Rd. Soquel CA 95073.

International Net Developers, Inc, address same as business.

This business is conducted by a Corporation.

/s/Frederick Hawk, President

The registrant commenced to transact business under the fictitious business name listed above on 9/1/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/1/16.

9/20, 9/27, 10/4, 10/11

#### **FICTITIOUS BUSINESS NAME STATEMENT**

File No. 16-1621

The following person(s) is/are doing business as: **J AND J DELIVERIES**, 1980 Lotman Dr., Santa Cruz CA 95062. Justin M. Johnson, address same as business; Jacob A. Rivera, 1524 B 17th Ave., Santa Cruz CA 95062.

This business is conducted by a General Partnership.

/s/Justin Johnson

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/8/16.

9/20, 9/27, 10/4, 10/11

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1625

The following person(s) is/are doing business as: **INTREPID TIES**, 133 Morrissey Blvd Apt. 4, Santa Cruz CA 95062.

Federico Medina, address same as business.

This business is conducted by an Individual.

/s/Federico Medina

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/8/16.

9/20, 9/27, 10/4, 10/11

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1626

The following person(s) is/are doing business as: **SHAL AGRO**, 610 Hanover St. Santa Cruz CA 95062.

Alan Lasky and Sheryl Nigro, address same as business.

This business is conducted by an Individual.

/s/Alan Lasky /s/Sheryl Nigro

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/8/16.

9/20, 9/27, 10/4, 10/11

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1638

The following person(s) is/are doing business as: **SANTA CRUZ KIDS IN NATURE**, 727 Almar Ave. Santa Cruz CA 95060.

Kathryn Jaffe, address same as business.

This business is conducted by an Individual.

/s/Kathryn Jaffe

The registrant commenced to transact business under the fictitious business name listed above on 9/27/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/12/16.

9/20, 9/27, 10/4, 10/11

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1645

The following person(s) is/are doing business as: **1. KIND THE SHOP 2. MAKER SOCIAL 3. MAKER'S EDGE**, 56 Old El Pueblo Rd., Scotts Valley CA 95066.

Angela and Robert Scoma, 10840 Vineland Rd., Ben Lomond CA 95005.

This business is conducted by a Married Couple.

/s/Rob Scoma

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/13/16.

9/20, 9/27, 10/4, 10/11

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1649

The following person(s) is/are doing business as: **CAMP SANTA CRUZ**, 631 26th Ave., Santa Cruz CA 95062.

The Advent Christian Conference of Northern California,

address same as business.

This business is conducted by a Corporation.

/s/Lucas McLelan, President

The registrant commenced to transact business under the fictitious business name listed above on 9/13/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/13/16.

9/20, 9/27, 10/4, 10/11

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1653

The following person(s) is/are doing business as: **1. JODI PRATT AND ASSOCIATES 2. PRATT AND ASSOCIATES**, 260 Rio Del Mar Blvd. #15, Aptos CA 95003.

Pratt, Jodi, Trustee for the Jodi Pratt Living Trust dated April 30, 2015, address same as business.

This business is conducted by a Business Trust.

/s/Jodi Pratt

The registrant commenced to transact business under the fictitious business name listed above on 4/1/05. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/14/16.

9/20, 9/27, 10/4, 10/11

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1654

The following person(s) is/are doing business as: **KEISER NUTRITION & FITNESS**, 300 Plum St. #106, Capitola CA 95010.

Margaux M Keiser, address same as business.

This business is conducted by an Individual.

/s/Margaux Keiser

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/14/16.

9/20, 9/27, 10/4, 10/11

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1669

The following person(s) is/are doing business as: **AS- TOUNDING RESULTS**, 720-D Capitola Ave. Capitola CA 95010.

Sonni Scher, address same as business.

This business is conducted by an Individual.

/s/Sonni Scher

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/16/16.

9/20, 9/27, 10/4, 10/11

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1673

The following person(s) is/are doing business as: **ITTY BITTY HAIR COMMITTEE**, 2-2592 E. Cliff Dr., Santa Cruz CA 95062.

Heather Watson, 3541 Marilyn St., Santa Cruz CA 95062.

This business is conducted by an Individual.

/s/Heather Watson

The registrant commenced to transact business under the

fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/19/16.

9/20, 9/27, 10/4, 10/11

**FICTITIOUS BUSINESS NAME  
STATEMENT OF ABANDONMENT**

Original File No. 2015-0001648

The following person has Abandoned the use of the Fictitious Business Name(s): **WHAT - THE NEW GENERAL STORE**, 3647 Portola Dr., Santa Cruz CA 95062. Lauren K. Raisch, 22561 Old Santa Cruz Hwy, Los Gatos CA 95033.

This business was conducted by an Individual.

/s/Lauren K. Raisch

The registrant commenced to transact business under the fictitious business name listed above on 9/17/15. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/16/16

9/20, 9/27, 10/4, 10/11

**ORDER TO SHOW CAUSE  
FOR CHANGE OF NAME**

SUPERIOR COURT OF CALIFORNIA, COUNTY OF SANTA CRUZ PETITION OF **CHRISTIAN ANDRES DeKONINK** for CHANGE OF NAME

16CV02401

TO ALL INTERESTED PERSONS:

1. Petitioner: **CHRISTIAN ANDRES DeKONINK** filed a petition with this court for a decree changing names as follows:

PRESENT NAME(s):

**CHRISTIAN ANDRES DeKONINK**

PROPOSED NAME(s):

**CHRISTIAN ANDRES RUBIO**

2. THE COURT ORDERS that all persons interested in this matter shall appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted. Any person objecting to the name changes described above must file a written objection that included 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**

**OCTOBER 31, 2016, 8:30am, Dept. 5**

The address of the court is 701 Ocean St, Santa Cruz CA 95060.

3. 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: SANTA CRUZ RECORD.

JUDGE OF THE SUPERIOR COURT

DENINE J. GUY

September 16, 2016

Christian Andres DeKonink

813 E. Cliff Dr. Apt. 2

Santa Cruz CA 95060

831 252-4568

9/20, 9/27, 10/4, 10/11

*continued on following page*

**NOTICE OF PETITION  
TO ADMINISTER ESTATE OF  
FRED F. PEARSON, Decedent**

Case Number: 16PR00400

TO ALL HEIRS, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate, or both, of **FRED F. PEARSON (aka FREDERICK F. PEARSON)**.

A PETITION FOR PROBATE has been filed by **JAMES W. PEARSON** in the Superior Court of California, County of SANTA CRUZ.

THE PETITION requests that **JAMES W. PEARSON** be appointed as personal representatives to administer the estate of the decedent.

THE PETITION requests authority to administer the estate under the Independent Administration of Estates Act. (This authority will allow the personal representative to take many actions without obtaining court approval. Before taking certain very important actions, however, the personal representative will be required to give notice to interested persons unless they have waived notice or consented to the proposed action.) The independent administration authority will be granted unless an interested person files an objection to the petition and shows good cause why the court should not grant the authority.

A HEARING on the petition will be held on **OCTOBER 17, 2016, at 8:30 am, in Dept. 4 PRB**, located at 701 Ocean St., Santa Cruz, CA 95060.

IF YOU OBJECT to the granting of the petition, you should appear at the hearing and state your objections or file written objections with the court before the hearing. Your appearance may be in person or by your attorney.

IF YOU ARE A CREDITOR or a contingent creditor of the deceased, you must file your claim with the court and mail a copy to the personal representative appointed by the court within four months from the date of first issuance of letters as provided in section 9100 of the California Probate Code. The time for filing claims will not expire before four months from the hearing date noticed above.

YOU MAY EXAMINE the file kept by the court. If you are a person interested in the estate, you may file with the court a formal Request for Special Notice (form DE-154) of the filing of an inventory and appraisal of estate assets or of any petition or account as provided in section 1250 of the California Probate Code. A Request for Special Notice form is available from the court clerk.

Attorney for Petitioner: MITCHELL A. JACKMAN  
700 FREDERICK ST. #306  
SANTA CRUZ, CA 95062  
831 429-0181  
9/20, 9/27, 10/4-

**NOTICE OF TRUSTEE'S SALE**

T.S. No. 16-42150 APN: 009-032-35

YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 8/14/2006. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER.

A public auction sale to the highest bidder for cash, cashier's check drawn on a state or national bank, check drawn

by a state or federal credit union, or a check drawn by a state or federal savings and loan association, or savings association, or savings bank specified in Section 5102 of the Financial Code and authorized to do business in this state will be held by the duly appointed trustee as shown below, of all right, title, and interest conveyed to and now held by the trustee in the hereinafter described property under and pursuant to a Deed of Trust described below. The sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, with interest and late charges thereon, as provided in the note(s), advances, under the terms of the Deed of Trust, interest thereon, fees, charges and expenses of the Trustee for the total amount (at the time of the initial publication of the Notice of Sale) reasonably estimated to be set forth below. The amount may be greater on the day of sale.

Trustor: Ernesto Garcia Perez, and Lilia M. Rubalcava, husband and wife as joint tenants

Duly Appointed Trustee: LAW OFFICES OF LES ZIEVE Deed of Trust recorded 8/28/2006 as Instrument No. 2006-0050169 in book , page And modified by that certain Loan Modification dated April 30, 2010 in Official Records under Recorder's Series Number 2010-0016568 of Official Records in the office of the Recorder of Santa Cruz County, California, Date of Sale:10/5/2016 at 1:45 PM

Place of Sale: At the courtyard steps to the Santa Cruz County Courthouse, 701 Ocean Street Santa Cruz, CA

Estimated amount of unpaid balance and other charges: \$831,992.48

Note: Because the Beneficiary reserves the right to bid less than the total debt owed, it is possible that at the time of the sale the opening bid may be less than the total debt owed.

Street Address or other common designation of real property:

65 ROONEY STREET  
SANTA CRUZ, CA 95065

Described as follows:

As more fully described on said Deed of Trust.

A.P.N #: 009-032-35

The undersigned Trustee disclaims any liability for any incorrectness of the street address or other common designation, if any, shown above. If no street address or other common designation is shown, directions to the location of the property may be obtained by sending a written request to the beneficiary within 10 days of the date of first publication of this Notice of Sale.

NOTICE TO POTENTIAL BIDDERS: If you are considering bidding on this property lien, you should understand that there are risks involved in bidding at a trustee auction. You will be bidding on a lien, not on the property itself. Placing the highest bid at a trustee auction does not automatically entitle you to free and clear ownership of the property. You should also be aware that the lien being auctioned off may be a junior lien. If you are the highest bidder at the auction, you are or may be responsible for paying off all liens senior to the lien being auctioned off, before you can receive clear title to the property. You are encouraged to investigate the existence, priority, and size of outstanding liens that may exist on this property by contacting the county recorder's office or a title insurance company, either of which may charge you a fee for this information. If you consult

either of these resources, you should be aware that the same lender may hold more than one mortgage or deed of trust on the property.

NOTICE TO PROPERTY OWNER: The sale date shown on this notice of sale may be postponed one or more times by the mortgagee, beneficiary, trustee, or a court, pursuant to Section 2924g of the California Civil Code. The law requires that information about trustee sale postponements be made available to you and to the public, as a courtesy to those not present at the sale. If you wish to learn whether your sale date has been postponed, and, if applicable, the rescheduled time and date for the sale of this property, you may call (714) 848-9272 or visit this Internet Web site [www.elitepostandpub.com](http://www.elitepostandpub.com), using the file number assigned to this case 16-42150. Information about postponements that are very short in duration or that occur close in time to the scheduled sale may not immediately be reflected in the telephone information or on the Internet Web site. The best way to verify postponement information is to attend the scheduled sale.

Dated: 9/8/2016

LAW OFFICES OF LES ZIEVE, as Trustee  
30 Corporate Park, Suite 450  
Irvine, CA 92606

For Non-Automated Sale Information,  
call: (714) 848-7920

For Sale Information: (714) 848-9272  
[www.elitepostandpub.com](http://www.elitepostandpub.com)

Melanie Schultz, Trustee Sale Officer

THIS FIRM IS ATTEMPTING TO COLLECT A DEBT AND ANY INFORMATION WE OBTAINED WILL BE USED FOR THAT PURPOSE. EPP 19647 9/13, 9/20, 9/27/16

**NOTICE OF TRUSTEE'S SALE**

T.S. No. 15-38648 APN: 041-261-46

YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 7/1/2004. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER.

A public auction sale to the highest bidder for cash, cashier's check drawn on a state or national bank, check drawn by a state or federal credit union, or a check drawn by a state or federal savings and loan association, or savings association, or savings bank specified in Section 5102 of the Financial Code and authorized to do business in this state will be held by the duly appointed trustee as shown below, of all right, title, and interest conveyed to and now held by the trustee in the hereinafter described property under and pursuant to a Deed of Trust described below. The sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, with interest and late charges thereon, as provided in the note(s), advances, under the terms of the Deed of Trust, interest thereon, fees, charges and expenses of the Trustee for the total amount (at the time of the initial publication of the Notice of Sale) reasonably estimated to be set forth below. The amount may be greater on the day of sale.

Trustor: DONALD C. SCHWARTZ, A MARRIED MAN



Duly Appointed Trustee: LAW OFFICES OF LES ZIEVE Deed of Trust recorded 7/14/2004 as Instrument No. 2004-0050826 in book --, page -- of Official Records in the office of the Recorder of Santa Cruz County, California,  
Date of Sale: 10/5/2016 at 1:45 PM

Place of Sale: At the courtyard steps to the Santa Cruz County Courthouse, 701 Ocean Street Santa Cruz, CA

Estimated amount of unpaid balance and other charges: \$1,368,197.05

Note: Because the Beneficiary reserves the right to bid less than the total debt owed, it is possible that at the time of the sale the opening bid may be less than the total debt owed.

Street Address or other common designation of real property: 250 MIGUES MOUNTAIN LANE NO. 291

APTOS, CA 95003

Described as follows:

AS MORE FULLY DESCRIBED ON SAID DEED OF TRUST<sup>1</sup>

A.P.N #: 041-261-46

The undersigned Trustee disclaims any liability for any incorrectness of the street address or other common designation, if any, shown above. If no street address or other common designation is shown, directions to the location of the property may be obtained by sending a written request to the beneficiary within 10 days of the date of first publication of this Notice of Sale.

NOTICE TO POTENTIAL BIDDERS: If you are considering bidding on this property lien, you should understand that there are risks involved in bidding at a trustee auction. You will be bidding on a lien, not on the property itself. Placing the highest bid at a trustee auction does not automatically entitle you to free and clear ownership of the property. You should also be aware that the lien being auctioned off may be a junior lien. If you are the highest bidder at the auction, you are or may be responsible for paying off all liens senior to the lien being auctioned off, before you can receive clear title to the property. You are encouraged to investigate the existence, priority, and size of outstanding liens that may exist on this property by contacting the county recorder's office or a title insurance company, either of which may charge you a fee for this information. If you consult either of these resources, you should be aware that the same lender may hold more than one mortgage or deed of trust on the property.

NOTICE TO PROPERTY OWNER: The sale date shown on this notice of sale may be postponed one or more times by the mortgagee, beneficiary, trustee, or a court, pursuant to Section 2924g of the California Civil Code. The law requires that information about trustee sale postponements be made available to you and to the public, as a courtesy to those not present at the sale. If you wish to learn whether your sale date has been postponed, and, if applicable, the rescheduled time and date for the sale of this property, you may call (714) 848-9272 or visit this Internet Web site [www.elitepostandpub.com](http://www.elitepostandpub.com), using the file number assigned to this case 15-38648. Information about postponements that are very short in duration or that occur close in time to the scheduled sale may not immediately be reflected in the telephone information or on the Internet Web site. The best way to verify post-

ponement information is to attend the scheduled sale. Dated: 9/2/2016

LAW OFFICES OF LES ZIEVE, as Trustee

30 Corporate Park, Suite 450

Irvine, CA 92606

For Non-Automated Sale Information, call: (714) 848-7920 For Sale Information: (714) 848-9272 [www.elitepostandpub.com](http://www.elitepostandpub.com)

Christine O'Brien, Trustee Sale Officer

THIS FIRM IS ATTEMPTING TO COLLECT A DEBT AND ANY INFORMATION WE OBTAINED WILL BE USED FOR THAT PURPOSE. EPP 19607 9/13, 9/20, 9/27/16

NOTICE OF TRUSTEE'S SALE TS No. CA-12-503203-CT Order No.: 1134919 NOTE: THERE IS A SUMMARY OF THE INFORMATION IN THIS DOCUMENT ATTACHED TO THE COPY PROVIDED TO THE MORTGAGOR OR TRUSTOR (Pursuant to Cal. Civ. Code 2923.3) YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 4/3/2007. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER. A public auction sale to the highest bidder for cash, cashier's check drawn on a state or national bank, check drawn by state or federal credit union, or a check drawn by a state or federal savings and loan association, or savings association, or savings bank specified in Section 5102 to the Financial Code and authorized to do business in this state, will be held by duly appointed trustee. The sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, with interest and late charges thereon, as provided in the note(s), advances, under the terms of the Deed of Trust, interest thereon, fees, charges and expenses of the Trustee for the total amount (at the time of the initial publication of the Notice of Sale) reasonably estimated to be set forth below. The amount may be greater on the day of sale. BENEFICIARY MAY ELECT TO BID LESS THAN THE TOTAL AMOUNT DUE. Trustor(s): DAVID V ROBLES AND JEANNETTE L ROBLES HUSBAND AND WIFE AS JOINT TENANTS Recorded: 4/11/2007 as Instrument No. 2007-0019792 of Official Records in the office of the Recorder of SANTA CRUZ County, California; Date of Sale: 9/27/2016 at 1:45 PM Place of Sale: At the courtyard steps to the Santa Cruz County Courthouse, located at 701 Ocean Street Santa Cruz, California 95060 Amount of unpaid balance and other charges: \$1,076,463.09 The purported property address is: 3918 CORNWELL RD, SOQUEL, CA 95073-2334 Assessor's Parcel No.: 102-401-41 NOTICE TO POTENTIAL BIDDERS: If you are considering bidding on this property lien, you should understand that there are risks involved in bidding at a trustee auction. You will be bidding on a lien, not on the property itself. Placing the highest bid at a trustee auction does not automatically entitle you to free and clear ownership of the property. You should also be aware that the lien being auctioned off may be a junior lien. If you are the highest bidder at the auction, you are or may be responsible for paying off all liens senior to the lien being auctioned off, before you can receive clear title to the property. You are encouraged to investigate the existence, priority, and size of outstanding liens that may exist on this property by contacting the county recorder's office

or a title insurance company, either of which may charge you a fee for this information. If you consult either of these resources, you should be aware that the same lender may hold more than one mortgage or deed of trust on the property. NOTICE TO PROPERTY OWNER: The sale date shown on this notice of sale may be postponed one or more times by the mortgagee, beneficiary, trustee, or a court, pursuant to Section 2924g of the California Civil Code. The law requires that information about trustee sale postponements be made available to you and to the public, as a courtesy to those not present at the sale. If you wish to learn whether your sale date has been postponed, and, if applicable, the rescheduled time and date for the sale of this property, you may call 888-988-6736 for information regarding the trustee's sale or visit this Internet Web site <http://www.qualityloan.com>, using the file number assigned to this foreclosure by the Trustee: CA-12-503203-CT. Information about postponements that are very short in duration or that occur close in time to the scheduled sale may not immediately be reflected in the telephone information or on the Internet Web site. The best way to verify postponement information is to attend the scheduled sale. The undersigned Trustee disclaims any liability for any incorrectness of the property address or other common designation, if any, shown herein. If no street address or other common designation is shown, directions to the location of the property may be obtained by sending a written request to the beneficiary within 10 days of the date of first publication of this Notice of Sale. If the Trustee is unable to convey title for any reason, the successful bidder's sole and exclusive remedy shall be the return of monies paid to the Trustee, and the successful bidder shall have no further recourse. If the sale is set aside for any reason, the Purchaser at the sale shall be entitled only to a return of the deposit paid. The Purchaser shall have no further recourse against the Mortgagor, the Mortgagee, or the Mortgagee's Attorney. If you have previously been discharged through bankruptcy, you may have been released of personal liability for this loan in which case this letter is intended to exercise the note holders right's against the real property only. As required by law, you are hereby notified that a negative credit report reflecting on your credit record may be submitted to a credit report agency if you fail to fulfill the terms of your credit obligations. QUALITY MAY BE CONSIDERED A DEBT COLLECTOR ATTEMPTING TO COLLECT A DEBT AND ANY INFORMATION OBTAINED WILL BE USED FOR THAT PURPOSE. Date: Quality Loan Service Corporation 411 Ivy Street San Diego, CA 92101 619-645-7711 For NON SALE information only Sale Line: 888-988-6736 Or Login to: <http://www.qualityloan.com> Reinstatement Line: (866) 645-7711 Ext 5318 Quality Loan Service Corp. TS No.: CA-12-503203-CT IDSPub #0113758 9/6/2016 9/13/2016 9/20/2016

NOTICE OF TRUSTEE'S SALE Trustee Sale No. 16-003803 730-1604604-70 APN 008-501-04 YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 03/01/2006. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDINGS AGAINST YOU, YOU SHOULD CONTACT A LAWYER. On 09/26/2016 at 01:45 PM, Aztec Foreclosure Corporation as the duly appointed Trustee under and pursuant to the power of sale contained in that certain Deed of Trust executed by Margarita

Garza, an unmarried woman, as Trustor(s), in favor of Mortgage Electronic Registration Systems, Inc. solely as nominee for First Financial Equities, Inc., a New York Corporation, as Beneficiary, Recorded on 03/07/2006 in Instrument No. 2006-0012963 of official records in the Office of the county recorder of SANTA CRUZ County, California; WILL SELL AT PUBLIC AUCTION TO THE HIGHEST BIDDER FOR CASH (payable at time of sale in lawful money of the United States, by cash, a cashier's check drawn by a state or national bank, a check drawn by a state or federal credit union, or a check drawn by a state or federal savings and loan association, savings association, or savings bank specified in section 5102 of the Financial Code and authorized to do business in this state), At the courtyard steps to the Santa Cruz County Courthouse located at 701 Ocean Street, Santa Cruz, CA 95060, all right, title and interest conveyed to and now held by it under said Deed of Trust in the property situated in said County, California described as: 1730 OCEAN STREET, SANTA CRUZ, CA 95060 The property heretofore described is being sold "as is". The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. Said sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by said Deed of Trust,

with interest thereon, as provided in said note(s), advances, if any, under the terms of the Deed of Trust, estimated fees, charges and expenses of the Trustee and of the trusts created by said Deed of Trust, to-wit: \$533,148.33 (Estimated) Accrued interest and additional advances, if any, will increase this figure prior to sale. The undersigned caused said Notice of Default and Election to Sell to be recorded in the county where the real property is located and more than three months have elapsed since such recordation. DATE: 08/30/2016 AZTEC FORECLOSURE CORPORATION Elaine Malone Assistant Secretary / Assistant Vice President Aztec Foreclosure Corporation 949 South Coast Drive, Suite 475 Costa Mesa, CA 92626 Phone: (877) 257-0717 or (602) 638-5700 Fax: (602) 638-5748 www.aztectrustee.com NOTICE TO POTENTIAL BIDDERS: If you are considering bidding on this property lien, you should understand that there are risks involved in bidding at a trustee auction. You will be bidding on a lien, not on the property itself. Placing the highest bid at a trustee auction does not automatically entitle you to free and clear ownership of the property. You should also be aware that the lien being auctioned off may be a junior lien. If you are the highest bidder at the auction, you are or may be responsible for paying off all liens senior to the lien being auctioned off, before you can receive clear title to the property. You are encouraged to investigate the existence, priority, and size of

outstanding liens that may exist on this property by contacting the county recorder's office or a title insurance company, either of which may charge you a fee for this information. If you consult either of these resources, you should be aware that the same lender may hold more than one mortgage or deed of trust on the property. NOTICE TO PROPERTY OWNER: The sale date shown on this notice of sale may be postponed one or more times by the mortgagee, beneficiary, trustee, or a court, pursuant to Section 2924g of the California Civil Code. The law requires that information about trustee sale postponements be made available to you and to the public, as a courtesy to those not present at the sale. If you wish to learn whether your sale date has been postponed, and, if applicable, the rescheduled time and date for the sale of this property, you may call or visit the Internet Web site, using the file number assigned to this case 16-003803. Information about postponements that are very short in duration or that occur close in time to the scheduled sale may not immediately be reflected in the telephone information or on the Internet Web site. The best way to verify postponement information is to attend the scheduled sale. www.homesearch.com 800-758-8052 Or Aztec Foreclosure Corporation (877) 257-0717 www.aztectrustee.com NPP0290662 To: SANTA CRUZ RECORD 09/06/2016, 09/13/2016, 09/20/2016

United States Postal Service

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17. Signature and Title of Editor, Publisher, Business Manager, or Owner <i>Liese A. Varenkamp</i> Date: 9/22/2016		
I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).		
PS Form 3526		

# DT SC

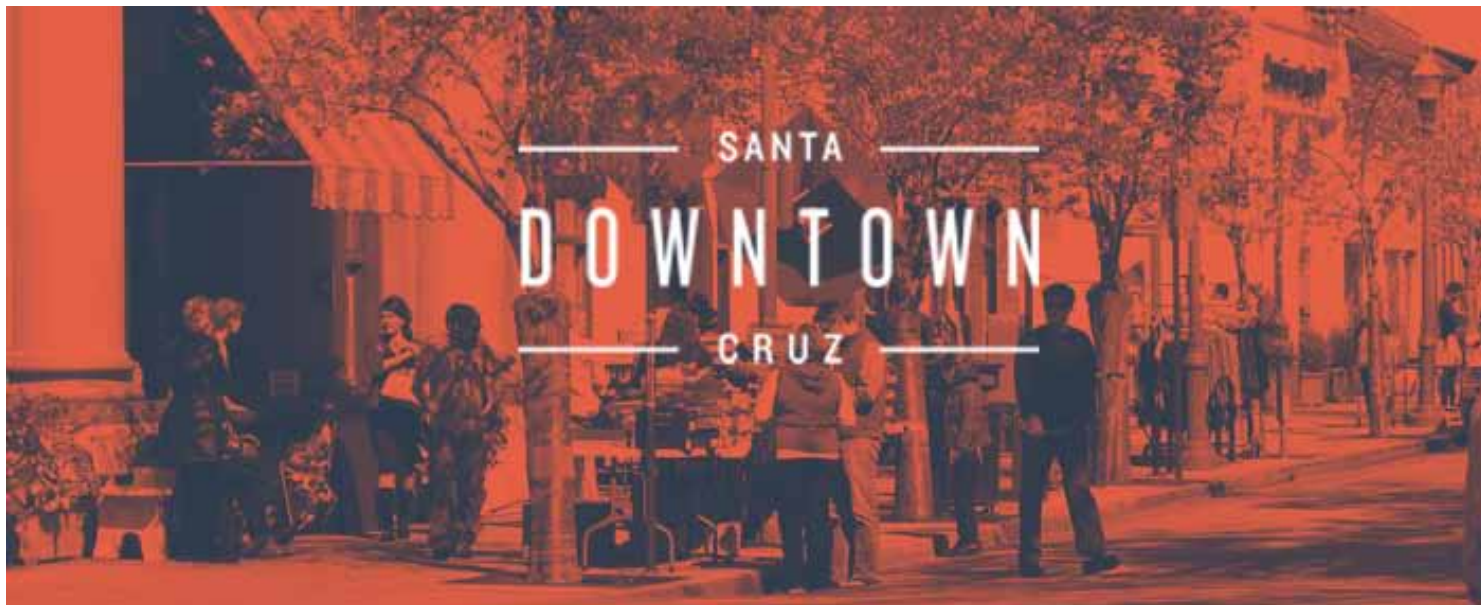
## A New Look for Downtown Santa Cruz

After over a year of development, the Downtown Association is launching a new look and feel for Downtown Santa Cruz.

The new brand which was created by Cosmic Design responds to a comprehensive, community process, in which the Downtown Association strived to reveal a foundation for branding Downtown Santa Cruz. The place-branding process became known as the Downtown Identity Project and included the input of thousands of people.

“We were very impressed with the work (the Downtown Association) had already done when they came to us” Eric Ressler, Cosmic’s founder and creative director said of the Downtown Identity Project, “We often work with much larger companies who do not start the process this prepared.”

Recognizing the strong ownership and emotional investment that exists within the community for Downtown Santa Cruz, the Downtown Association began the process of rebranding with an extensive outreach and information gathering process. The Downtown Identity Project took place over the span of several months in 2015 and included numerous focus groups, community conversations, workshops, surveys and other activities designed to reveal and understand the aspects of Downtown that resonate most positively with the community.



The data collection and distillation was facilitated by Chip, Downtown Association’s Executive Director and Consultant Julie Forbes, with oversight and guidance from an advisory committee consisting of Downtown Association board members and community stakeholders.

### Key Findings

The full results of the study are available at [DowntownIdentityProject.com](http://DowntownIdentityProject.com) and will remain available as a tool for Downtown businesses and other marketing partners to help guide consistent and effective brand messaging.

**Vibrant, Creative, Healthy, Inviting and Evolving** were all identified as personality traits that described Downtown Santa Cruz at its best.



