

SANTA CRUZ RECORD



SEPTEMBER 27, 2016 – VOL. 45, NO. 49

LOCAL BUSINESS STARTS HERE

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Maverick Mailing

What do you want to be when you grow up? How often have you heard that one? Peter and Shawna heard it a lot and according to them, they still don't know ... and now they're having too much fun to worry about it! About ten years ago this dynamic couple started Maverick Mailing with an idea to help people in a way that was never before possible. They founded LostPetCards.com and became the fastest printing and mailing business in the country! If there were bulk mail Olympics Pete and Shawna would bring home the gold for Team USA every time!

They put their professional printing and



mailing skills to the test and have found success and fun while helping people in many more ways than just emergency mailing services. Their low-cost, high-quality color printing now helps many local organizations with rush jobs; with small businesses, and non-profits being their specialty.

Their customers, such as the Santa Cruz Record, are always impressed when Maverick Mailing delivers copies hot off the press faster and cheaper than any of the chain stores.

Once you place your order with Shawna, Peter will print it right away and Greg will package and deliver them to you.

For the fastest printing in the West contact Maverick Mailing at 426-1111 or info@maverickmailing.com Locally-owned and operated and conveniently located on Ocean Street in Santa Cruz!

Inside this Issue

Calendar of Events	3
New Business Filings	4
Slingshot to Success	5
Businesses in Escrow	6
A.B.C. License Transfers	6
Commercial Leasing	6
Businesses for Sale	7
Cruz Views	8
Tri-Co. Real Estate Sales	9
Distressed Real Estate	11
Public Notices	12

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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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maverickmailing.com

Tracking the Numbers

	This Week	Y-T-D 2016	Y-T-D 2015
Grant Deeds - Santa Cruz Co.	50	2073	2466
Grant Deeds - Monterey Co.	67	3061	2994
Grant Deeds - San Benito Co.	19	707	610
Notices of Default - Santa Cruz	7	192	209
Notices of Default - Monterey Co.	14	388	423
Notices of Default - San Benito Co.	3	44	58
Foreclosures - Santa Cruz Co.	2	151	199
Foreclosures - Monterey Co.	11	329	333
Foreclosures - San Benito Co.	0	40	47
Trustee Deeds - Santa Cruz Co.	1	43	64
Trustee Deeds - Monterey Co.	2	134	164
Trustee Deeds - San Benito Co.	1	23	25
Business Filings - Santa Cruz	20	1030	1100

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Santa Cruz Record Calendar of Events



Tuesday, September 27

- **Build Your Business: Social Media Puzzle** 2–4:30 p.m. at Santa Cruz Civic Auditorium. Learn how to put all the pieces of the online puzzle together to grow your business. Visit SantaCruzSBDC.org for more information.

Wednesday, September 28

- **Santa Cruz Chamber Networking Mixer** 5–7 p.m. at Sutter Maternity and Surgery Center, 2025 Soquel Avenue, Santa Cruz. Enjoy an evening of networking along with wine and delicious appetizers. Visit SantaCruzChamber.org for more information.

Thursday, September 29

- **iiED & Startup Grind present a MeetUp with Pascal Finette** 6–7:30 p.m. at CSUMB University Center Rooms (rooms 114–116). A special night with Pascal Finette, who speaks and writes about the the magic which happens at the intersection of entrepreneurship, technology and global impact. He currently the Entrepreneurship Chair and Global Evangelist for Singularity University's SU Labs, where they grow startups solving the world's most intractable problems leveraging cutting-edge technologies. Visit www.startup-grind.com/montereyca for more information.

Wednesday, October 5

- **Santa Cruz New Tech MeetUp** 6 p.m. at Cruzio and Ecology Action Green Building, 877 Cedar Street, Santa Cruz. Learn about hot new technologies and mingle with 250+ fellow entrepreneurs, investors, bloggers and tech enthusiasts. Presenting companies will be announced one week prior the event. This event is always packed, so be sure to RSVP early. Doors open at 6 p.m., presentations start at 7 pm. Entry fee is \$10 (pay at the door) and includes food, beverage and live music. Visit

www.meetup.com/santacruznewtech for more information.

Saturday, October 8

- **Build Your Business: Writing Your Best Business Plan** 9 a.m. – 12 p.m. at Cabrillo College 6500 Soquel Dr., Aptos. Write a Plan for Profitability, Capital and Growth. Visit SantaCruzSBDC.org for more information.

Tuesday, October 11

- **Startup Monterey Bay Tech MeetUp** 6:30 – 8:30 p.m. at the Press Club, 668 William Avenue, Seaside. Startup Monterey Bay Tech Meetup (SMNTM) is the place to go to meet aspiring entrepreneurs, get news about what's happening with local startups, get help and get inspired. SMBTM features pitches from startups, news about startups in Monterey Bay, music, fun and games. Join us as we build the Monterey startup community. Drinks and food are available for sale through Perfectly Pressed Juice Bar 'N Cafe at The Press Club. Visit www.meetup.com/Monterey-Bay-Entrepreneurs-and-Innovators/ for more information.

Wednesday, October 12

- **Brown Bag Series: Selling on eBay - Advanced** 12–1 p.m. at Santa Cruz Central Library, 224 Church St. Selling on eBay for advanced sellers. Visit SantaCruzSBDC.org for more information.

Tuesday, October 25

- **Monterey Bay Business Expo** 4–7 p.m. at Embassy Suites by Hilton Monterey Bay Seaside, 1441 Canyon Del Rey Blvd, Seaside. The 22nd annual Monterey Bay Business Expo is designed to showcase regional companies and organizations and increase local business. An opportunity for local businesses to demonstrate and sell their products and services to more than 1000 attendees. Visit www.montereychamber.com for more information.

Wednesday, October 26

- **Network Mixer on Roaring Camp and Santa Cruz Railroads** 5–7 p.m. Join us for a scenic ride on the

historic Roaring Camp Santa Cruz and Big Trees train. Departs from in front of the Boardwalk at 5:30 p.m. This unique Networking Mixer will be a fun opportunity to enjoy a fall evening with friends and make new business connections all while enjoying appetizers, wine and soft drinks. You are encouraged to bring your friends and family. Arrive at the Boardwalk at 5 p.m. and returns at 6:30 p.m. Visit web.santacruzchamber.org/events more information.

Saturday, October 29

- **Build Your Business: Social Media Puzzle** 9:30 a.m. – 12 p.m. at Cabrillo College 6500 Soquel Dr., Aptos. Learn how to put all the pieces of the online puzzle together to grow your business. Visit SantaCruzSBDC.org for more information.

Tuesday, November 1

- **Build Your Business: Writing Your Best Business Plan** 2–5 p.m. at Santa Cruz Civic Auditorium. Write a Plan for Profitability, Capital and Growth. Visit SantaCruzSBDC.org for more information.
- **SimpleSTEPS for Starting Your Business** 6:30–9p.m. at Simpkins Family Swim Center. This SCORE workshop helps people understand what it takes to successfully start a small business. The workshop is intended to help new and early-stage businesses by presenting a broad brush overview of the subjects that will impact the success or failure of that of that business. Pre-registration suggested. Visit SantaCruz.Score.org for more information.

Wednesday, November 2

- **Santa Cruz New Tech MeetUp** 6 p.m. at Cruzio and Ecology Action Green Building, 877 Cedar Street, Santa Cruz.

The Calendar appears every other week. To have your local business-related event included, or to update your event, please email the Santa Cruz Record at santacruzrecord@gmail.com



Patrick S. Winkler
Le Rat Mort
Santa Cruz CA 95065

Heather Watson
Itty Bitty Hair Committee
Santa Cruz CA 95062

Cecelia E McNeil
Everett Solutions
Santa Cruz CA 95062

Cassidy Clawson
Flings Paper Company
Santa Cruz CA 95060

Dome On The Go LLC
Dome on the Go
Santa Cruz CA 95062

Victor Martinez
VMW Solutions
Santa Cruz CA 95062

Ames Sabellano Anthony Scuderi
Mind, Soul, and Body Wellness
Santa Cruz CA 95061

Lakee Kiko, LLC
Kumon of Santa Cruz
Santa Cruz CA 95060

Cecelia E McNeil
Raymond International
Santa Cruz CA 95062

Ruth T Dodge
The Paradise Retreats
Santa Cruz CA 95060

Francisco Mendoza Lopez
Francisco's Services
Scotts Valley CA 95066

Venatious, Inc
Lorraine Lenchik; Lorrie's Fitness Lorrie Lenchik; Lorrie's Personal Training
Soquel CA 95073

Anne Chaney Sara McCartney
Absolutely Notable
Soquel CA 95073

Luis J. Fregoso
Fregoso's Transport
Watsonville CA 95076

Linda Wood
LRW Bookkeeping
Watsonville CA 95076

New Business Filings

Judith Wachs
J.W. Consultants
Aptos CA 95003

Kathy Cook
Pinnacles Climbers Association
Aptos CA 95003

The Shoe Shoppe Online
The Shoe Shoppe Online
Ben Lomond CA 95005

Rodney G Knapp
LLT Ventures
Covina CA 91724

Jerica Johnson
Salon Samir
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How to Profile your Target Customers and Market to Them

by Andy Van Valer

Your first job when profiling your target market is to identify precisely who your ideal or potential customers are. Can you describe their characteristics accurately? Which customers currently spend the most with you? Why do they do this? If you don't know the answers to these questions, you need to find out by conducting more thorough market research.

You might already have a good idea about the groups of people or types of businesses you think you can sell your service or product to. Where individual customers are concerned, they may be people of a certain age, gender, socio-economic status or occupation, or part of a group with common or special interests such as sports or hobbies. Business customers may be located in a specific area or in a particular sector, or they could have similarities in terms of their own customer groups.

Your aim should be to concentrate your marketing towards the groups of people, businesses or existing customers who have the greatest propensity to buy your product or service.

Once you have identified this target group of people or businesses, you will have completed the first step in profiling your market. You will now have a list of target prospects.

To get the best response from your marketing, it will pay greater dividends to you if you take a precision-driven approach, with a high-quality list of prospective clients or leads. This will prove a far more productive and profitable use of your marketing budget than an untargeted, blanket approach to generating sales. Quality of leads, based

on your understanding, knowledge and profiles of your customers and their needs, will give you a much better opportunity to convert them into sales.

Your list of prospective customers will only be of real use in your marketing campaign if it precisely reflects the profile of the audiences you are targeting.

Have the consumers of your product or service been identified, for example, in terms of their geographic and demographic profile, their employment status, profession, special interests and membership of clubs?

Have you compiled a list of your business targets in terms of where they are located, their size, the name of the main buyer and repeat purchase rate?

Have you identified the best sales channels to enable you to reach these target customers?

Have these prospects opted into a list, giving their permission to receive marketing messages about products for which they have expressed an interest?

Your sales efforts can only be as good as the list of prospective customers you have selected in your target market. That list must reflect the profile of the audience you are developing your marketing proposition to reach.

Understand what your prospects need

Having selected your ideal customer group, you need to be absolutely clear about what they want and need, and exactly what it is that you are offering them. This understanding will enable you to develop the kind of marketing message that will most effectively communicate the benefits of your product or service.

If you get this message wrong, it is almost certain that your marketing efforts will fail, and your customers will

turn to your competitors instead. Your product, service or business proposition will have missed the target completely.

Speak to some of your target customers first

Before you start to develop or choose your marketing strategy, it is worthwhile to speak to a sample of your target audience. By doing this you will be able to test that the profile you have done of your target market is the right one.

You could do this by speaking directly to a target group and putting questions to them that test these assumptions. Or you could create a survey in the form of a questionnaire that could be posted to a sample audience. Alternatively, you could do this with passers-by in a target location.

Getting your marketing message right

If you've spoken to a sample of people in your target market and you are satisfied that you have confirmed your assumptions about their needs, you will be in a position to create or adapt a marketing proposition and campaign to address those needs.

Having gone through an exercise of profiling your target market and gaining a detailed understanding of their needs, is there anything that will make your marketing message even more appealing? Can the message convince them that your service can provide the benefits that meet their needs?

Make sure you can give prospects what they want. ■

Andy Van Valer, CEO Slingshot, is an organization that helps entrepreneurs get the support, resources and advice they'll need to make their business idea a reality or to scale to the next level. For more information visit www.slingshotsv.com.

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Businesses in Escrow

Seller
Buyer
Business
Escrow Holder
Last day for Claims

Roger H. Barnes
McLain Home Services Inc.
U.S. Meal
Reid P. Schantz Esq.
9/21/2016

Pro-Am Locksmith Services Inc.
AJ Riess
American Lock & Key
Ronald A. Parravano
9/29/2016



A.B.C. License Transfers

Applicant - Buyer
Transferor - Seller
Location of License
Escrow Holder

Eduardo Aranda Santos
Carlos E. Castro
95 Mount Hermon Rd., Scotts Valley
California Business Escrow Inc.

Fontana Hospitality Group LLC
Patricia R. Malone
4402 Scotts Valley Dr., Scotts Valley
William H. Dunn

HSINGH, Inc.
PRK Group Inc.
631 E. Alvin Dr. #A, Salinas
Ron Parravano Esq.

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

Productivity Technique

3. Exercise in the Morning

It's been shown that exercising in the morning can greatly improve your productivity. Exercise energizes rather than exhausts you, contrary to what the couch potatoes might tell you.

Exercising also promotes good health (quick, alert the press!), and some studies have shown that exercise can improve your mood for up to 12 hours following your workout. Less stress, more efficiency—it's definitely worth setting that alarm 30 minutes earlier.



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



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Social Media Management
Marissa Woodman

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Businesses for Sale

RED HOT REGINAL CUISINE RESTAURANT SANTA CRUZ COUNTY

Thriving Cafe offering regional cuisine with indoor and outdoor seating in popular center. Recipes and concept negotiable. Over \$70K invested in FF&E includes full modern kitchen with hood, grease trap, plus Type 41 ABC license. Generated \$399K in Gross sales in first year of business and growing!

Offered of \$125,000.

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

ICONIC FURNITURE & MATTRESS STORE SANTA CRUZ COUNTY

Established store with loyal customer base in modern 9,200 sq.ft. facility with high traffic counts and ample parking. Exclusive product lines and dominant market share built through a strong tradition of customer care. Known for their competitive pricing, knowledgeable sales

staff. **Offered for \$295,000.** Listed by Datta Khalsa, CABB, Main Street Realtors, tel 831-818-0181

UPSCALE SPA & BOUTIQUE SANTA CRUZ COUNTY

One of the largest and most respected spas in the region. Includes reception area with retail boutique, waiting room, and 7 treatment rooms, total \$85K invested in FF&E. Past 2 years averaging in \$245K Annual sales.

Offered for \$75,000.

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

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

LANDSCAPE AND PEST CONTROL

Area: Monterey Bay Area County: Monterey
City: None Given

Price: \$200,000

Adjusted Net: \$61,281 Revenue: \$371,000
Great Landscape and pest control business in North Monterey County. Currently home-based and profitable. 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

CAFE RESTAURANT

Area: Santa Cruz County County: Santa Cruz
City: None Given

Price: \$100,000

Adjusted Net: Call Office

Revenue: \$319,000

Organic ingredients and a reputation for healthy living is what this Santa Cruz Area, Cafe is known for. This business has been established for over 10 years and comes with a loyal customer base. It also comes with: ansel hood, commercial 6 stove/oven, 5 commercial refrigerators. Local support. Office Non-Disclosure Agreement and Buyers Profile required from buyers. Contact: SYLVIA REYES At 831-831-5662733 , 831-685-8866 or sylvia.coastbrokers@gmail.com
BRE# 01750151

SPA AND HAIR SALON - LOYAL CLIENTELE - ESTABLISHED

Area: Santa Cruz County
County: Santa Cruz City: Santa Cruz

Price: \$65,000

Adjusted Net: \$42,356

Revenue: \$163,311

Santa Cruz County Salon and Spa for sale! This is a great opportunity to dive in and take over this successful business! Well established over 10 years+, loyal clientele. Seller is motivated to sell and looking forward to retirement. .

Office Non-Disclosure Agreement and Buyers Profile required from buyers. Contact:

SYLVIA REYES at 831-831-5662733 ,

831-685-8866

or sylvia.coastbrokers@gmail.com

BRE# 01750151

SPORTING GOODS STORE

Area: San Francisco Bay Area
County: Marin City: San Rafael

Price: \$220,000+

Adjusted Net: \$120,000

Revenue: \$438,000

Sporting Goods Store for sale. Well established for over 30 years. This new, used, and rental sporting goods store prides itself in premiere customer service, follow through, and integrity. The shop also includes ski, board, and bike rentals, SUP lessons, and of course service and repairs on all. Office Non-Disclosure Agreement and Buyers Profile re-

quired from buyers.

PLEASE CALL OR EMAIL REX WALTERS, BROKER.

COAST BUSINESS BROKERAGE.

831-685-8866.

scbusinessbroker@gmail.com

BRE # 01841628

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

CLEANING SERVICE

Area: CentralCoast Santa Cruz County
County: Monterey City: None Given

Price: \$247,700 +Inv

Adjusted Net: \$125,508 Revenue: \$266,965

Well established for 36 years, highly respected, growing and extremely profitable Monterey Bay Area / Central Coast / Santa Cruz County based business. 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

REFRIGERATION COMPANY

Area: Central Coast County: None Given City: None Given

Price: \$425,000 + Inventory

Adjusted Net: \$231,933

Revenue: \$1,000,000

Profitable Central Coast Refrigeration Company for Sale. 52 year-old refrigeration company located in the central coast area of California specializes in total refrigeration management, which includes: sales, installation, and service of commercial, industrial, transportation-related refrigeration. 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

Cruz Views

five minutes with: Liese Varenkamp

1. Was there an event or moment in your life when you decided you wanted to own your own business? What was it?

Yes. We had a guest speaker in my SJSU Business class, and he was a Business Broker named Martin. His career centered around helping business owners sell or buy a business. I was working at a large Aerospace company in finance at the time, which was dull and uninspiring. At the same time, I was putting myself through college. Owning my own business became my dream. After graduation I began working for Martin and then as a legal assistant with William Dunn, a Business Law attorney who specialized in business escrows. After 12 years of working with business sellers and buyers, I had a very good idea about what kind of business I wanted and definitely what kind of business I didn't want!

2. What advice would you offer an entrepreneur just starting a business?

I was fortunate because I bought an existing business with a cash flow that gave me time to learn about the day to day operations, and then to work on improvements. It was also ideal for raising a family because the hours are reasonable and my daughter and son were able to hang out with me at the office after school. So, what was a business that fits your lifestyle. If you are starting from scratch,

make sure you have a good amount of start up capital, and/or good credit. Start simple and control your costs, and as your business grows you will be able to expand into new products or services. Also, service based businesses are ideal. No sales tax, possibly no employees and more control over the amount of hours you work. Most importantly, find something you enjoy doing, and if you are not having fun, keep looking!

3. What's the biggest business mistake you've made and what did you learn from it?

Product inconsistency. When I bought this publication 16+ years ago, it was black and white with staples and no one read it! Over the years I have improved the design and content. I now have a clear brand and vision, and more time to work on the business and put out a consistent product.

4. What do you do outside of work that helps you deal with the day to day stress of owning a business?

Besides a weekly deadline, this business is pretty low stress and still fun! It's difficult to get out of town for more than a few days, but why leave? So much to see and do here in our slice of paradise. My husband Jeff and I recently became empty nesters, and we bought a Harley which is a great way to explore. We are



Santa Cruz Record

Owner & Editor
291A Water St. Santa Cruz
santacruzrecord.com
santacruzrecord@gmail.com

also looking forward to getting back into scuba diving and ocean fishing. I love golf, walking our dog Kola, and escaping into nature. It's peaceful and I can unplug.

5. When you were younger, what was the first thing you bought with your own money?

Clothes! My best friend and I worked at the Noodle Factory in Los Gatos as bussers. We would get our paycheck which was a whopping \$70 every two weeks. We thought we were rich! We would drive down to Clothestime, and buy whatever we needed. When I was sixteen \$70 bucks went a long way!

Cruz Views
five minutes with: Noelle Weatherax

1. Was there an event or moment in your life when you decided you wanted to own your own business? What was it?
I was a student in a nutrition program at SJSU. I had a friend who was a nutritionist and she had a business. I was always interested in health and fitness. I decided to start my own business because I wanted to help people live healthier lives.

2. What advice would you offer an entrepreneur just starting a business?
I would advise anyone starting a business to do their research. Find out what the market is like, who your competitors are, and what your target audience is. It's also important to have a solid business plan and to be prepared for anything that might happen.

3. What's the biggest business mistake you've made and what did you learn from it?
I think my biggest mistake was not having a clear vision of what I wanted to do. I was too vague and I didn't know where I wanted to go. I learned that I needed to be more specific and to have a clear goal in mind.

4. What do you do outside of work that helps you deal with the day to day stress of owning a business?
I love to travel and to spend time with my family. I also enjoy reading and listening to music. These things help me relax and recharge.

5. When you were younger, what was the first thing you bought with your own money?
I bought a car when I was 16. It was a small car, but it was mine. I loved it and it was a big responsibility for me.

Owner of Nutrition Plus Salon
365 Robert St. Building 407
Santa Cruz
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Cruz Views
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Cruz Views
five minutes with: Jules Holdsworth

1. Was there an event or moment in your life when you decided you wanted to own your own business? What was it?
I was a student at SJSU and I was always interested in photography. I decided to start my own business because I wanted to help people get better photos.

2. What advice would you offer an entrepreneur just starting a business?
I would advise anyone starting a business to find a niche. Don't try to be everything to everyone. Focus on a specific market and you'll be more successful.

3. What's the biggest business mistake you've made and what did you learn from it?
I think my biggest mistake was not having a solid business plan. I was too vague and I didn't know where I wanted to go. I learned that I needed to be more specific and to have a clear goal in mind.

4. What do you do outside of work that helps you deal with the day to day stress of owning a business?
I love to travel and to spend time with my family. I also enjoy reading and listening to music. These things help me relax and recharge.

5. When you were younger, what was the first thing you bought with your own money?
I bought a car when I was 16. It was a small car, but it was mine. I loved it and it was a big responsibility for me.

Photographer & Designer
Santa Cruz
jules@julesholdsworth.com
www.julesholdsworth.com

Cruz Views
five minutes with: Mike Pitt

1. Was there an event or moment in your life when you decided you wanted to own your own business? What was it?
I was a student at SJSU and I was always interested in music. I decided to start my own business because I wanted to help people get better music.

2. What advice would you offer an entrepreneur just starting a business?
I would advise anyone starting a business to find a niche. Don't try to be everything to everyone. Focus on a specific market and you'll be more successful.

3. What's the biggest business mistake you've made and what did you learn from it?
I think my biggest mistake was not having a solid business plan. I was too vague and I didn't know where I wanted to go. I learned that I needed to be more specific and to have a clear goal in mind.

4. What do you do outside of work that helps you deal with the day to day stress of owning a business?
I love to travel and to spend time with my family. I also enjoy reading and listening to music. These things help me relax and recharge.

5. When you were younger, what was the first thing you bought with your own money?
I bought a car when I was 16. It was a small car, but it was mine. I loved it and it was a big responsibility for me.

MUSIC, SOUNDS, ULTIMATE & CREATIVE
mike@ulimate.com
www.ulimate.com



Tri-Co. Real Estate Sales

Property Address APN# Purchase Price
Document# Date Recorded

Santa Cruz County

189 Rosemarie Ct. Aptos CA 95003 037-601-16 \$829,000 2016-34710 9/15

544 Beach Dr. Aptos CA 95003 043-152-37 \$1,825,000 2016-34733 9/15

2621 Willowbrook Lane Aptos CA 95003 037-541-10 \$500,000 2016-35157 9/16

230 Bowen Ave. Aptos CA 95003 041-373-03 \$845,000 2016-35201 9/16

102 Sea Terrace Way Aptos CA 95003 042-053-14 \$840,000 2016-35235 9/19

7101 Fern Flat Rd. Aptos CA 95003 105-511-07 \$420,000 2016-35239 9/19

182 Alta Verdi Dr. Aptos CA 95003 041-761-12 \$930,000 2016-35507 9/20

3027 Corte Cabrillo Aptos CA 95003 037-401-14 \$375,000 2016-35814 9/20

9364 Glen Arbor Rd. Ben Lomond CA 95005 077-231-15 \$649,000 2016-35860 9/21

200 El Solyo Ave. Ben Lomond CA 95005 077-132-07 \$685,000 2016-35945 9/21

206 Sequoia Rd. Boulder Creek CA 95006 083-082-04 \$348,000 2016-34741 9/15

160 Brier Dr. Boulder Creek CA 95006 090-021-06 \$500,000 2016-35523 9/20

1735 48th Ave. Capitola CA 95010 034-022-40 \$849,000 2016-35011 9/16

4169 Pearson Ct. Capitola CA 95010 034-751-04 \$811,500 2016-35492 9/20

160 Evan Ct. Freedom CA 95019 015-391-15 \$525,500 2016-35481 9/20

16093 Redwood Lodge Rd. Los Gatos CA 95033 097-031-12 \$1,360,000 2016-35144 9/16

2868 S. Palisades Ave. Santa Cruz CA 95062 028-304-78 \$6,500,000 2016-34716 9/15

260 High St. #111 Santa Cruz CA 95060 001-111-11 \$372,000 2016-34729 9/15

725 Bay Street Santa Cruz CA 95060 004-461-04 \$790,000 2016-34753 9/15

465 Isbel Dr. Santa Cruz CA 95060 008-432-16 \$1,194,000 2016-34768 9/15

118 Avalon St. Santa Cruz CA 95060 008-204-04 \$610,000 2016-34795 9/15

524 Dufour St. Santa Cruz CA 95060 004-124-22 \$810,000 2016-34798 9/15

104 Reno Way Santa Cruz CA 95060 003-271-30 \$1,547,000 2016-34972 9/16

Vacant Land Santa Cruz CA 95060 068-121-33 \$349,000 2016-34989 9/16

413 Western Dr. #3 Santa Cruz CA 95060 002-471-03 \$838,000 2016-35073 9/16

149 Southampton Ln. #B Santa Cruz CA 95062 011-271-47 \$801,500 2016-35150 9/16

123 Eastridge St. Santa Cruz CA 95060 060-121-02 \$1,024,500 2016-35154 9/16

41 Grandview St. #304 Santa Cruz CA 95060 002-711-10 \$385,000 2016-35203 9/16

2907 Leotar Cir. #5 Santa Cruz CA 95062 031-222-03 \$455,000 2016-35210 9/16

119 Tree Frog Lane Santa Cruz CA 95060 004-361-27 \$600,000 2016-35667 9/20

440 Oxford Way Santa Cruz CA 95060 003-223-10 \$770,000 2016-35779 9/20

41 Grandview St. #1305 Santa Cruz CA 95060 002-711-47 \$538,500 2016-35831 9/21

254 4th Avenue Santa Cruz CA 95062 010-461-03 \$812,500 2016-35839 9/21

710 Modesto Ave. Santa Cruz CA 95060 003-186-11 \$1,000,000 2016-35882 9/21

515 Broadway Santa Cruz CA 95060 010-051-38 \$720,000 2016-35916 9/21

220 Peyton St. Santa Cruz CA 95060 006-152-22 \$857,500 2016-36037 9/21

751 Volz Lane Santa Cruz CA 95062 026-221-40 \$824,000 2016-36080 9/21

1882 Lockhart Gulch Rd. Scotts Valley CA 95066 070-031-06 \$620,000 2016-35355 9/19

174 Nashuda Dr. Scotts Valley CA 95066 023-162-03 \$1,100,000 2016-35725 9/20

1038 Bethany Dr. Scotts Valley CA 95066 023-032-10 \$558,500 2016-36039 9/21

3110 Mulberry Dr. Soquel CA 95073 037-311-02 \$700,000 2016-34948 9/16

500 Harn Ranch Rd. Soquel CA 95073 103-141-26 \$1,599,000 2016-34979 9/16

210 Junipero Ct. Soquel CA 95073 036-212-09 \$825,000 2016-35872 9/21

Vacant Land Watsonville CA 95076 014-021-01 \$265,000 2016-34751 9/15

43 Del Rio Ct. Watsonville CA 95076 018-661-21 \$325,000 2016-34779 9/15

21 Prendergast Ln. Watsonville CA 95076 107-201-04 \$650,000 2016-34986 9/16

66 Kralj Dr. Watsonville CA 95076 015-061-07 \$315,000 2016-35053 9/16

319 Manor Ave. Watsonville CA 95076 017-072-12 \$540,000 2016-35369 9/19

32 Holohan Rd. Watsonville CA 95076 051-121-45 \$589,000 2016-35865 9/21

42 Winding Way Watsonville CA 95076 016-241-15 \$408,500 2016-35959 9/21

Monterey County

157 Del Mesa Carmel Carmel CA 93923 015-511-007 \$660,000 2016-53156 9/15

8009 River Place Carmel CA 93923 157-041-024 \$1,375,000 2016-53370 9/15

25215 Carmel Hills Dr. Carmel CA 93923 015-122-011 \$900,000 2016-53427 9/15

Lincoln NE of 9th Carmel CA 93923 010-149-022 \$2,200,000 2016-53471 9/16

2946 Santa Lucia Ave. Carmel CA 93923 009-382-005 \$1,695,000 2016-53841 9/19

Casanova St 3 SW of 4th Ave. Carmel CA 93921 010-251-024 \$1,495,000 2016-53939 9/19

27820 Dorris Dr. Carmel CA 93923 169-235-022 \$1,095,000 2016-53984 9/19

25975 S. Carmel Hills Dr. Carmel CA 93923 015-151-001 \$868,000 2016-54394 9/20

SE Lopez Ave & 2nd Ave. Carmel CA 93921 010-231-023 \$1,100,000 2016-54443 9/21

27050 Upper Forty Dr. Carmel Valley CA 93924 416-082-041 \$2,200,000 2016-53174

102 W. Carmel Valley Rd. Carmel Valley CA 93924 189-201-007 \$4,200,000 2016-53364

continued on following page

1036 Rosita Rd. Del Rey Oaks CA 93940 012-535-014 \$590,000 2016-53662 9/16	735 Grace St. Monterey CA 93940 001-175-008 \$862,500 2016-53415 9/15	475 Paradise Rd. Salinas CA 93907 129-091-067 \$650,000 2016-53504 9/16
6 Los Encinos Dr. Del Rey Oaks CA 93940 012-591-017 \$630,000 2016-53691 9/16	124 Mar Vista Dr. Monterey CA 93940 001-883-016 \$291,500 2016-53485 9/16	123 Christensen Salinas CA 93906 261-263-005 \$319,000 2016-53600 9/16
15165 Breckinridge Ave. East Garrison CA 93933 031-167-084 \$497,000 2016-53803	598 W. Franklin St. Monterey CA 93940 001-382-001 \$1,600,000 2016-53499 9/16	1569 Sepulveda Dr. Salinas CA 93906 261-633-007 \$340,000 2016-53644 9/16
564 Juri Cir. Gonzales CA 93926 020-313-027 \$370,000 2016-53646 9/16	222 6th Street Pacific Grove CA 93950 006-252-005 \$720,000 2016-53456 9/16	1531 Imperial Way Salinas CA 93906 261-436-017 \$385,000 2016-53664 9/16
206 Renfro Place Greenfield CA 93927 024-161-023 \$250,000 2016-53475 9/16	519 Park Street Pacific Grove CA 93950 006-478-007 \$699,000 2016-53929 9/19	731 San Vincente Ave. Salinas CA 93901 002-924-015 \$359,000 2016-53676 9/16
230 Clinton Way Greenfield CA 93927 024-381-094 \$364,500 2016-54338 9/20	4055 Los Altos Dr. Pebble Beach CA 93953 008-112-021 \$1,249,000 2016-53192 9/15	61 Vista Dr. Salinas CA 93907 127-121-003 \$503,000 2016-53679 9/16
220 Vineyard Dr. Greenfield CA 93927 024-215-010 \$245,000 2016-54339 9/20	3146 Bird Rock Rd. Pebble Beach CA 93953 007-343-016 \$1,200,000 2016-53277 9/15	204 Montclair Lane Salinas CA 93906 211-301-002 \$425,000 2016-53701 9/16
330 N. Mildred Ave. King City CA 93930 026-083-011 \$385,000 2016-53653 9/16	4016 El Bosque Dr. Pebble Beach CA 93953 008-112-004 \$1,580,000 2016-54078 9/19	57 S. Hebbbron Ave. Salinas CA 93905 004-063-021 \$329,000 2016-53735 9/19
50105 Adobe Pl. Lockwood CA 93932 423-211-011 \$825,000 2016-53267 9/15	2825 Golf Circle Royal Oaks CA 95076 117-561-013 \$610,000 2016-53477 9/16	17995 Damian Way Salinas CA 93907 125-462-010 \$498,000 2016-53978 9/19
237 9th Street Marina CA 93933 031-251-050 \$618,000 2016-53210 9/15	94 Corral De Tierra Terrace Salinas CA 93908 161-171-017 \$1,310,000 2016-53166	631 Park Ave. Salinas CA 93901 002-101-008 \$392,000 2016-53994 9/19
3070 Del Monte Marina CA 93933 032-303-015 \$350,000 2016-53460 9/16	37 Oak Street Salinas CA 93901 002-531-019 \$360,000 2016-53196 9/15	19810 Augusta Ct. Salinas CA 93906 113-253-011 \$649,000 2016-54145 9/20
3051 Vaughan Ave. Marina CA 93933 032-331-004 \$510,000 2016-53642 9/16	7340 Tustin Rd. Salinas CA 93907 125-521-001 \$720,000 2016-53379 9/15	1523 Madrone Dr. Salinas CA 93906 153-433-014 \$425,000 2016-54336 9/20
3162 Eucalyptus #32 Marina CA 93933 032-521-032 \$265,000 2016-54244 9/20	18840 Vierra Canyon Rd. Salinas CA 93907 125-202-021 \$482,000 2016-53386 9/15	2394 N. Main St. #B Salinas CA 93906 253-301-002 \$185,000 2016-54358 9/20
239 9th Street Marina CA 93933 031-251-050 \$549,500 2016-54355 9/20	17795 Berta Canyon Rd. Salinas CA 93907 125-131-033 \$595,500 2016-53458 9/16	11705 Tam Oshanter Dr. Salinas CA 93906 113-252-004 \$625,000 2016-54431 9/20
74 Bartolomea Way Monterey CA 93940 001-622-014 \$790,000 2016-53181 9/15	330 Woodside Dr. #114 Salinas CA 93901 002-584-017 \$365,000 2016-53462 9/16	Snug Harbor St. Salinas CA 93906 153-453-044 \$425,000 2016-54469 9/21
3 El Caminito Del Norte Monterey CA 93940 001-322-011 \$1,110,000 2016-53195	1179 Wellington Ct. Salinas CA 93906 153-272-005 \$520,000 2016-53480 9/16	9 San Juan Cir. Salinas CA 93901 002-652-013 \$400,000 2016-54593 9/21
124 Littlefield Rd. Monterey CA 93940 101-052-002 \$946,500 2016-53396 9/15	331 Hampton St. Salinas CA 93906 211-322-018 \$539,000 2016-53483 9/16	13499 Pierce St. Salinas CA 93906 253-193-014 \$325,000 2016-54613 9/21



The Tri-County Real Estate Report
Santa Cruz * Monterey * San Benito

Weekly Real Estate Sales & Distressed Properties
This is a detailed report for Real Estate Professionals
Call or email us: (831) 454-9820 SantaCruzRecord@gmail.com

1919 Burgundy Way Salinas CA 93906
211-371-004 \$489,000 2016-54625 9/21

1514 Mira Mar Ave. Seaside CA 93955 011-
043-005 \$579,000 2016-53352 9/15

1110 Sunnyhill Ct. Seaside CA 93955 012-
402-062 \$585,000 2016-54567 9/21

661 Ventura Dr. Soledad CA 93960 022-
441-013 \$362,500 2016-53213 9/15

San Benito County

3125 Carey Way Hollister CA 95023 025-530-
003 \$930,000 2016-9717 9/15

1070 Marne Dr. Hollister CA 95023 056-340-
040 \$485,000 2016-9750 9/15

71 Joes Lane Hollister CA 95023 020-620-002
\$405,000 2016-9787 9/16

0 McCloskey Dr. Hollister CA 95023 051-110-
037 \$545,000 2016-9802 9/16

831 Joe Borovich Dr. Hollister CA 95023 056-
400-005 \$490,000 2016-9807 9/16

235 El Toro Ct. Hollister CA 95023 054-590-026
\$474,500 2016-9816 9/16

1300 Brigatino Dr. Hollister CA 95023 054-490-
053 \$580,000 2016-9826 9/16

500 El Toro Ct. Hollister CA 95023 054-413-005
\$465,000 2016-9828 9/16

990 Plum Ct. Hollister CA 95023 054-380-015
\$450,455 2016-9834 9/19

1608 Lilly Dr. Hollister CA 95023 025-550-048
\$636,000 2016-9836 9/19

1851 Severinsen St. Hollister CA 95023 057-
450-016 \$635,000 2016-9838 9/19

1411 Squire Ct. Hollister CA 95023 056-370-014
\$351,000 2016-9872 9/19

1620 Brighton Dr. Hollister CA 95023 057-550-
026 \$555,000 2016-9878 9/20

384 Carpenteria Rd. Hollister CA 95023 011-
350-044 \$417,000 2016-9880 9/20

1227 Trask Dr. Hollister CA 95023 020-060-011
\$505,000 2016-10017 9/20

6510 Vineyard Estates Hollister CA 95023 025-
500-022 \$775,000 2016-10020 9/20

249 Blenheim Ct. Hollister CA 95023 054-590-
099 \$473,500 2016-10161 9/21

75 San Antonio St. San Juan Bautista CA 95045
002-350-037 \$540,000 2016-9715 9/15

0 San Juan Hwy San Juan Bautista CA 95045 002-
220-010 \$3,387,500 2016-9721 9/15 ■



Tri-County Distressed Real Estate Recorded 9-15 thru 9-21

Trustee Sales

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

Santa Cruz County

2016-36069 5351 Soquel Dr. Soquel 95073
037-082-41 \$774,169 18-Oct 701 Ocean
St. 1:45 PM

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 Lo-
mond 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

Monterey County

2016-53683 3080 Strawberry Hill Rd.
Pebble Beach 93953 007-452-009 \$786,593
12-Oct 168 W. Alisal St. Salinas 10:00 AM

2016-03481 776 McDonald Way Greenfield
93927 024-015-008 \$306,199 12-Oct 168
W. Alisal St. Salinas 10:00 AM

2016-54525 12326 Maravilla Dr. Salinas
93908 017-311-026 \$1,492,699 14-Oct 168
W. Alisal St. Salinas 10:00 AM

2016-54594 1061 Riker St. #8 Salinas 93901
002-589-052 \$283,475 18-Oct 168 W. Alisal
St. Salinas 10:00 AM

2016-54202 426 Rhone Way Gonzales
93926 020-331-009 \$188,744 19-Oct 168
W. Alisal St. Salinas 10:00 AM

2016-54526 6935 Long Valley Spur
Castroville 95012 129-201-045 \$301,049
24-Oct 168 W. Alisal St. Salinas 10:00 AM

2016-53413 14 Fresa Place Salinas 93905
004-358-021 \$103,287 25-Oct 168 W.
Alisal St. Salinas 9:00 AM

2016-53488 1259 Bolero Ave. Salinas
93906 003-664-002 \$143,770 25-Oct 168
W. Alisal St. Salinas 9:00 AM

2016-54635 722 Madeira Cir. Salinas
93905 261-673-006 \$268,311 28-Oct 168
W. Alisal St. Salinas 10:00 AM

2016-53563 755 Lewis Rd. Watsonville
95076 412-051-010 \$85,975 31-Oct 168 W.
Alisal St. Salinas 10:00 AM

2016-53388 371 Hillcrest Ave. Marina
93933 032-342-019 \$529,205 15-Nov 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 Mon-
terey St. & 5th Hollister 11:30 AM

Trustee Deeds

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

Santa Cruz County

2016-34953 523 Burlingame Ave. Capitola 035-
094-34 523 Burlingame Ave. LLC 2015-03014
\$1,883,689 \$1,650,000

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

2016-53490 21087 Old Ranch Rd. Salinas 139-
281-002 MUFU Union Bank 057046 \$296,524
\$296,524

2016-54263 1726 Beacon Hill Dr. Salinas 153-
392-002 Ouita Martin LLC* 15-38135 \$993,484
\$416,500

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

San Benito County

2016-10019 1160 Jacqueline Dr. Hollister 058-
070-067 Breckenridge Property Fund 2016 LLC*
00000005201652 \$527,030 \$350,700 ■



Public Notices

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: **CRMENTERPRISES**, 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 VETERANS 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 COCROFT** 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 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/self-help), 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), the California Courts Online Self-Help Center (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), 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), en el Centro de Ayuda de las Cortes de California, (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

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

continued on following page

information at the California Courts Online Self-Help Center (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), the California Courts Online Self-Help Center (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), 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), en el Centro de Ayuda de las Cortes de California, (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. 16-1479

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 Bjerkhoe, 37 Windemere Lane, Aptos CA 95003.

This business is conducted by an Individual.

/s/Jamie Bjerkhoe

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

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. Amiral Shahinpour, address same as business.

This business is conducted by an Individual.

/s/Amiral 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: **EVOLVE 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

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 TAHOE**, 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.

[continued on following page](#)

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

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

(821) 706-1151

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

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), 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), the California Courts Online Self-Help Center (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), 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), en el Centro de Ayuda de las Cortes de California, (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 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 - 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: **NET TECH**, 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

continued on following page

continued from previous page

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-FOUNDING 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

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

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1553

The following person(s) is/are doing business as: **POWER WAVE ELECTRIC**, 888 35th Ave., Santa Cruz CA 95062. Victor M. Flores, address same as business.

This business is conducted by an Individual.

/s/Victor Manuel Flores

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.

9/27, 10/4, 10/11, 10/18

FICTITIOUS BUSINESS NAME STATEMENT- Refile with Change

File No. 16-1565

The following person(s) is/are doing business as: **ACR**

ACADEMY, 327 Church St., Santa Cruz CA 95060.
Bookuu Co, Inc., address same as business.
This business is conducted by a Corporation.
/s/James Dawson, Owner
The registrant commenced to transact business under the fictitious business name listed above on 5/10/11. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 8/30/16.
9/27, 10/4, 10/11, 10/18

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1582
The following person(s) is/are doing business as: **ROCKING HORSE RANCH COUNSELING SERVICES**, 6233 Soquel Dr., Suite C, Aptos CA 95003.
Harvey & Nancy Cohen, 4134 Fairway Dr., Soquel CA 95073.
This business is conducted by a Married Couple.
/s/Harvey Cohen
The registrant commenced to transact business under the fictitious business name listed above on 5/1/11. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/1/16.
9/27, 10/4, 10/11, 10/18

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1598
The following person(s) is/are doing business as: **RCO TILE & STONE**, 1109 Smith Lane, Roseville CA 95661.
Roseville Flooring, Inc., address same as business.
This business is conducted by a Corporation.
/s/Earl Mann, President
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 9/6/16.
9/27, 10/4, 10/11, 10/18

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1599
The following person(s) is/are doing business as: **RELEASE CONSULTING**, 407 Southwood Dr., Scotts Valley CA 95066.
Roger L. Snyder, address same as business.
This business is conducted by an Individual.
/s/Roger L. Snyder
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.
9/27, 10/4, 10/11, 10/18

FICTITIOUS BUSINESS NAME STATEMENT - Refile with Change

File No. 16-1610
The following person(s) is/are doing business as: **BIKE STATION**, 3555 Clares St. Ste FF, Capitola CA 95010.
Bike Gallery LLC, 7420 Viewpoint Rd. Aptos CA 95003.
This business is conducted by a Limited Liability Company.
/s/Joanne Thompson /s/ Anne-Marie Jackson
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 9/7/16.
9/27, 10/4, 10/11, 10/18

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1619

The following person(s) is/are doing business as: **LESTER CONSTRUCTION**, 281 Sunlit Ln., Santa Cruz CA 95060.
William James Lester, address same as business.
This business is conducted by an Individual.
/s/William James Lester
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.
9/27, 10/4, 10/11, 10/18

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1630
The following person(s) is/are doing business as: **CHIMPS PUBLISHING**, 801 Coast Range Dr., Scotts Valley CA 95066.
Christine Stanton, address same as business.
This business is conducted by an Individual.
/s/Christine Stanton
The registrant commenced to transact business under the fictitious business name listed above on 9/9/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/9/16.
9/27, 10/4, 10/11, 10/18

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1635
The following person(s) is/are doing business as: **AK PRODUCTIONS**, 23112 Sierra Dr., Twain Harte, CA 95383.
Jan Lemas, address same as business.
This business is conducted by an Individual.
/s/Jan Lemas
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 9/12/16.
9/27, 10/4, 10/11, 10/18

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1641
The following person(s) is/are doing business as: **R & R NOTARY**, 445 Los Altos Dr., Aptos CA 95003.
Keith I Rushing and Mary E Russell, address same as business.
This business is conducted by a Married Couple.
/s/Mary E Russell
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 9/12/16.
9/27, 10/4, 10/11, 10/18

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1657
The following person(s) is/are doing business as: **MLW INSURANCE AGENCY**, 2733 Mattison Ln., Santa Cruz CA 95065.
Mark L. Waldor, address same as business.
This business is conducted by an Individual.
/s/Mark L. Waldor
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 9/15/16.
9/27, 10/4, 10/11, 10/18

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1677
The following person(s) is/are doing business as: **CARLOS HERNANDEZ AUDIO VIDEO**, 1275 7th Ave. Apt. 1, Santa Cruz CA 95062.
Carlos J. Hernandez Eslava, address same as business.
This business is conducted by an Individual.
/s/Carlos J Hernandez
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 9/20/16.
9/27, 10/4, 10/11, 10/18

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1678
The following person(s) is/are doing business as: **SANTA CRUZ COFFEE ROASTING CO.**, 331 Locust St., Watsonville CA 95076.
Bronson B Baker, 138 Forest Ave., Santa Cruz CA 95062.
This business is conducted by an Individual.
/s/Bronson B Baker
The registrant commenced to transact business under the fictitious business name listed above on 4/11/78. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/20/16.
9/27, 10/4, 10/11, 10/18

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1679
The following person(s) is/are doing business as: **APTOS COFFEE ROASTING**, 19 A Rancho Del Mar Center, Aptos CA 95003.
Bronson B Baker, address same as business.
This business is conducted by an Individual.
/s/Bronson B Baker
The registrant commenced to transact business under the fictitious business name listed above on 4/1/86. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/20/16.
9/27, 10/4, 10/11, 10/18

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1680
The following person(s) is/are doing business as: **1. SANTA CRUZ COFFEE ROASTING 2. SANTA CRUZ COFFEE ROASTING BREWBAR**, 1330 Pacific Ave. Santa Cruz CA 95060.
Bronson B. Baker, 138 Forest Ave., Santa Cruz CA 95062.
This business is conducted by an Individual.
/s/Bronson B. Baker
The registrant commenced to transact business under the fictitious business name listed above on 4/1/78. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/20/16.
9/27, 10/4, 10/11, 10/18

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1682
The following person(s) is/are doing business as: **TIM'S TREE'S**, 1568 Cox Rd., Aptos CA 95003.
Tim Hoy, address same as business.
This business is conducted by an Individual.
/s/Tim Hoy
The registrant commenced to transact business under

continued on following page

continued from previous page

the fictitious business name listed above on 9/20/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/20/16.
9/27, 10/4, 10/11, 10/18

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1683
The following person(s) is/are doing business as: **AHWAH-NEE ASSET MANAGEMENT**, 641 Escalona Dr., Santa Cruz CA 95060.
Jeffrey R Scharf, address same as business.
This business is conducted by an Individual.
/s/Jeffrey R. Scharf
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 9/20/16.
9/27, 10/4, 10/11, 10/18

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1684
The following person(s) is/are doing business as: **WARRIOR DEMOS**, 208 Lamanda Dr., Aptos CA 95003.
Taran Rowe, address same as business.
This business is conducted by an Individual.
/s/Taran Rowe
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 9/21/16.
9/27, 10/4, 10/11, 10/18

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1696
The following person(s) is/are doing business as: **SANTA CRUZ SCHOLASTIC SURF LEAGUE**, 303 Plateau Ave., Santa Cruz CA 95060.
Jay Moriarity Foundation, 3039 Sandbrook Ln. Aptos CA 95003.
This business is conducted by a Corporation.
/s/Kimberly Moriarity
The registrant commenced to transact business under the fictitious business name listed above on 7/1/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/22/16.
9/27, 10/4, 10/11, 10/18

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1697
The following person(s) is/are doing business as: **SEACLIFF PARK RESIDENTS ASSOCIATION, A GENERAL PARTNERSHIP**, 2700 Mar Vista Dr., Aptos CA 95003.
Art Alfaro, 42 Primrose St., Aptos CA 95003; Richard C. Anderson, 83 Leawood St., Aptos CA 95003; Marta Ansbro, 82 Leawood St., Aptos CA 95003; Helen D. Atkins, Trust of Helen D. Atkins, 16 Primrose St. Aptos CA 95003; Leland Avery, 5 Primrose St., Aptos CA 95003; Silvio Azzaro, Trust of Silvio Azzaro, 31 Primrose St., Aptos CA 95003; Twila Banks, 35 Primrose St. Aptos CA 95003; Walter Baptista, 59 Greco St, Aptos CA 95003; Beverley Barrett, 33 Primrose St., Aptos CA 95003; Paul Benemelis, 23 Primrose St., Aptos CA 95003; Susan Beran, 63 Leawood St., Aptos CA 95003; Carole A Berg, 94 Leawood St. Aptos CA 95003; Sharon M Berier, 19 Primrose St. Aptos CA 95003; D.Florence Blake, 17 Primrose St. Aptos CA 95003; David Boggini, Trust of David Boggini, 66 Leawood St. Aptos CA 95003; Myrtle P.

Brabant, 41 Primrose St., Aptos CA 95003; Marilyn Bracamonte, 14 Primrose St. Aptos CA 95003; Myrl Brenkwitz, 15 Primrose St., Aptos CA 95003; Florence M. Brown, 53 Greco St., Aptos CA 95003; L. Mae Canepa, 36 Primrose St, Aptos CA 95003; Miriam E Cardona, 28 Primrose St., Aptos CA 95003; Susan M. Carroll, 52 Primrose St. Aptos CA 95003; John W Christerson, Trust of John W Christerson, 77 Leawood St. Aptos CA 95003; Autumn Christianson, 12 Primrose St. Aptos CA 95003; Lydia Clarke, 71 Leawood St. Aptos CA 95003; Carole E. Constable, 27 Primrose St., Aptos CA 95003; Carl Crabb, 25 Primrose St., Aptos CA 95003; Maria De La Rosa, 47 Primrose St. Aptos CA 95003; Bernard Denton, 95 Leawood St. Aptos CA 95003; Myrtle Disman, 55 Greco St., Aptos CA 95003; Patricia A Doolittle, 7 Primrose St. Aptos CA 95003; Diane Finn, 18 Primrose St. Aptos CA 95003; Dianne L Fitzgerald, 22 Primrose St. Aptos CA 95003; Frances, Darlene, Trust of Darlene Francis; John S. Gabriel, 10 Primrose St. Aptos CA 95003; Pamela J Gandolfi, 45 Primrose St. Aptos CA 95003; Thomas A Garske, Trust of Thomas A Garske, 76 Leawood St. Aptos CA 95003; Peggy Gates, 44 Primrose St., Aptos CA 95003; Susan Gibson, 69 Leawood St., Aptos CA 95003; Elizabeth Gonzales, 79 Leawood St. Aptos CA 95003; Kathleen A. Gribben, 97 Leawood St. Aptos CA 95003; Jean Grigsby, 6 Primrose St., Aptos CA 95003; William Hawkins, 81 Leawood St., Aptos CA 95003; Trust of Beverley Hickman, 74 Leawood St., Aptos CA 95003; Janet A. Hoy, Trustee of Janet A. Hoy, 93 Leawood St. Aptos CA 95003; Dennis M. Johnson, 26 Primrose St., Aptos CA 95003; Linda Jones, 65 Leawood St. Aptos CA 95003; Nicole Joy-Kerkenides, 57 Greco St. Aptos CA 95003; Gloria Kirkpatrick, 99 Leawood St, Aptos CA 95003; Elfriede Kraft, 64 Leawood St., Aptos CA 95003; Edith Kulstein Trust of Edith Kulstein, 8 Primrose St, Aptos CA 95003; Beverly Lamarche, 29 Primrose St., Aptos CA 95003; Lawrence T. Lane, 73 Leawood St. Aptos CA 95003; Janis Lanser, 2 Primrose St. Aptos CA 95003; Mary Laut, 32 Primrose St., Aptos CA 95003; Frank J. Livingston, 85 Leawood St., Aptos CA 95003; Trudy Maitoza Trust of Trudy Maitoza, 68 Leawood St. Aptos CA 95003; Rosemary Matzerath, 88 Leawood St. Aptos CA 95003; May Antoinette, 11 Primrose St. Aptos CA 95003; Judith McCall, 39 Primrose St., Aptos CA 95003; Dan A McCarthy, 9 Primrose St. Aptos CA 95003; Rosemary Matzerath, 88 Leawood St., Aptos CA 95003; Antoinette May, 11 Primrose St, Aptos CA 95003; Dan A McCarthy, 9 Primrose St., Aptos CA 95003; Gerald W McGowan Trust of Gerald W. MCGowan, 74 Leawood St. Aptos CA 95003; Judy A McNeely, 24 Primrose St. Aptos CA 95003; Dianne Milburn, 51 Greco St., Aptos CA 95033; Dorothy L. Miller Trust of Dorothy L. Miller, 54 Primrose St., Aptos CA 95003; Tura M. Miller, 50 Primrose St. Aptos CA 95003; Mae M. Mohr, Trust of Mae M. Mohr, 86 Leawood St. Aptos CA 95003; Paul T. Moser, 40 Primrose St., Aptos CA 95003; Janice E Nonhof, Trust of Janice E Nonhof, 67 Leawood St. Aptos CA 95003; Helene O'Higgins, 21 Primrose St., Aptos CA 95003, Marilyn Ogg, 38 Primrose St., Aptos CA 95003; Margaret H. O'Brien, 91 Leawood St, Aptos CA 95003; Helene O'Higgins, 21 Primrose St, Aptos CA 95003; Marilyn Ogg, 38 Primrose St., Aptos CA 95003; Stanley E Paramore, 13 Primrose St. Aptos CA 95003; Trust of David Pfaff, 48 Primrose St., Aptos CA 95003; Lucille Rhodes Trust of Lucille Rhodes, 49 Greco St., Aptos CA 95003; Edith Rittue, 43 Primrose St., Aptos CA 95003; Joanne Rodriquez, 1 Primrose St., Aptos CA 95003; Barbara L. Rodriquez, 4 Primrose St. Aptos CA 95003; Janice Rose, Trustee of Janice Rose, 80 Leawood St. Aptos CA 95003; Margaret Ross, 20 Primrose St. Aptos CA 95003; Donna R. Runnalls, 90 Leawood St. Aptos CA 95003; Shirley M. Sapena, 89 Leawood St. Aptos CA 95003; Cecelia P Sellers, 100 Leawood St. Aptos CA 95003; Carl Sprague, 70 Leawood St. Aptos CA 95003; Deadra L. St. Clair, 92 Leawood St. Aptos CA 95003; Jeanne Tannehill, 61 Greco St. Aptos CA 95003; Robert L. Tott, 37 Primrose St. Aptos CA 95003; Joanne E. Turnquist,

Trust of Joanne E. Turnquist, 30 Primrose St. Aptos CA 95003; Dianna L. Varga, 101 Leawood St. Aptos CA 95003; Roxena Walters, 72 Leawood St. Aptos CA 95003; June M. Warren, 87 Leawood St. Aptos CA 95003; Alison Watson, Trust of Alison Watson, 75 Leawood St. Aptos CA 95003; Wayne Vincent, Sr. Trust of Vincent Wayne Sr., 60 Greco St. Aptos CA 95003; Margaret Wessels, 58 Primrose St. Aptos CA 95003; Eleanor V Whitman, 34 Primrose St. Aptos CA 95003; Richard A. Williams, 56 Primrose St. Aptos CA 95003; Richard B Woodbury, 98 Leawood St. Aptos CA 95003..

This business is conducted by a General Partnership.
/s/Art Alfaro
The registrant commenced to transact business under the fictitious business name listed above on 7/21/87. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/22/16.
9/27, 10/4, 10/11, 10/18

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1702
The following person(s) is/are doing business as: **ROTHENBERG DESIGN**, 1920 16th Ave., Santa Cruz CA 95062.
Aaron Rothenberg, address same as business.
This business is conducted by an Individual.
/s/Aaron Rothenberg
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 9/23/16.
9/27, 10/4, 10/11, 10/18

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1704
The following person(s) is/are doing business as: **MAKENA COURT APARTMENTS**, 120 and 124 Hiawatha Ave., Santa Cruz CA 95060.
Makena Court, LLC, 84 W. Santa Clara St. Ste 510, San Jose CA 95113.
This business is conducted by a Limited Liability Company.
/s/Eduardo Cerna
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 9/23/16.
9/27, 10/4, 10/11, 10/18

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1707
The following person(s) is/are doing business as: **TRINI BADILLA'S SALSA**, 2551 Rodeo Gulch Rd., Suite #2, Soquel CA 95073.
Daniel M. Ennamorato, 501 Highland Ave. Santa Cruz CA 95060.
This business is conducted by an Individual.
/s/Daniel Ennamorato
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 9/26/16.
9/27, 10/4, 10/11, 10/18

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1717

The following person(s) is/are doing business as: **HIGH PERFORMANCE ACUPUNCTURE**, 295 Moon Meadow Ln., Felton CA 95018.

Kat Brooke, address same as business.

This business is conducted by an Individual.

/s/Kat Brooke

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 9/26/16.

9/27, 10/4, 10/11, 10/18

FICTITIOUS BUSINESS NAME STATEMENT OF ABANDONMENT

Original File No. 2012-0002001

The following person has Abandoned the use of the Fictitious Business Name(s): **SANTA CRUZ SCHOLASTIC SURF LEAGUE**, 701 Ocean St Rm. 340, Santa Cruz CA 95060.

Santa Cruz county Sheriffs Activity League, 701 Ocean St. Room 340, Santa Cruz CA 95060.

This business was conducted by a Corporation.

/s/Joe Clarke, VP

The registrant commenced to transact business under the fictitious business name listed above on 10/5/12. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/20/16

9/27, 10/4, 10/11, 10/18

ORDER TO SHOW CAUSE FOR CHANGE OF NAME

SUPERIOR COURT OF CALIFORNIA, COUNTY OF SANTA CRUZ PETITION OF **ROBIN PEAKEBLAND** FOR CHANGE OF NAME

16CV02478

TO ALL INTERESTED PERSONS:

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

PRESENT NAME(s):

ROBIN PEAKEBLAND

PROPOSED NAME(s):

ROBIN ROSE PEAKE

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

NOVEMBER 10, 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 26, 2016

Robin Peakebland

920 Capitola Ave. Spc 66

Capitola CA 95010

831 325-9333

9/27, 10/4, 10/11, 10/18

NOTICE OF PETITION TO ADMINISTER ESTATE OF LAURA L. LANDIS, Decedent

Case Number: 16PR00409

TO ALL HEIRS, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate, or both, of **LAURA L. LANDIS, aka LAURA LEE LANDIS, LAURA O'DAY, and LAURA LUCAS**.

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

THE PETITION requests that **DOUG LANDIS** 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 21, 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:

LAWRENCE M. BRENNER, ESQ.

133 MISSION ST. STE 290

SANTA CRUZ CA 95060

(831) 427-2727

9/27, 10/4, 10/11

NOTICE OF PETITION TO ADMINISTER ESTATE OF JUDITH L. KNIGHT, Decedent

Case Number: 16PR00415

TO ALL HEIRS, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate, or both, of **JUDITH LYNN KNIGHT, JUDITH LYNN OLSON**.

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

THE PETITION requests that **JOSEPH CLARKE** 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 **NOVEMBER 9, 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:

LAWRENCE M. BRENNER, ESQ.

133 MISSION ST. STE 290

SANTA CRUZ CA 95060

(831) 427-2727

9/27, 10/4, 10/11

NOTICE OF PUBLIC SALE

Pursuant to the California Self-Service Storage Facility Act, (B&P Code 21700 et. seq.), the undersigned will sell at public auction, on October 18, 2016, personal property including but not limited to furniture, clothing, tools, and/or other household items located at:

Public Storage 21406

115 Capitola Extension Rd.

Santa Cruz, CA 95062

(831) 462-8703

Time: 12:00 PM

Stored by the following person (s):

B236 Jon Anderson

B242 Anthony Jenkins

B368 Steve Craig

C001 Steve Craig

All sales are subject to prior cancellation. Terms, rules and regulations are available at sale. Dated on this 27th day of September and 4th day of October 2016, by PS Orangeco, Inc., 701 Western Avenue, Glendale, CA 91201, (818) 244-8080, Bond No. 5857632

9/27, 10/4

NOTICE OF PUBLIC SALE

Pursuant to the California Self-Service Storage Facility Act, (B&P Code 21700 et. seq.), the undersigned will sell at public auction, on October 18, 2016, personal property including but not limited to furniture, clothing, tools, and/

or other household items located at:

Public Storage 27015

3840 Portola Dr.

Santa Cruz, CA 95062-5233

(831) 479-6875

Time: 10:00 AM

Stored by the following person (s):

A006 Robert Spurl

B156 Kory Keadle

B284 Ivan Cornell

All sales are subject to prior cancellation. Terms, rules and regulations are available at sale. Dated on this 27th day of September and 4th day of October 2016, by PS Orangeco, Inc., 701 Western Avenue, Glendale, CA 91201, (818) 244-8080, Bond No. 5857632
9/27, 10/4

NOTICE OF PUBLIC SALE

Pursuant to the California Self-Service Storage Facility Act, (B&P Code 21700 et. seq.), the undersigned will sell at public auction, on October 18, 2016, personal property including but not limited to furniture, clothing, tools, and/or other household items located at:

Public Storage 07042

1001 River Street

Santa Cruz, CA 95060-1708

(831) 425-3666

Time: 1:15 PM

Stored by the following person (s):

1065 Peter Donahue

2121 Chela O'Brien

2178 Latrice Harris

2220 Brandy Marks

3143 Paul Borg

3233 Steve Thompson

All sales are subject to prior cancellation. Terms, rules and regulations are available at sale. Dated on this 27th day of September and 4th day of October 2016, by PS Orangeco, Inc., 701 Western Avenue, Glendale, CA 91201, (818) 244-8080, Bond No. 5857632
9/27, 10/4

NOTICE OF PUBLIC SALE

Pursuant to the California Self-Service Storage Facility Act, (B&P Code 21700 et. seq.), the undersigned will sell at public auction, on October 18, 2016, personal property including but not limited to furniture, clothing, tools, and/or other household items located at:

Public Storage 23409

2325 Soquel Drive

Santa Cruz, CA 95065-1935

(831) 462-8702

Time: 11:00 AM

Stored by the following person (s):

A115 Rachel Lavender

A223 Ahadin Hutasoit

A495 Monika Jerjiss

A504 John Sablan

A670 Clifford Mosley

All sales are subject to prior cancellation. Terms, rules and regulations are available at sale. Dated on this 27th day of September and 4th day of October 2016, by PS Orangeco, Inc., 701 Western Avenue, Glendale, CA 91201, (818) 244-8080, Bond No. 5857632
9/27, 10/4

NOTICE OF TRUSTEE'S SALE TS No. CA-14-650654-RY Order No.: 150281073-CA-VOO 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 4/21/2007. 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): VINCENT C PEEBLES AND LARA PEEBLES, HUSBAND AND WIFE AS JOINT TENANTS, AS TO AN UNDIVIDED 85% INTEREST AND JOAN DE ALEJANDRO, AN UNMARRIED WOMAN, AS TO AN UNDIVIDED 15% INTEREST Recorded: 4/30/2007 as Instrument No. 2007-0024094 of Official Records in the office of the Recorder of SANTA CRUZ County, California; Date of Sale: 10/18/2016 at 1:45PM Place of Sale: At the courtyard steps to the Santa Cruz County Courthouse, located at 701 Ocean Street, Santa Cruz, CA 95060 Amount of unpaid balance and other charges: \$774,169.54 The purported property address is: 5351 SOQUEL DRIVE, SOQUEL, CA 95073 Assessor's Parcel No.: 037-082-41-000 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 916-939-0772 for information regarding the trustee's sale or visit this Internet Web site <http://www.qualityloan.com>, using the file number assigned to this foreclo-

sure by the Trustee: CA-14-650654-RY . 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 sale is set aside for any reason, including if the Trustee is unable to convey title, the Purchaser at the sale shall be entitled only to a return of the monies paid to the Trustee. This shall be the Purchaser's sole and exclusive remedy. The purchaser shall have no further recourse against the Trustor, the Trustee, the Beneficiary, the Beneficiary's Agent, or the Beneficiary'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. 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: 916-939-0772 Or Login to: <http://www.qualityloan.com> Reinstatement Line: (866) 645-7711 Ext 5318 Quality Loan Service Corp. TS No.: CA-14-650654-RY IDSPub #0114971 9/27/2016 10/4/2016 10/11/2016

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 herein-after 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 certian 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, 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

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.

Trutor: 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 TRUST1

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, 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 postponement 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

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

ul·te·ri·or

Restaurant + Bar

adjective (adj):

existing beyond what is obvious;
intentionally hidden;

noun (n.):

a santa cruz joint to sip & nosh.



Come dine with the best chefs & bartenders in the city. Enjoy flavor combinations that excite the senses - delivered with careful attention & a smile. We provide an unforgettable experience in our marble and wood carved setting. Unparalleled in Santa Cruz!



110 Pearl Alley
tuesday - saturday: 5p - LATE
we are a 21 and over venue