SANTA CRUZ RECORD

OCTOBER 25, 2016 – VOL. 46 #1 | LOCAL BUSINESS STARTS HERE | WWW.SANTACRUZRECORD.COM

Down Pocket T-Shirt Company

Down Pocket T-Shirt Company (DPTCo.) is all about warming hearts. Founder B.J. Elvendahl lives with his wife Caitlyn in Scotts Valley. His goal was to create a handmade, locally produced product that could help support the youth of Santa Cruz County.

After failing to create a workable design in 2014 the brand revamped it's style in 2016 to include working with a variety of local materials to make an iconic product that is blooming with ambition.

The organization uses 100% repurposed down feathers to fashion a variety of brilliant down feather filled pockets onto comfortable tri-blend t-shirts. "The design was kind of like a unicorn, it existed in theory, but bringing it to life and giving it a purpose was what brought everything together."

Of course, the heart behind DPTCo. is rooted in supporting the people who mentor youth in Santa Cruz County. "We believe a college student or an adult taking time to learn a kids name, hear their story, and listen to what's going on is rare and valuable". That's why 10% of all profits from DPTCo. support a local organization called Young Life whose main focus is to connect high school and middle school students with college age and young adult mentors.

The Down Pocket brand launched it's website ***downpocket.com*** this year and is currently developing a 2017 collection to be released in the spring. "We couldn't be happier to bring down pocket t-shirts onto the local Santa Cruz County scene".

-B.J. Elvendahl, Founder DPTCo.

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
Tweet of the Week 8
Tri-Co. Real Estate Sales 9
Distressed Real Estate 11
Public/Legal Notices 12

Over 20 years experience helping Santa Cruz County!

FULL SERVICE DIGITAL PRINTING
& PROFESSIONAL MAILING SERVICES

Committed to your special project needs with:

- Fast and friendly service
- Advanced mailing list and data processing
- Layout and design services
- High quality, low cost, full color printing
- Cost-effective direct mailing services

maverickmailing.com

It's smooth sailing with MAVERICK MAILING

Tracking the Numbers

	This Week	Y-T-D 2016	Y-T-D 2015
Grant Deeds - Santa Cruz Co	60	2320	2715
Grant Deeds - Monterey Co	94	3429	3332
Grant Deeds - San Benito Co	19	787	681
Notices of Default - Santa Cruz	1	214	223
Notices of Default - Monterey Co	9	422	459
Notices of Default - San Benito Co	1	46	65
Foreclosures - Santa Cruz Co	8	176	224
Foreclosures - Monterey Co	4	349	366
Foreclosures - San Benito Co	1	43	51
Trustee Deeds - Santa Cruz Co	1	46	68
Trustee Deeds - Monterey Co	3	145	181
Trustee Deeds - San Benito Co	1	24	29
Business Filings - Santa Cruz	21	1114	1213

Get Creative!

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.

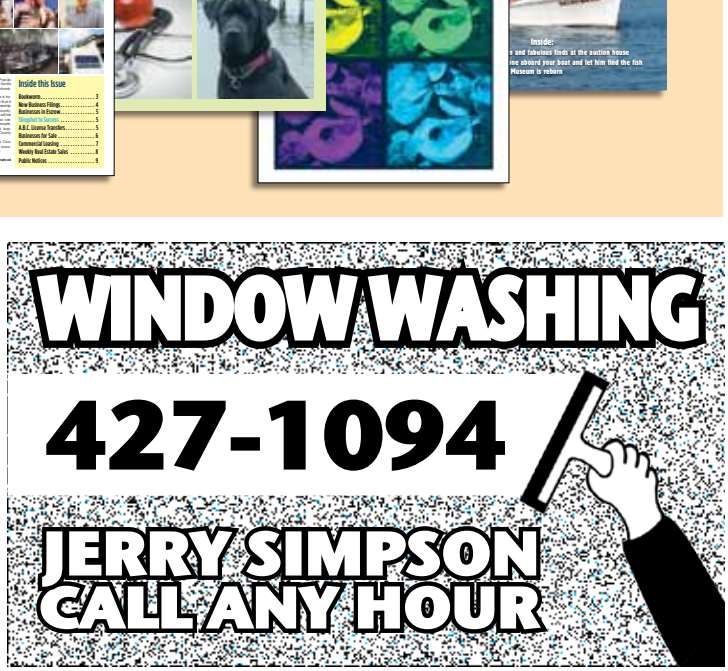
Jules Holdsworth | Santa Cruz
831-291-3983 | julesholdsworth@gmail.com

Advertise in the Santa Cruz Record

A Business to Business Resource

We mail directly to hundreds of businesses in Santa Cruz County every week. Find us all around town and on Twitter; Facebook and LinkedIn. Call or email us today to find out how you can receive a 25% discount on this size Ad.

santacruzrecord@gmail.com 831-454-9820



Professional Headshots

Four current, high-resolution, professional quality photos that look and feel just like you. Quick and painless, delivered by email within 48 hours. Shot outside in downtown Santa Cruz with Jules.

Jules Holdsworth Photography
julesholdsworth@gmail.com
www.julesholdsworth.com

Santa Cruz Record Calendar of Events

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 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 SantaCruzChamber.org more information.

Thursday, October 27

- **Marketing Made Easy** 7:30–9:30 a.m., location TBA. Bryce Root of The Root Group, and the Pajaro Valley Chamber of Commerce and Agriculture have partnered for innovative take on the typical marketing talk. Real-time results that provide modern best practices that are realistic for the busy business owner are his signature move and this workshop series will do exactly that for everyone attending. Visit PajaroValleyChamber.com for 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. 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, November 5

- **2016 annual Community Recogniton Gala** 5:30–9:30 p.m. at the Cocoanut Grove , 400 Beach Street, Santa Cruz. The Santa Cruz Chamber is proud to award the Santa Cruz Man of the Year, Santa Cruz Woman of the Year, Santa Cruz Business of the Year and Santa Cruz Organization of the Year to outstanding members of the Santa Cruz community. We hope you will join us to celebrate Santa Cruz County, to acknowledge the work of our 2016 winners and to reaffirm our collective dedication to each other and our community at this elegant event. Visit SantaCruzChamber.org for more information.

November 9

- **Small Business Brown Bag Series: Search Engine Optimization Tips** 12–1 p.m. at Santa Cruz Central Library, 224 Church St., Santa Cruz. Visit SantaCruzPL.org for more information.

- **Event Watsonville** 6–8:30 p.m. at the Commercial Kitchen Incubator, 412 East Riverside Dr, Watsonville. Some of the most creative, healthy and just plain delicious foods in northern California are coming out of Watsonville. That is why this month all our lightning talks are from our local entrepreneurs in the food industry. Event starts at 6 p.m. with beer, mingling, vendor samples, and food sales from the Commercial Kitchen Incubator residents. Speakers begin at 7 p.m. and include Edward Fordyce of Artisan Hand Food, Jesus Madrigal of Watsonville Certified Farmers' Market, Kasia Maslanka Smith of Ate3one and three students from the Teen Kitchen Project. More speakers TBA. Visit EventSantaCruz.com for more information.

Tuesday, November 15

- **Brand Tune Up: Increase Visibility Instantly** 5:30–7:30 p.m. at the Capitola-Soquel Chamber of Commerce, 716-G Capitola Avenue, Capitola. In this session, Bryce Root from The Root Group will walk you through how to make your branding represent your business so customers and clients know right off the bat who they're dealing with. This interactive, 2-hour workshop will allow you to walk away with a custom brand guide that will save you time, money and the frustration of no one ever describing your business like you would. Visit RootGroupMarketing.com for more information.

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

New Business Filings

Cole C. Hemree Josephy R Saldana
OG Consulting Group
Aptos CA 95003

Jenna Edwards
Eddy Designs
Brookdale CA 95007

Blanco Basura Beverage Inc.
RTM Concepts
Carmel CA 93922

Jessie Engelhardt
Scout Design
La Selva Beach CA 95076

Cal. Coastal Resorts LLC
Hyatt Place Santa Cruz
Los Gatos CA 95030

Graeme & Heidi Swift
Adelaide Road
Mountain View CA 94039

Santos E. Aranda
Habanero's Bar and Grill
San Jose CA 95128

Lili Arnold **Lili Arnold Studios**
Santa Cruz CA 95060

Jason Fouts
Santa Cruz Massage Guru
Santa Cruz CA 95060

Jasmine Haimovitz
J H & Associates Consulting
Santa Cruz CA 95060

Kelly Waltrip
One Moon Marketing
Santa Cruz CA 95062

Ditko Inc. **Santa Cruz Pretzel Company**
Santa Cruz CA 95062

Kimber Styles-Ashley
Farmgirl Catering
Santa Cruz CA 95065

Mark A. Szychowski
Delaveaga Properties
Soquel CA 95073

SC Aquatic Team Parents Club
Santa Cruz Swimming Cruz
Soquel CA 95073

DKD Underground, Inc.
Browns Underground Septic Construction Soquel CA 95073

Steven Shaw
Shaw Construction
Shaw Brothers Construction & Cabinet Company; S.B.C.
Watsonville CA 95076

Alexander Torres
A+ Handyman Service
Watsonville CA 95076

Ivan Guerrero
Rebar Estimating Detailing
Watsonville CA 95076

Moyses Martinez Sierra
Bethel Junitorial Service & Office Keeper
Watsonville CA 95076 ■

SANTA CRUZ RECORD
Glow & Grace Collective
Ready. Set. Glow.

SANTA CRUZ RECORD
2916 Water Street • Santa Cruz, CA 95060

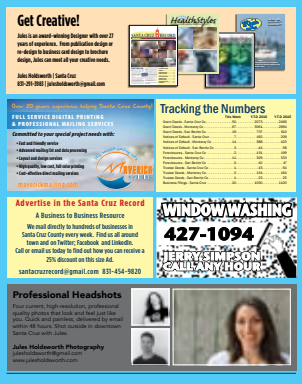
Advertise your new business in the Santa Cruz Record!

Many opportunities to feature your business in the Santa Cruz Record.
See our Rate Sheet on the SCR website.
Local Business Starts Here!

Cruz Views
five minutes with: Noelle Weatherwax

Cruz Views
five minutes with: YOU!
Want to be featured in our Cruz Views column?
We will run your 1/4 page ad along with your interview for only $75.00.
Call or email Liese at the Santa Cruz Record today.

Cruz Views
five minutes with: Mike Pitt


Get Creative!
Tracking the Numbers
Advertise in the Santa Cruz Record
WINDOW WASHING 427-1094
Professional Headshots

santacruzrecord.com 831 454-9820 santacruzrecord@gmail.com

SLINGSHOT TO SUCCESS

Ten Pieces of Advice I Wish I had before Starting My Business

by Andy Van Valer

There are very few resources to help the non-academic understand the trials and tribulations young entrepreneurs face today. Whenever possible, I encourage entrepreneurs to mentor and network to help the next generation of business builders. It is the journey and insider education through stories that will provide the foundation for the entrepreneurs of tomorrow.

In that spirit, here are ten pieces of advice that I wish someone had given to me before I launched my first business:

1. **Passion, Passion. Passion.** Don't start a business to simply chase money. Do what you love. Businesses built around passion, strength and talent will have a greater chance of success. It's not only important to create a profitable business, it's also important to be happy managing and growing it, day in and day out.
2. **Focus. Focus. Focus** Many first-time entrepreneurs have the need to jump at every "opportunity" that comes their way because it may look good. I suggest you first do your due diligence and avoid getting side-tracked. Juggling to many opportunities will spread you too thin and limit your effectiveness, growth, and productivity.
3. **Say It Don't Spray It** Understand when it is appropriate to talk about your business. When you have a chance encounter with a potential customer, always be ready with your 30-second (or less) elevator pitch. State your mission, service and goals in a clear and concise manner. Fit the pitch to the person. Less is always more.
4. **Find Good Partners** Find people who know what you don't. Rarely does one person know all aspects of the business. Surround yourself with advisors and mentors who will nurture you to become a better leader and businessman.
5. **Fire Burns, But it Heals** No one fully prepare you for becoming a successful entrepreneur. Never jump into a new business without any thought or planning and don't spend months developing it either. The most important thing you can do is learn from your mistakes.
6. **Be Frugal** Forget the fancy offices, fast cars and expensive dinners. Your wallet is your company's life-blood. Practice the art of being frugal. Watch every dollar and triple-check every expense.
7. **No One Gives Away Money** If you need someone to give you money to run your business, or are expecting someone to "build it for you," go back to the drawing board. Look at other sources to fund your business such as social lending or liquidating items not needed. Work within your budget.
8. **Stay Healthy** Money comes and goes, but you can never get your time back. You will be more productive when you take care of yourself. Entrepreneurship is a lifestyle, not a 9-to-5 profession. Working to the point of exhaustion will burn you out and make you less productive. Eat right, exercise and find time for yourself.
9. **Don't Fall in Love with Your Own Voice** Don't talk the talk unless you can walk the walk. Impress others with action not conversation. Endorse your business enthusiastically, yet tastefully. In short, put up or shut up.
10. **Keep Your Values and Integrity** Once lost, never gained. In business, the successful know the value of their name. Most successful individuals hold dear to them their core values, integrity, and ethics. In business your value is in your network. Let your word be your word, so the next time you need someone they know it is good. n

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.

Santa Cruz County's Business Launch & Startup Specialists

360° Business Strategy Audit

A.B.C. License Transfers

Applicant - Buyer
Transferor - Seller
Location of License
Escrow Holder

Quick Stop Markets Inc.
K Liquors
2303 Capitola Ave., Capitola
California Business Escrow Inc.

Dolphin Bae Inc.
Babita & Deepak Dhawan
2026 Freedom Bl., Freedom
Redwood Escrow Service

Convenience Management Services Inc.
Janak Dulari Bansal
1320 Broadway St., King City
California Business Escrow

SANTA CRUZ RECORD

Owner, Editor and Publisher
Liese A. Varenkamp

Data Specialist
Meghan Hebard

Designer & Art Director
Jules L. Holdsworth

Social Media Management
Marissa Woodman

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

The Santa Cruz Record was founded in 1971 and is published weekly each Tuesday. The Santa Cruz Record was adjudged a newspaper of general circulation by Decree of the Superior Court of the State of California in and for the County of Santa Cruz, Case No. 48682, Aug. 11, 1972, and in and for the City of Santa Cruz, Case No. 48682, May 15, 1989. If you have any questions or need more information, please contact us. Periodical postage is paid at Santa Cruz, CA.

Postmaster: Address change information to: Santa Cruz Record, 291 A Water St., Santa Cruz, CA 95060
The Santa Cruz Record © 2016
Printed locally by Maverick Mailing on recycled paper.

HIGH VISIBILITY RETAIL-AUTOMOTIVE

5346 Scotts Valley Rd, Scotts Valley
Use/Warehouse
$1.30 - $1.63 Per Sf NNN
690 - 4,252 SF of prime modern commercial space right off Hwy 17 in north Santa Cruz. Zoned C-S: Permits most retail, office and service

MID-COUNTY OFFICE SPACE

1850 41st Ave, Suite 103, Capitola
$2,485 Per Month
1,178 SF suite in multi-tenant office building, located at a signalized intersection across the street from the Capitola Mall.

SMALL DOWNTOWN OFFICE SUITE

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

2 SUITES EASTSIDE LOCATION

1729 Seabright Avenue, Santa Cruz
$1.25 Per RSF, NNN
Suite B - 2,608+/- RSF consisting of 5 offices & a bullpen area. Suite C - 1,050+/- RSF consisting of one small office & a bullpen area.

Main Street Realtors
Contacts/Agents:
Fred Antaki 831 295-8850 BRE01035303
Andrew Myers 831 588-2014 BRE01980934
Datta Khalsa 831 818-0181 BRE01161050

Businesses in Escrow

Seller
Buyer
Business
Escrow Holder
Last day for Claims

Michael & Laura Sowders Evelyn Durant
Rumours Salon & Spa Business & Escrow
Service Center Iinc.
10/26/2016

Jilmar Inc.
Octane Automotive Inc. **Midas**
Advantage One Escrow
10/17/2016

Productivity Technique

7. Don't Be Afraid to Say No

This one is a pretty standard productivity tip, but it makes the rounds for a reason. When you take on too much, all your work suffers. You may end up missing deadlines, and despite good intentions, you could end up disappointing others when you are unable to meet the extraordinary expectations you've crated for yourself. Sometimes you just have to say no, and there's nothing wrong with that.

#productivity

Businesses for Sale

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

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

PREMIUM COFFEE DISTRIBUTOR
Area: San Francisco Bay Area County: None Given City: None Given
Price: $198,000 Adjusted Net: $61,914
Revenue: $425,819
Please Note: An offer has been accepted and escrow opened. Backup offers only at this point. Substantial Price Reduction A leading distributor of branded premium Italian espresso, coffee, tea and cocoa for offices and restaurants in the San Francisco Bay Area. 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

BEAUTIFUL COFFEE HOUSE AND WINE BAR
Area: Santa Cruz Area County: Santa Cruz City: Capitola
Price: $225,000+ Inv
Adjusted Net: $70,000 Revenue: $407,000
Zizzo's Coffee House And Wine Bar for sale in Capitola. Provides gourmet coffee and pastries in the morning, wine and tapas in the evening. Over $100,000 invested in remodel makes this one of the favorite go-to spots in the area. Attention to detail shines through in every aspect. Live music. 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

WINE TOURS SHUTTLES WEDDINGS TRANSPORTATION
Area: Santa Cruz County County: Santa Cruz City: None Given
Price: $760,000
Adjusted Net: $295,000 Revenue: $825,000
Santa Cruz area business does quite well, and has grown steadily over the past five years. Business can be home-based, if desired, or buyer can work from an already established office. Price includes the company's 11 Ford, Chevy, Toyota vans, and two Teslas. 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

BREWERY AND PUB
Area: Santa Cruz County County: Santa Cruz City: None Given
Price: $2,500,000
Adjusted Net: Call Revenue: $720,000
Excellent, established, and fully expansion-ready brewery in Santa Cruz area. Suitable for purchase or acquisition. Current master brewer wiling to stay involved for up to a year, by mutual arrangement. This can be a good target acquisition for a larger company wishing to gain a foothold. 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

SANTA CRUZ CAR WASH & GAS STATION WITH REAL ESTATE
Area: Santa Cruz Area County: Santa Cruz City: Santa Cruz Price: $4,950,000
Adjusted Net: $600,000+ Revenue: $1,700,000
Cruz Car Wash is in a Great Santa Cruz location area near major shopping, this coastal Monterey Bay area full service car wash & gas services clients from Monterey, San Benito, Santa Clara, and Santa Cruz counties. All equipment and facilities have been professionally maintained and upgraded. Office Non-Disclosure Agreement and Buyers Profile required from buyers.
PLEASE CALL OR EMAIL
REX WALTERS, BROKER.
COAST BUSINESS BROKERAGE.
831-685-8866. scbusinessbroker@gmail.com
BRE # 01841628

RESTAURANT AND BAR WITH CATERING SERVICE
Area: Santa Cruz Area County: Santa Cruz City: Santa Cruz Price: $395,000
Adjusted Net: $202,331 Revenue: $1,408,827
PRICE REDUCED! Restaurant, bar and catering business for sale. Private wine cellar for small groups. Separate full bar area and live entertainment lounge. Full service kitchen equipped with two southbend stacked brick pizza ovens. Spacious walk in cooler. $395k plus estimated inventory $15k. Office Non-Disclosure Agreement and Buyers Profile required from buyers.
PLEASE CALL OR EMAIL
SYLVIA REYES. COAST BUSINESS BROKERAGE.
831-566-2733 OR 831-685-8866.
sylvia.coastbrokers@gmail.com.
BRE # 01750151

JEWELRY AND GIFT STORE DOWNTOWN AREA
Area: Santa Cruz County: Santa Cruz City: Santa Cruz Price: $25,000 + Inventory
Adjusted Net: $50,000 Revenue: $117,000
Located in Historical Downtown Santa Cruz! Santa Cruz Jewelry and Gift Store is a well-established retail store with great name recognition, affordable rent and regular clientele. This can be your opportunity to live and work in Santa Cruz, one of California's most desirable coastal areas. They carry lines such as the exquisite "Firefly". Current owner is ready and motivated to sell. Own your own little shop (450 approx. square feet) and start living the good life now! Per city, rent might be increased to market rate. Seller states rate is already at or close to market rate. Office Non-Disclosure Agreement and Buyers Profile required. . Office Non-Disclosure Agreement and Buyers Profile required from buyers. **PLEASE CALL OR EMAIL SYLVIA REYES.**
COAST BUSINESS BROKERAGE.
831-566-2733 OR 831-685-8866.
sylvia.coastbrokers@gmail.com.
BRE # 01750151 ■

7 Things Really Successful People Never Do

buff.ly/2eFDpJO #success

What differentiates those who are successful from those who are not?

There are lots of ways to approach that question, but one of the most powerful is also one of the most simple.

It's a matter of habits. In business and in life, if you truly want to succeed, there are some habits that work and there are other habits that never should be repeated. If you're not as successful as you want to be and you know you can do better, copy the habits of those who are successful.

Just as important, eliminate any of your own habits that are holding you back. Here are seven top candidates—habits that successful people never allow:

1. Believing you can please everyone.

Once you truly understand that it's impossible to please everyone, you learn not to even bother trying. It's nothing but a recipe for disaster, misery and frustration—and one of the biggest keys to failure.

2. Repeating what didn't work the first time.

Whether it's in business, a job, or a relationship, successful people do not repeat the same mistakes. If it didn't work the first time, they don't try again expecting a different result. Successful people know that mistakes are for learning, not for repeating.

3. Accepting short-term contentment over long-term value.

Successful people know that things take time, and it's the daily grind that in the end will get them to their dreams. It's the small painful steps you go through day by day that will benefit you in the future. If you can make it through the pain you will get to the gain.

4. Compromising themselves to fit in.

Successful people never try to adjust themselves to fit in to the crowd. They understand that who they are is what they are, and they don't try to change themselves for others. The bad news is that if you want to succeed, you are not going to fit in with everyone. The good news is that the great ones never do.

5. Trusting something that looks too good to be true.

No matter how great something looks on the surface, successful people do their due diligence and make sure that what they are looking at has actual value and is worthy of their time. They know that when something looks too good to be true, it probably is.

6. Taking their eyes off their vision.

One trait virtually all successful people share is focus. They never take their eyes off their visions, dreams and goals; they do what they need to do and they do it with meticulous determination. People who are successful know where they are going, and because they do, they succeed. It's as simple as that.

7. Disconnecting from reality.

Who you are on the inside should be what is reflected on the outside. The moment there is a disconnect between the two, there is dis-ease within yourself. Success requires that you bring all parts of who you are—inside and out—and that you keep everything in sync. It isn't easy, but the people who are most successful never fragment themselves to be successful.Start today to examine your own habits, determine what's leading you toward success and what's in the way, and make the changes you need to—for the sake of your future.

favorite tweet of the week
@SC_Record

Tri-Co. Real Estate Sales

Property Address APN# Purchase Price Document# Date Recorded

Santa Cruz County

204 Claudius Dr. Aptos CA 95003 042-233-35 $1,375,000 2016-39608 10/13

207 Spreckels Dr.. Aptos CA 95003 042-191-15 $850,000 2016-39821 10/14

2601 Willowbrook Ln #13 Aptos CA 95003 037-471-07 $365,000 2016-39835 10/14

3079 Arlington Dr. Aptos CA 95003 037-361-03 $550,000 2016-39858 10/14

243 Jaunell Rd. Aptos CA 95003 041-233-57 $915,000 2016-39996 10/14

116 Seascape Ridge Dr. Aptos CA 95003 054-651-06 $590,500 2016-40210 10/17

150 Camino Al Barranco Aptos CA 95003 045-283-02 $1,300,000 2016-40576 10/19

275 Larita Dr. Ben Lomond CA 95005 072-283-30 $690,000 2016-39806 10/14

9090 Glen Arbor Rd. Ben Lomond CA 95005 077-242-24 $710,000 2016-39830 10/14

296 Park Dr. Ben Lomond CA 95005 072-411-01 $550,000 2016-40520 10/18

440 Eleana Dr. Ben Lomond CA 95005 072-283-47 $765,000 2016-40600 10/19

16121 Big Basin Way Boulder Creek CA 95006 086-452-12 $975,000 2016-39760 10/13

116 Lake Dr. #5 Boulder Creek CA 95006 086-402-05 $330,000 2016-40083 10/17

260 Glenwood Rd. Boulder Creek CA 95006 083-061-09 $365,000 2016-40704 10/19

107 Stockton Ave. Capitola CA 95010 035-173-01 $1,350,000 2016-39878 10/14

920 Capitola Ave. #61 Capitola CA 95010 036-531-37 $434,000 2016-40014 10/14

531 Gold Avenue Felton CA 95018 064-111-03 $530,000 2016-40718 10/19

163 Carnation Dr. Freedom CA 95019 019-872-04 $315,000 2016-39813 10/14

22 Emma Lane Freedom CA 95019 048-023-11 $340,000 2016-40200 10/17

410 Camino Al Barranco La Selva Beach CA 95076 045-282-05 $1,400,000 2016-39767 10/13

14650 Stetson Rd. Los Gatos CA 95033 098-091-17 $970,000 2016-39606 10/13

26050 Adams Rd. Los Gatos CA 95033 098-111-45 $1,000,000 2016-39970 10/14

15251 Old Ranch Rd. Los Gatos CA 95033 096-371-16 $1,180,000 2016-40017 10/14

110 Quarry Lane Santa Cruz CA 95060 001-191-47 $1,392,500 2016-39602 10/13

235 River St. Santa Cruz CA 95062 008-282-05 $3,070,000 2016-39737 10/13

2021 Felt St. Santa Cruz CA 95062 028-014-06 $771,500 2016-39773 10/13

510 Hagar Ct. Santa Cruz CA 95064 001-221-10 $279,000 2016-39781 10/13

191 Harvey West Bl. Santa Cruz CA 95060 001-051-56 $225,000 2016-39844 10/14

1770 Jose Ave. #A Santa Cruz CA 95062 026-134-41 $870,000 2016-39867 10/14

544 38th Ave. Santa Cruz CA 95062 032-181-13 $2,190,000 2016-39875 10/14

70 Braemoor Dr. Santa Cruz CA 95060 080-303-12 $940,000 2016-39882 10/14

515 Sunlit Lane Santa Cruz CA 95060 080-174-28 $1,180,000 2016-40008 10/14

245 Main St. Santa Cruz CA 95060 007-221-07 $850,000 2016-40031 10/14

161 Harbor Oaks Cir. Santa Cruz CA 95060 026-341-14 $525,000 2016-40064 10/14

3560 Jarvis Rd. Santa Cruz CA 95060 095-271-17 $1,250,000 2016-40085 10/17

2237 Thomas Ave. Santa Cruz CA 95062 029-092-17 $1,400,000 2016-40258 10/17

836 38th Avenue Santa Cruz CA 95062 032-051-34 $710,000 2016-40302 10/17

106 Younger Way Santa Cruz CA 95060 007-121-18 $749,000 2016-40332 10/18

544 Western Dr. Santa Cruz CA 95060 002-071-23 $720,000 2016-40341 10/18

3356 Malibu Dr. Santa Cruz CA 95062 031-183-07 $880,000 2016-40580 10/19

2528 Charlene Lane Santa Cruz CA 95062 029-061-33 $576,000 2016-40586 10/19

120 Jackson St. Santa Cruz CA 95062 008-212-09 $645,000 2016-40677 10/19

140 Jessie St. Santa Cruz CA 95062 010-162-13 $715,000 2016-40694 10/19

319 S. Navarra Dr. Scotts Valley CA 95066 024-172-17 $775,000 2016-39600 10/13

20 MacLeod Way Scotts Valley CA 95066 022-072-28 $800,000 2016-40181 10/17

205 Sidesaddle Cir. Scotts Valley CA 95066 024-271-23 $800,000 2016-40645 10/19

123 Viki Court Scotts Valley CA 95066 022-301-22 $820,000 2016-40690 10/19

3618 Hardin Way Soquel CA 95073 037-034-13 $745,000 2016-39876 10/14

335 Manor Ave. Watsonville CA 95076 017-072-08 $575,000 2016-39596 10/13

480 Quarter Horse Lane Watsonville CA 95076 108-321-03 $750,000 2016-39809 10/14

61 Holly Dr. Watsonville CA 95076 015-302-07 $215,000 2016-39955 10/14

160 Kingston Dr. Watsonville CA 95076 051-302-32 $515,000 2016-40025 10/14

906 Casserly Rd. Watsonville CA 95076 109-241-27 $740,000 2016-40029 10/14

341 Sunflower Lane Watsonville CA 95076 049-071-37 $845,000 2016-40046 10/14

85 Anna St. Watsonville CA 95076 015-052-14 $585,000 2016-40268 10/17

33 Mann Ave. Watsonville CA 95076 050-121-06 $200,000 2016-40281 10/17

537 Cereze St. Watsonville CA 95076 017-753-10 $575,000 2016-40291 10/17

106 Sunrise Way Watsonville CA 95076 015-125-09 $500,000 2016-40523 10/18

101 Shell Dr. #2 Watsonville CA 95076 052-391-02 $220,164 2016-40670 10/19

100 Stratford Dr. Watsonville CA 95076 051-302-17 $474,000 2016-40697 10/19

Monterey County

4 Stone Ridge Rd. Big Sur CA 93920 420-191-006 $1,200,000 2016-63258 10/19

7003 Valley Green Cir. Carmel CA 93923 157-071-008 $1,576,000 2016-62135 10/13

continued on following page

continued from previous page

282 Hacienda Carmel Carmel CA 93923 015-351-001 $389,000 2016-62189 10/13

4093 Rio Road Carmel CA 93923 015-021-005 $2,850,000 2016-62345 10/14

9605 Buckeye Ct. Carmel CA 93923 416-531-047 $799,000 2016-62556 10/14

2 NW San Antonio 11th Avenue Carmel CA 93923 010-303-007 $4,800,000 2016-62803 10/17

0 NE Forest & 7th Ave Carmel CA 93921 009-201-013 $2,200,000 2016-62804 10/17

4000 Rio Road #48 Carmel CA 93923 015-541-051 $606,000 2016-62992 10/18

0 Carmelo 3 NW of 8th Ave Carmel by the Sea CA 93921 010-268-005 $3,500,000 2016-63349 10/19

69 Paso Mediano Carmel Valley CA 93924 189-232-010 $418,000 2016-62025 10/13

Vacant Land Carmel Valley CA 93924 421-071-032 $255,000 2016-62180 10/13

14676 Meridian Rd. Castroville CA 95012 133-131-020 $425,000 2016-62775 10/17

111 Quail Run Ct. Del Rey Oaks CA 93940 012-612-009 $435,000 2016-62008 10/13

17710 Reynolds St. East Garrison CA 93933 031-167-046 $487,500 2016-62788 10/17

1409 Rhone Way Gonzales CA 93926 020-323-027 $423,500 2016-62421 10/14

232 Del Pointe Dr. Greenfield CA 93927 024-381-042 $339,000 2016-62027 10/13

162 Spruce Dr. King City CA 93930 026-072-015 $235,000 2016-62210 10/13

46511 Pine Meadow Ct. King City CA 93930 235-133-017 $299,000 2016-62559 10/14

413 N. Vanderhurst Ave. King City CA 93930 026-185-011 $715,000 2016-62727 10/17

46120 Pine Meadow Dr. King City CA 93930 235-122-012 $327,000 2016-63091 10/18

221 Pearl King City CA 93930 026-202-005 $175,000 2016-63180 10/19

131 Pearl St. King City CA 93930 026-241-007 $445,000 2016-63329 10/19

305 Ok Circle Marina CA 93933 032-111-028 $615,000 2016-62011 10/13

247 9th Street Marina CA 93933 031-254-082 $609,500 2016-62093 10/13

3076 Sunset Ave. Marina CA 93933 032-291-047 $460,000 2016-62408 10/14

3198 Cescent Ave. Marina CA 93933 032-443-011 $555,000 2016-62533 10/14

3012 Talcott Ave. Marina CA 93933 032-411-047 $490,000 2016-63120 10/18

Armstrong Sandhill Ranch Marina CA 93933 203-021-001 $10,250,000 2016-63126 10/18

303 Sirena Del Mar Rd. Marina CA 93933 032-552-006 $609,500 2616-63248 10/19

120 Cypress Lakes Ct. Marina CA 93933 033-261-005 $415,000 2016-63372 10/19

508 Mar Vista Dr. Monterey CA 93940 001-791-013 $695,000 2016-62509 10/14

306 Pasadena Dr. Monterey CA 93940 173-077-071 $1,128,000 2016-62569 10/14

971 Pacific St. Monterey CA 93940 001-601-009 $750,000 2016-62700 10/17

405 Estrella Doro Monterey CA 93940 173-072-024 $1,675,000 2016-62772 10/17

837 Lobos St. Monterey CA 93940 001-223-006 $685,091 2016-62890 10/18

7835 Monterra Oaks Rd. Monterey CA 93940 259-161-011 $1,250,000 2016-62989 10/18

500 Glenwood Cir. #235 Monterey CA 93940 001-774-036 $299,000 2016-62995 10/18

515 Ramona Ct. #5 Monterey CA 93940 013-341-005 $364,000 2016-63084 10/18

430 Belden St. Monterey CA 93940 001-093-008 $433,000 2016-63344 10/19

805 Brentwood Ct. Pacific Grove CA 93950 007-701-011 $625,000 2016-62119 10/13

834 Walnut St. Pacific Grove CA 93950 006-621-022 $128,500 2016-62249 10/13

834 Walnut St. Pacific Grove CA 93950 006-621-022 $128,500 2016-62250 10/13

3350 17 Mile Dr. Pebble Beach CA 93953 008-423-039 $12,600,000 2016-62305 10/14

4188 Crest Rd. Pebble Beach CA 93950 008-052-006 $849,000 2016-62537 10/14

2977 Sloat Road Pebble Beach CA 93953 007-222-013 $860,000 2016-63102 10/18

3363 17 Mile Dr. Pebble Beach CA 93953 008-361-007 $3,850,000 2016-63117 10/18

6690 Leon Dr. Salinas CA 93907 125-481-005 $537,000 2016-62000 10/13

19077 Oak Heights Dr. Salinas CA 93907 125-331-025 $525,000 2016-62072 10/13

5559 McAllister St. Salinas CA 93907 261-714-020 $463,000 2016-62086 10/13

8 Chamise Cir. Salinas CA 93905 153-473-012 $435,000 2016-62095 10/13

522 E. Alvin Dr. Salinas CA 93906 261-394-006 $285,500 2016-62131 10/13

1686 Cambrian Dr. Salinas CA 93906 261-343-004 $415,000 2016-62207 10/13

5 Wimbledon Cir. Salinas CA 93906 211-424-011 $599,000 2016-62224 10/13

1247 David Road Salinas CA 93907 261-145-040 $4,700,000 2016-62317 10/14

1021 Polk St. #4 Salinas CA 93906 003-534-026 $271,000 2016-62318 10/14

1230 Adams St. Salinas CA 93906 003-302-022 $369,000 2016-62324 10/14

20790 Spence Rd. Salinas CA 93908 137-021-034 $1,050,000 2016-62340 10/14

13675 Paseo Terrano Salinas CA 93908 161-361-007 $896,500 2016-62406 10/14

240 San Benancio Rd. Salinas CA 93908 416-292-024 $962,500 2016-62436 10/14

1454 Ramona Ave. Salinas CA 93906 261-223-020 $378,000 2016-62506 10/14

226 Capitol St. Salinas CA 93901 002-262-004 $375,000 2016-62539 10/14

666 St. Augustine Dr. Salinas CA 93905 261-532-021 $325,000 2016-62544 10/14

216 Alhambra St. Salinas CA 93906 261-634-013 $375,000 2016-62551 10/14

1697 Stony Book Dr. Salinas CA 93906 153-542-011 $326,000 2016-62553 10/14

1528 Ebro Cir. Salinas CA 93906 261-621-018 $330,000 2016-62565 10/14

125 Cross Ave. Salinas CA 93905 004-552-016 $100,000 2016-62620 10/17

1419 Tehama Cir. Salinas CA 93906 261-231-014 $300,000 2016-62685 10/17

32 Wilgart Way Salinas CA 93901 002-622-019 $466,000 2016-62710 10/17

20310 Portola Dr. Salinas CA 93908 161-271-001 $775,000 2016-62760 10/17

1126 Cabot Way Salinas CA 93906 153-313-004 $455,000 2016-62764 10/17

1781 Tahoe Dr. Salinas CA 93906 261-551-010 $311,000 2016-62836 10/17

1122 Cabot Way Salinas CA 93906 153-313-005 $433,000 2016-62855 10/18

1624 Beacon Hill Dr. Salinas CA 93906 153-213-028 $430,000 2016-62878 10/18

437 Churchill Way Salinas CA 93906 211-413-028 $415,000 2016-62883 10/18

123 Nissen Rd. Salinas CA 93901 016-175-020 $425,000 2016-63023 10/18

1776 Truckee Way Salinas CA 93906 261-552-026 $365,000 2016-63046 10/18

811 Via Maria Salinas CA 93901 016-243-040 $435,000 2016-63048 10/18

224 Larkspur Dr. Salinas CA 93906 003-772-010 $389,000 2016-63079 10/18

2410 N. Main St. #A Salinas CA 93906 253-301-029 $173,500 2016-63081 10/18

18723 Sand de Sac Rd. Salinas CA 93906 125-381-004 $625,000 2016-63177 10/19

753 Atherton Cir. Salinas CA 93906 261-444-013 $570,000 2016-63246 10/19

1539 El Dorado Dr. Salinas CA 93906 261-431-019 $389,000 2016-63322 10/19

1467 Wolf Ct. Salinas CA 93905 153-501-025 $425,000 2016-63375 10/19

412 Midway Ave. Salinas CA 93905 004-264-007 $375,000 2016-63399 10/19

1727 Lowell St. Seaside CA 93955 012-753-032 $317,000 2016-62080 10/13

2015 Mariposa St. Seaside CA 93955 011-054-011 $495,000 2016-62315 10/14

653 Ventura Dr. Soledad CA 93960 022-515-025 $430,500 2016-62102 10/13

877 Las Flores St. Soledad CA 93960 022-442-031 $375,000 2016-62424 10/14

649 Ventura Dr. Soledad CA 93960 022-515-026 $410,000 2016-62548 10/14

550 Indian Warrior Way Soledad CA 93960 022-401-013 $337,000 2016-62770 10/17

401 Entrada Dr. Soledad CA 93960 022-302-001 $360,000 2016-63044 10/18

980 San Gabriel Soledad CA 93960 022-481-076 $355,000 2016-63357 10/19

673 Gabilan Dr. Soledad CA 93960 022-501-044 $268,000 2016-63361 10/19

84 N. 4th Street Spreckels CA 93962 177-052-001 $485,000 2016-62006 10/13

San Benito County

1791 Southridge Dr. Hollister CA 95023 057-420-011 $583,000 2016-11067 10/13

1130 Paulius Dr. Hollister CA 95023 020-880-037 $655,000 2016-11070 10/13

1279 Trask Dr. Hollister CA 95023 020-060-011 $535,000 2016-11124 10/14

252 Blenheim Ct. Hollister CA 95023 054-590-079 $558,091 2016-11127 10/14

1830 Morning Glory Dr. Hollister CA 95023 057-670-012 $543,500 2016-11129 10/14

1614 Santana Ranch Dr. Hollister CA 95023 025-550-014 $585,000 2016-11132 10/14

3152 Meadow Ct. Hollister CA 95023 017-100-051 $1,320,000 2016-11134 10/14

1540 El Camino De Vida Hollister CA 95023 060-101-002 $465,000 2016-11140 10/14

1276 Trask Dr. Hollister CA 95023 020-060-011 $506,500 2016-11143 10/14

1031 Hillcrest Rd. Hollister CA 95023 020-131-035 $545,000 2016-11187 10/17

0 Magladry Ct. Hollister CA 95023 017-150-087 $321,000 2016-11208 10/18

0 Pacheco Pass Hwy Hollister CA 95023 016-060-072 $1,784,000 2016-11212 10/18

2150 Osborne Cir. Hollister CA 95023 060-180-012 $500,000 2016-11271 10/18

835 Powell St. Hollister CA 95023 055-060-037 $325,000 2016-11274 10/19

258 Blenheim Ct. Hollister CA 95023 054-590-078 $462,909 2016-11288 10/19

1268 Trask Dr. Hollister CA 95023 020-060-011 $541,500 2016-11291 10/19

180 Jonquil Lane Hollister CA 95023 019-180-038 $710,000 2016-11320 10/19

621 B Street Hollister CA 95023 055-120-015 $449,000 2016-11322 10/19

650 C Street Hollister CA 95023 055-231-009 $375,000 2016-11334 10/19

Tri-County Distressed Real Estate Recorded 10-13 thru 10-19

Trustee Sales

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

Santa Cruz County

2016-40187 180 Brier Dr. Boulder Creek 95006 090-021-05 $162,861 15-Nov 701 Ocean St. Santa Cruz 2:30 PM

2016-40143 185 Aquila Way Boulder Creek 95006 090-101-06 $696,164 16-Nov 701 Ocean St. Santa Cruz 1:45 PM

2016-40702 206 Hollister Ave. #1 Capitola 95010 036-125-10 $902,843 16-Nov 701 Ocean St. Santa Cruz 1:00 PM

2016-40000 50 Faith Dr. Watsonville 95076 016-265-11 $359,813 17-Nov 701 Ocean St. Santa Cruz 1:45 PM

2016-39799 341 Sunflower Lane Watsonville 95076 049-071-37 $764,870 18-Nov 701 Ocean St. Santa Cruz 1:00 PM

2016-40072 17390 Tressel Pass Rd. Boulder Creek 95006 087-251-05 $453,964 23-Nov 701 Ocean St. Santa Cruz 1:45 PM

2016-39044 165 Suncrest Dr. Soquel 95073 102-321-13 $649,991 23-Nov 701 Ocean St. Santa Cruz 1:45 PM

2016-39628 375 Clifford Ave. #120 Watsonville 95076 016-321-20 $68,303 30-Nov 701 Ocean St. Santa Cruz 1:00 PM

2016-40142 86 Arthur Rd. Watsonville 95076 016-521-01 $256,275 14-Dec 701 Ocean St. Santa Cruz 1:00 PM

Monterey County

2016-63013 24964 Valley Way Carmel 93923 009-151-007 $1,019,865 10-Nov 168 W. Alisal St. Salinas 10:00 AM

2016-63028 32 Wilgart Way Salinas 93901 002-622-019 $343,761 10-Nov 168 W. Alisal St. Salinas 10:00 AM

continued on following page

continued from previous page

2616-26697 12465 Saddle Road Carmel 93923 416-063-002 $884,149 21-Nov 168 W. Alisal St. Salinas 10:00 AM

2016-63014 115 Brookside Pl. Marina 93933 033-031-051 $513,703 13-Dec 168 W. Alisal St. Salinas 10:00 AM

San Benito County

2016-11117 1041 Trinity Dr. Hollister 95023 060-086-003 $743,993 15-Nov Monterey St. & 5th Hollister 11:30 AM

Trustee Deeds

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

Santa Cruz County

2016-39629 1730 Ocean St. Santa Cruz 008-501-04 Wilmington Trust 16-003803-CXE $531,663 $425,847

Monterey County

2016-62766 1710 Laguna St. Seaside 012-161-029 Ouita Martin LLC* 160513115 $326,390 $320,000

2016-63031 534 Dallas Ave. Salinas 004-443-009 Zalez 9004 LLC* 126763 $396,234 $286,200

2016-63209 5000 Beach Wood Dr. Seaside 031-231-021 The Bank of NY CA-14-635133-HL $1,537,103 $752,675

San Benito County

2016-11286 805 South St. #10 Hollister 055-250-005 U.S. Bank 9448-9207 $316,434 $257,655

Public Notices

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1616
The following person(s) is/are doing business as: **TEAL SALON AND BEAUTY BOUTIQUE,** 4652 Scotts Valley Dr. #101, Scotts Valley CA 95066.
Stephanie O'Brien, 245 Tabor Dr. Scotts Valley CA 95066.
This business is conducted by an Individual.
/s/Stephanie O'Brien
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.
10/4, 10/11, 10/18, 10/25

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1633
The following person(s) is/are doing business as: **SWEETIE B'S TREATS AND CATERING,** 1029 Smith Grade, Santa Cruz CA 95060.
Brenda S. Pappas, address same as business.
This business is conducted by an Individual.
/s/Brenda Pappas
The registrant commenced to transact business under the fictitious business name listed above on 5/1/15. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/12/16.
10/4, 10/11, 10/18, 10/25

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1644
The following person(s) is/are doing business as: **ANDERSEN TUTORING,** 9685 Brookside Ave. Ben Lomond CA 95005.
Suzanne Andersen, address same as business.
This business is conducted by an Individual.
/s/Suzanne Andersen
The registrant commenced to transact business under the fictitious business name listed above on 9/3/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/13/16.
10/4, 10/11, 10/18, 10/25

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1665
The following person(s) is/are doing business as: **SURF CITY TAX SERVICE,** 4067 Cory St. Ste. 3, Soquel CA 95073.
Surf City Tax Service, 117 Washburn Ave. Santa Cruz CA 95060.
This business is conducted by a Corporation.
/s/Martha Ryhanych, Secretary
The registrant commenced to transact business under the fictitious business name listed above on n8/15/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/15/16.
10/4, 10/11, 10/18, 10/25

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1699
The following person(s) is/are doing business as: **1. KUMON MATH AND READING CENTER OF SANTA CRUZ 2. KUMON OF SANTA CRUZ,** 181 Walnut Ave. Santa Cruz CA 95060.
Lakee Kiko, LLC, 310 Cayuga St. Santa Cruz CA 95062.
This business is conducted by a Limited Liability Company.
/s/Keerti Ayakanny, 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 9/23/16.
10/4, 10/11, 10/18, 10/25

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1710
The following person(s) is/are doing business as: **INSIDE OUT HEALTH,** 501 Soquel Ave. Suite G, Santa Cruz CA 95062.
Clare Albright and Nicholas Hyde, 31 Via Arroyo, Corralitos CA 95076.
This business is conducted by a Married Couple.
/s/Nicholas Hyde
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.
10/4, 10/11, 10/18, 10/25

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1729
The following person(s) is/are doing business as: **1. BOCCA ALLEGRA 2. BOCCA ALLEGRA CATERING,** 343 Soquel Ave. #48, Santa Cruz CA 95062.
Mirjam Kuusik, address same as business.
This business is conducted by an Individual.
/s/Mirjam Kuusik
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 9/29/16.
10/4, 10/11, 10/18, 10/25

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1736
The following person(s) is/are doing business as: **4BizForce,** 15040 Fern Ave., Boulder Creek CA 95006.
Dominique Butel, address same as business.
This business is conducted by an Individual.
/s/Dominique Butel
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 9/30/16.
10/4, 10/11, 10/18, 10/25

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1741
The following person(s) is/are doing business as: **OT PROPERTIES,** 180 Dakota Ave. #D, Santa Cruz CA 95060.
Oscar Toledo-Saenz, address same as business.
This business is conducted by an Individual.
/s/Oscar Toledo-Saenz
The registrant commenced to transact business under the fictitious business name listed above on 9/30/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/30/16.
10/4, 10/11, 10/18, 10/25

FICTITIOUS BUSINESS NAME STATEMENT OF ABANDONMENT
Original File No. 2013-0001363
The following person has Abandoned the use of the Fictitious Business Name(s): **1. KUMON MATH AND READING CENTER OF SANTA CRUZ 2. KUMON OF SANTA CRUZ**, 181 Walnut Ave. Santa Cruz CA 95060.
N Versus K, Inc., 181 Walnut Ave., Santa Cruz CA 95060.
This business was conducted by a Corporation.
/s/Keerti Ayakanny
The registrant commenced to transact business under the fictitious business name listed above on 7/1/13. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/22/16
10/4, 10/11, 10/18, 10/25

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
SUPERIOR COURT OF CALIFORNIA, COUNTY OF SANTA CRUZ PETITION OF **JULIA MARY DYE HULPHERS** for CHANGE OF NAME
16CV02524
TO ALL INTERESTED PERSONS:
1. Petitioner: **JULIA MARY DYE HULPHERS** filed a petition with this court for a decree changing names as follows:
PRESENT NAME(s):
JULIA MARY DYE HULPHERS
PROPOSED NAME(s):
JULIA MARY DYE
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 18, 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
September 30, 2016
Julia Mary Dye Hulphers
315 S. Branciforte Ave.
Santa Cruz CA 95062
831 423-5679
10/4, 10/11, 10/18, 10/25

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1603
The following person(s) is/are doing business as: **SWEET SERENDIPITY,** 200 Kipling Ave., Ben Lomond CA 95005.
Natalie McKinney, address same as business.
This business is conducted by an Individual.
/s/Natalie McKinney
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.
10/4, 10/11, 10/18, 10/25

FICTITIOUS BUSINESS NAME STATEMENT - Refile with Change
File No. 16-1615
The following person(s) is/are doing business as: **COMFORT INN SANTA CRUZ,** 110 Plymouth St., Santa Cruz CA 95060.
Manjula R. Patel,Trustee of the Raman B. Patel Revocable Living Trust Dated 6-28-1990, 229 Kings Court, San Carlos CA 94070; Pramod R. Patel, 229 Kings Ct., San Carlos CA 94070 and Raman B. Patel,Trustee of the Raman B. Patel Revocable Living Trust Dated 6-28-1990, 229 Kings Ct., San Carlos CA 94070.
This business is conducted by a General Partnership.
/s/Pramod Patel
The registrant commenced to transact business under the fictitious business name listed above on 1/1/88. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/7/16.
10/4, 10/11, 10/18, 10/25

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1629
The following person(s) is/are doing business as: **MARKLEY'S INDOOR RANGE & GUN SHOP,** 14 Blanca Ln., Watsonville CA 95076.
Santa Cruz Tactical, Inc, 125 Coral St., Santa Cruz CA 95060.
This business is conducted by a Corporation.
/s/Chris Gillespie, President
The registrant commenced to transact business under the fictitious business name listed above on 7/1/08. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/9/16.
10/4, 10/11, 10/18, 10/25

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1674
The following person(s) is/are doing business as: **SALON SAMIR,** 147 S Morrissey Ave., Santa Cruz CA 95062.
Jerica Johnson, 1902 Harper St., Santa Cruz CA 95062.
This business is conducted by an Individual.
/s/Jerica Johnson
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 9/19/16.
10/11, 10/18, 10/25, 11/1

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1636
The following person(s) is/are doing business as: **EXHALE.,** 245 D Mt. Hermon Rd., Scotts Valley CA 95066.
Kimberly Pursley, 5507 Lincoln Way, Felton CA 95018.
This business is conducted by an Individual.
/s/Kimberly Pursley
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.
10/11, 10/18, 10/25, 11/1

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1651
The following person(s) is/are doing business as: **ELEMENT ARBOR CARE,** 2598 Smith Grade, Bonny Doon CA 95060.
Joshua B. Hoag, address same as business.
This business is conducted by an Individual.
/s/Joshua B. Hoag
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 9/14/16.
10/11, 10/18, 10/25, 11/1

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1676
The following person(s) is/are doing business as: **PINNACLES CLIMBERS ASSOCIATION,** 521 Sumner Ave., Aptos CA 95003.
Kathy Cook, address same as business.
This business is conducted by an Individual.
/s/Kathy Cook
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.
10/11, 10/18, 10/25, 11/1

continued on following page

continued from previous page

FICTITIOUS BUSINESS NAME STATEMENT - Refile with Change
File No. 16-1681
The following person(s) is/are doing business as: **CSL BUILDERS,** 116 Continental St., Santa Cruz CA 95060.
Charles S. Loftis, address same as business.
This business is conducted by an Individual.
/s/Charles Shane Loftis
The registrant commenced to transact business under the fictitious business name listed above on 9/20/11. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/20/16.
10/11, 10/18, 10/25, 11/1

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1687
The following person(s) is/are doing business as: **J.W. CONSULTANTS,** 228 Campus Dr., Aptos CA 95003.
Judith Wachs, address same as business.
This business is conducted by an Individual.
/s/Judith Wachs
The registrant commenced to transact business under 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 9/21/16.
10/11, 10/18, 10/25, 11/1

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1727
The following person(s) is/are doing business as: **GOOD COMPANY HAIR STUDIO,** 1355 Brommer St., Santa Cruz CA 95062.
Farzaneh Kashef, address same as business.
This business is conducted by an Individual.
/s/Farzaneh Kashef
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 9/28/16.
10/11, 10/18, 10/25, 11/1

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1733
The following person(s) is/are doing business as: **PARROTDISE,** 136 Carl Ave., Santa Cruz CA 95062.
Tamara Reidda, address same as business.
This business is conducted by an Individual.
/s/Tamara Reidda
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 9/29/16.
10/11, 10/18, 10/25, 11/1

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1739
The following person(s) is/are doing business as: **HOUNDS STEP-N-OUT,** 811 Elsie Mae Dr., Boulder Creek CA 95006.
Pamela S. Spurgeon, address same as business.
This business is conducted by an Individual.
/s/Pamela Sue Spurgeon
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 9/30/16.
10/11, 10/18, 10/25, 11/1

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1746
The following person(s) is/are doing business as: **SANGHA SHANTIVANAM OF SANTA CRUZ,** 120 Archer Dr., Santa Cruz CA 95060.
Sangha Shantivanam of Santa Cruz, address same as business.
This business is conducted by a Corporation.
/s/Jerome Deck, Treasurer
The registrant commenced to transact business under the fictitious business name listed above on 2/25/09. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/3/16.
10/11, 10/18, 10/25, 11/1

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1753
The following person(s) is/are doing business as: **BOULDER CREEK HIKING COMPANY,** 289 W. Hilton Dr., Boulder Creek CA 95006.
John F. Koester and Heather Van Nes, address same as business.
This business is conducted by a Married Couple.
/s/John F. Koester
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 10/4/16.
10/11, 10/18, 10/25, 11/1

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1757
The following person(s) is/are doing business as: **SIERRA CASA ASSOCIATED,** 514 Middlefield Dr. Aptos CA 95003.
Randal Kleis, address same as business.
This business is conducted by an Individual.
/s/Randal Kleis
The registrant commenced to transact business under the fictitious business name listed above on 10/5/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/5/16.
10/11, 10/18, 10/25, 11/1

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1759
The following person(s) is/are doing business as: **1. DOWN POCKET T-SHIRT COMPANY 2. DPTCO.,** 216 Cathedral Dr., Scotts Valley CA 95066.
Benjamin J. Elvendahl, address same as business.
This business is conducted by an Individual.
/s/Benjamin Elvendahl
The registrant commenced to transact business under the fictitious business name listed above on 9/15/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/5/16.
10/11, 10/18, 10/25, 11/1

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1685
The following person(s) is/are doing business as: **FLINGS PAPER COMPANY,** 2395 Delaware Ave., Space 49, Santa Cruz CA 95060.
Cassidy Clawson, address same as business.
This business is conducted by an Individual.
/s/Cassidy Clawson
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.
10/18, 10/25, 11/1, 11/8

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1689
The following person(s) is/are doing business as: **1. LORRAINE LENCHIK 2. LORRIE LENCHIK 3. LORRIE'S FITNESS 4. LORRIE'S PERSONAL TRAINING,** 4700 Fairway Dr., Soquel CA 95073.
Venatious, Inc, address same as business.
This business is conducted by a Corporation.
/s/Lorrie Lenchik
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 9/21/16.
10/18, 10/25, 11/1, 11/8

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1695
The following person(s) is/are doing business as: **ABSOLUTELY NOTABLE,** 2800 S. Main St. Suite 4, Soquel CA 95073.
Anne Chaney, 696 Giralda Dr. Los Altos CA 94024; Sara McCartney, address same as business.
This business is conducted by a General Partnership.
/s/Anne Chaney /s/Sara McCartney
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 9/22/16.
10/18, 10/25, 11/1, 11/8

FICTITIOUS BUSINESS NAME STATEMENT - Refile with Change
File No. 16-1706
The following person(s) is/are doing business as: **ALAN SILVERMAN GENERAL CONTRACTING 2. ASGC,** 8285 Hihn Rd. Ben Lomond CA 95005.
Alan Silverman, address same as business.
This business is conducted by an Individual.
/s/Alan Silverman
The registrant commenced to transact business under the fictitious business name listed above on 9/14/11. This

statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/26/16.
10/18, 10/25, 11/1, 11/8

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1712
The following person(s) is/are doing business as: **MENTAL HEALTH INSURANCE BILLING,** 113 English Dr. Santa Cruz CA 95065.
Cecily Ruttenberg, address same as business.
This business is conducted by an Individual.
/s/Cecily Ruttenberg
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.
10/18, 10/25, 11/1, 11/8

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1728
The following person(s) is/are doing business as: **HILLSIDE CLEANERS,** 16D Victor Square, Scotts Valley CA 95066.
Kwang Y. Jin and Soon J. Jin, 212 Bordeaux Ln. Scotts Valley CA 95066.
This business is conducted by a Married Couple.
/s/Kwang Y. Jin
The registrant commenced to transact business under the fictitious business name listed above on 8/19/04. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/28/16.
10/18, 10/25, 11/1, 11/8

FICTITIOUS BUSINESS NAME STATEMENT - Refile with Change
File No. 16-1737
The following person(s) is/are doing business as: **EARTH ART STUDIO,** 2523C Mission St. Santa Cruz CA 95060.
Jenni and Nathan Ward, address same as business.
This business is conducted by a Married Couple.
/s/Jenni Ward /s/Nathan Ward
The registrant commenced to transact business under the fictitious business name listed above on 8/31/05. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/30/16.
10/18, 10/25, 11/1, 11/8

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1740
The following person(s) is/are doing business as: **KLAMPIT INDUSTRIES,** 10330 Lake Blvd. Felton CA 95018.
Diane Welch, address same as business.
This business is conducted by an Individual.
/s/Diane Welch
The registrant commenced to transact business under the fictitious business name listed above on 6/1/97. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/30/16.
10/18, 10/25, 11/1, 11/8

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1752
The following person(s) is/are doing business as: **DAVENPORT HARDWARE COMPANY,** 7 Cliff St. Davenport CA 95017.
Kenneth D. Fein, address same as business.
This business is conducted by an Individual.
/s/Ken Fein
The registrant commenced to transact business under the fictitious business name listed above on 10/13/87. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/4/16.
10/18, 10/25, 11/1, 11/8

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1754
The following person(s) is/are doing business as: **1. EASE MOUNTAIN YOGA 2. EASE YOGA 3. EASE YOGA THERAPY 4. REDWOOD RETREATS 5. STRAY HOUND STUDIOS 6. WATER TOUCHING EARTH WELLNESS,** 10090 Highway 9, Suite 7, Ben Lomond CA 95005.
Jerry Erdmann and Juko Holiday, 12485 Alba Rd., Ben Lomond CA 95005.
This business is conducted by a General Partnership.
/s/Jerry Erdmann
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 10/4/16.
10/18, 10/25, 11/1, 11/8

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1756
The following person(s) is/are doing business as: **COASTAL BELLY FEST,** 415 N. 16th St., San Jose CA 95112.
Laura Thompson, address same as business.
This business is conducted by an Individual.
/s/Laura Thompson
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 10/4/16.
10/18, 10/25, 11/1, 11/8

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1760
The following person(s) is/are doing business as: **BUSHIDO CONSULTING,** 444 Walnut Ave., Santa Cruz CA 95060.
Denise K. Henry, address same as business.
This business is conducted by an Individual.
/s/Denise K Henry
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 10/5/16.
10/18, 10/25, 11/1, 11/8

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1761
The following person(s) is/are doing business as: **DELL LIGHTING AND DESIGNS,** 113 Bar Harbor Ct., Aptos CA 95003.
Roger S. Dell, address same as business.
This business is conducted by an Individual.
/s/Roger Scott Dell
The registrant commenced to transact business under the fictitious business name listed above on 8/13/05. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/5/16.
10/18, 10/25, 11/1, 11/8

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1769
The following person(s) is/are doing business as: **YOU BANK,** 481 Vista Del Mar Dr., Aptos CA 95003.
Peter Eubank, address same as business.
This business is conducted by an Individual.
/s/Peter Eubank
The registrant commenced to transact business under the fictitious business name listed above on 10/6/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/6/16.
10/18, 10/25, 11/1, 11/8

FICTITIOUS BUSINESS NAME STATEMENT - Refile with Change
File No. 16-1780
The following person(s) is/are doing business as: **1. SCOUT 2. SCOUT DESIGN,** 29 Altivo Ave., La Selva Beach CA 95076.
Jessie Engelhardt, address same as business.
This business is conducted by an Individual.
/s/Jessie Engelhardt
The registrant commenced to transact business under the fictitious business name listed above on 1/13/15. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/11/16.
10/18, 10/25, 11/1, 11/8

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1782
The following person(s) is/are doing business as: **1. E-COMMERCIAL PROGRAMMING AND DESIGN 2. HELPINGSPIRIT 3. HELPINGWEB,** 345 Spring Creek Rd., Boulder Creek CA 95006.
Richard Fallis, address same as business.
This business is conducted by an Individual.
/s/Richard Fallis
The registrant commenced to transact business under the fictitious business name listed above on 7/1/06. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/11/16.
10/18, 10/25, 11/1, 11/8

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1790
The following person(s) is/are doing business as: **SANTA CRUZ MASSAGE GURU,** 740 Front St. Suite 318, Santa Cruz CA 95060.
Jason Fouts, 243 Sims Rd., Santa Cruz CA 95060.
This business is conducted by an Individual.
/s/Jason Fouts
The registrant commenced to transact business under the fictitious business name listed above on 10/11/16. This statement was filed with Gail L. Pellerin, County Clerk of

continued on following page

continued from previous page

Santa Cruz County on 10/11/16.
10/18, 10/25, 11/1, 11/8

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1792
The following person(s) is/are doing business as: **EDDY DESIGNS,** 178 Pacific St., Brookdale CA 95007.
Jenna Edwards, 375 Pacific, Brookdale CA 95007.
This business is conducted by an Individual.
/s/Jenna Edwards
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 10/12/16.
10/18, 10/25, 11/1, 11/8

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1793
The following person(s) is/are doing business as: **RAJ WEST DESIGN,** 307 Button St., Santa Cruz CA 95060.
Rajesh E. Westerberg, address same as business.
This business is conducted by an Individual.
/s/Rajesh E. Westerberg
The registrant commenced to transact business under the fictitious business name listed above on 2/3/00. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/12/16.
10/18, 10/25, 11/1, 11/8

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1794
The following person(s) is/are doing business as: **1. GOOD FARMA LLC 2. JADE NECTAR COLLECTIVE,** 5733 Old San Jose Rd., Soquel CA 95073.
Good Farma LLC, address same as business.
This business is conducted by a Limited Liability Company.
/s/Jeff Nordahl, 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 10/12/16.
10/18, 10/25, 11/1, 11/8

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1795
The following person(s) is/are doing business as: **HYATT PLACE SANTA CRUZ,** 407 Broadway, Santa Cruz CA 95060.
California Coastal Resorts, LLC, 47 Ellenwood Ave. Los Gatos CA 95030.
This business is conducted by a Limited Liability Company.
/s/Tejal Sood, Member
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 10/12/16.
10/18, 10/25, 11/1, 11/8

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1807
The following person(s) is/are doing business as: **RTM CONCEPTS,** 111 Ingalls St. Santa Cruz CA 95060.
Blanco Basura Beverage, Inc., address same as business.
This business is conducted by a Corporation.
/s/Scott Gold, CEO
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 10/14/16.
10/18, 10/25, 11/1, 11/8

FICTITIOUS BUSINESS NAME STATEMENT - Refile with Change
File No. 16-1808
The following person(s) is/are doing business as: **CHILDISH SANTA CRUZ,** 1127 Soquel Ave. Santa Cruz CA 95062.
ECO Leo, LLC, address same as business.
This business is conducted by a Limited Liability Company.
/s/Dyane Villalobos, Member
The registrant commenced to transact business under the fictitious business name listed above on 1/31/12. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/14/16.
10/18, 10/25, 11/1, 11/8

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1809
The following person(s) is/are doing business as: **SANTA CRUZ PRETZEL COMPANY,** 819 Seabright Ave. Apt. A, Santa Cruz CA 95062.
Ditko Incorporated, 18092 Stratford Circle, Villa Park CA 92861.
This business is conducted by a Corporation.
/s/John Ditkowsky, 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 10/14/16.
10/18, 10/25, 11/1, 11/8

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1812
The following person(s) is/are doing business as: **FARMGIRL CATERING,** 2880 Research Park Dr., Santa Cruz CA 95062.
Kimber Styles-Ashley, 147 Carol Ave., Santa Cruz CA 95065
This business is conducted by an Individual.
/s/Kimber Styles-Ashley
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 10/14/16.
10/18, 10/25, 11/1, 11/8

ORDER TO SHOW CAUSE FOR CHANGE OF NAME
SUPERIOR COURT OF CALIFORNIA, COUNTY OF SANTA CRUZ PETITION OF **MICHELLE ANNE KNEIP** for CHANGE OF NAME
16CV02633
TO ALL INTERESTED PERSONS:
1. Petitioner: **MICHELLE ANNE KNEIP** filed a petition with this court for a decree changing names as follows:
PRESENT NAME(s):
MICHELLE ANNE KNEIP
PROPOSED NAME(s):
MICHELLE ANNE DiMontagna
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 29, 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
October 14, 2016
Michelle A. Kneip
PO Box 704
Boulder Creek CA 95006
831 334-6750
10/18, 10/25, 11/1, 11/8

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:
MICHAEL L. CORMAN, ESQ.
740 Front St. Suite 200
Santa Cruz CA 95060
831 427-2414
10/18, 10/25, 11/1

NOTICE OF PETITION
TO ADMINISTER ESTATE OF
JULIA ZEISLER ZOOK, 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 **JULIA ZOOK, aka JULIA ZEISLER ZOOK.**

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

THE PETITION requests that **SUSAN ZEISLER** 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 **NOVEMBER 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.
THOMPSON, KONTZ AND BRENNER
133 MISSION ST. STE 290
SANTA CRUZ CA 95060
(831) 427-2727
10/18, 10/25, 11/1

NOTICE OF PETITION
TO ADMINISTER ESTATE OF
GERALD GLEN GARLAND, Decedent

Case Number: 16PR00453

TO ALL HEIRS, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate, or both, of **GERALD GLEN GARLAND.**

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

THE PETITION requests that **GREGORY GARLAND** 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 **NOVEMBER 30, 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, ESQ.
700 FREDERICK STREET, #306
SANTA CRUZ CA 95062
(831) 429-0181
10/18, 10/25, 11/1

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1675

The following person(s) is/are doing business as: **EVERETT SOLUTIONS,** 1422 Rodriguez St. Santa Cruz CA 95062.
Cecelia E. McNeil, address same as business.
This business is conducted by an Individual.
/s/Cecelia McNeil
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.
10/18, 10/25, 11/1, 11/8

FICTITIOUS BUSINESS NAME STATEMENT - Refile with Change

File No. 16-1701

The following person(s) is/are doing business as: **RAYMOND INTERNATIONAL,** 1422 Rodriguez St. Santa Cruz CA 95062.
Cecelia E. McNeil, address same as business.
This business is conducted by an Individual.
/s/Cecelia McNeil
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.
10/18, 10/25, 11/1, 11/8

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1744

The following person(s) is/are doing business as: **ESTRADA FABRICATION,** 102 Riverside Road, Watsonville CA 95076.
Logan Estrada, address same as business.
This business is conducted by an Individual.
/s/Logan Estrada
The registrant commenced to transact business under the fictitious business name listed above on 7/12/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/3/16.
10/25, 11/1, 11/8, 11/15

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1760

The following person(s) is/are doing business as: **BUSHIDO CONSULTING,** 444 Walnut Ave., Santa Cruz CA 95060.
Denise K. Henry, address same as business.
This business is conducted by an Individual.
/s/Denise K. Henry
The registrant commenced to transact business under the

continued on following page

continued from previous page

fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/5/16.
10/25, 11/1, 11/8, 11/15

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1761
The following person(s) is/are doing business as: **DELL LIGHTING AND DESIGNS,** 113 Bar Harbor Ct., Aptos CA 95003.
Roger S. Dell, address same as business.
This business is conducted by an Individual.
/s/R. Scott Dell
The registrant commenced to transact business under the fictitious business name listed above on 8/13/05. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/5/16.
10/25, 11/1, 11/8, 11/15

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1762
The following person(s) is/are doing business as: **STYLE SLAYER,** 27 S. Circle Dr., Santa Cruz CA 95060.
Maureen Kendall, address same as business.
This business is conducted by an Individual.
/s/Maureen Kendall
The registrant commenced to transact business under the fictitious business name listed above on 10/1/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/6/16.
10/25, 11/1, 11/8, 11/15

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1796
The following person(s) is/are doing business as: **LILI ARNOLD STUDIOS,** 109 Western Ct., Santa Cruz CA 95060.
Lili Arnold, address same as business.
This business is conducted by an Individual.
/s/Lili A. Arnold
The registrant commenced to transact business under the fictitious business name listed above on 10/10/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/13/16.
10/25, 11/1, 11/8, 11/15

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1799
The following person(s) is/are doing business as: **ADELAIDE ROAD,** 702 Western Dr., Santa Cruz CA 95060.
Graeme Swift and Heidi Swift, address same as business.
This business is conducted by a Married Couple.
/s/Graeme Swift /s/Heidi Swift
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 10/13/16.
10/25, 11/1, 11/8, 11/15

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1825
The following person(s) is/are doing business as: **1. LEMON TREE ORGANICS INCORPORATED 2. THE LEMON TREE,** 343 Soquel Ave. #224, Santa Cruz CA 95062.
Lemon Tree Organics Inc., address same as business.
This business is conducted by a Corporation.
/s/Carrie 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 10/18/16.
10/25, 11/1, 11/8, 11/15

FICTITIOUS BUSINESS NAME STATEMENT - Refile with Change
File No. 16-1832
The following person(s) is/are doing business as: **WALNUT COMMONS,** 190 Walnut Ave. #103, Santa Cruz CA 95060.
Walnut Commons Owners Association, address same as business.
This business is conducted by a Corporation.
/s/Richard A. Klein, Attorney
The registrant commenced to transact business under the fictitious business name listed above on 10/19/11. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/19/16.
10/25, 11/1, 11/8, 11/15

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1849
The following person(s) is/are doing business as: **1. CURBSIDE 2. CURBSIDE SKATE SCHOOL 3. CURBSIDE SKATEBOARDS,** 1730 Commercial Way #16, Santa Cruz CA 95065.
Michael E Marquez, address same as business.
This business is conducted by an Individual.
/s/Michael E Marquez
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 10/24/16.
10/25, 11/1, 11/8, 11/15

FICTITIOUS BUSINESS NAME STATEMENT
File No. 16-1850
The following person(s) is/are doing business as: **COOKIE CRUZ,** 254 Potrero St. Santa Cruz CA 95060.
Matthew O'Brien, 200 Button St. Apt. 72, Santa Cruz CA 95060.
This business is conducted by an Individual.
/s/Matthew O'Brien
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 10/24/16.
10/25, 11/1, 11/8, 11/15

FICTITIOUS BUSINESS NAME STATEMENT OF ABANDONMENT
Original File No. 2014-0002143
The following person has Abandoned the use of the Fictitious Business Name(s): **TAQUERIA BAJA**, 200 Monterey Ave. #2, Capitola CA 95010.
Don Esteban's Fine Foods, LLC, 7775 N. Palm Ave. #102, Fresno CA 93711.
This business was conducted by a Corporation.
/s/Tom Lindemann, CFO
The registrant commenced to transact business under the fictitious business name listed above on 10/1/14. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/13/16
10/25, 11/1, 11/8, 11/15

NOTICE OF PETITION TO ADMINISTER ESTATE OF WILLIAM LeROY HOCKMAN, JR., Decedent
Case Number: 16PR00359

TO ALL HEIRS, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate, or both, of **WILLIAM LeROY HOCKMAN, JR., aka WILLIAM L. HOCKMAN, JR.**

A PETITION FOR PROBATE has been filed by **SANDRA L. HOCKMAN, Proposed Executor** in the Superior Court of California, County of SANTA CRUZ.

THE PETITION requests that **SANDRA L. HOCKMAN** 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 **DECEMBER 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 (1) four months from the date of first issuance of letters to a general personal representative, as defined in section 9052 of the California Probate Code, or (2) 60 days from the date of mailing or personal delivery to you of a notice under section 9052 of the California Probate Code. Other California statutes and legal authority may affect your rights as a creditor. You may want to consult with an attorney knowledgeabel in California Law.

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.
Petitioner: Sandra L. Hockman
2244 Chanticleer Lane
Santa Cruz CA 95062
831 588-5458
10/25, 11/1, 11/8

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 November 15, 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):
B023 Alan Demy
B033 Michael Hayes
B077 Mariae Calandrino
B177 Lorena Randall
B334 fred giggy

All sales are subject to prior cancellation. Terms, rules and regulations are available at sale. Dated on this 25th day of October and 1st day of November 2016, by PS Orangeco, Inc., 701 Western Avenue, Glendale, CA 91201, (818) 244-8080, Bond No. 5857632
10/25, 11/1

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 November 15, 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):
B019 Mark Cruse
B102 Brendan Emmons
B186 Cindy Grilli
B270 Sabrina Keas

All sales are subject to prior cancellation. Terms, rules and regulations are available at sale. Dated on this 25th day of October and 1st day of November 2016, by PS Orangeco, Inc., 701 Western Avenue, Glendale, CA 91201, (818) 244-8080, Bond No. 5857632
10/25, 11/1

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 November 15, 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):
1023 Michael Miller
1063 Shelly Schroeder
2017 Michael Lee
2047 James Lynch
2057 Sarah Marks
2176 Heidi Jasso
2195 Terre Dixon
2260 Kristie Reichenberger
3221 Deborah Stickley

All sales are subject to prior cancellation. Terms, rules and regulations are available at sale. Dated on this 25th day of October and 1st day of November 2016, by PS Orangeco, Inc., 701 Western Avenue, Glendale, CA 91201, (818) 244-8080, Bond No. 5857632
10/25, 11/1

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 November 15, 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):
A006 Juan Martinez
A021 Rosalie Strong
A151 Nicholas Jantz
A337 matt crabb

All sales are subject to prior cancellation. Terms, rules and regulations are available at sale. Dated on this 25th day of October and 1st day of November 2016, by PS Orangeco, Inc., 701 Western Avenue, Glendale, CA 91201, (818) 244-8080, Bond No. 5857632
10/25, 11/1

NOTICE OF TRUSTEE'S SALE TS No. CA-14-652039-CL Order No.: 150057810-CA-VOI NOTE: THERE IS A SUMMARY OF THE INFORMATION IN THIS DOCUMENT ATTACHED TO THE COPY PROVI DED TO THE MORTGAGOR OR TRUSTOR (Pursuant to Cal. Civ. Code 2923.3) YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 7/27/2007. 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 C ode 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): GREG R FLOWERS, AN UNMARRIED MAN Recorded: 7/31/2007 as Instrument No. 2007-0041654 of Official Records in the office of the Recorder of SANTA CRUZ County, California; Date of Sale: 11/16/2016 at 1:00 PM Place of Sale: At the Front Entrance of the Santa Cruz County Courthouse (facing Ocean St.), 701 Ocean Street, Santa Cruz, CA 95060 Amount of unpaid balance and other charges: $902,843.55 The purported property address is: 206 HOLLISTER AVENUE 1, CAPITOLA, CA 95010 Assessor's Parcel No.: 036-125-10 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 sa le date has been postponed, and, if applicable, the rescheduled time and date for the sale of this property, you may call 800-280-2832 for information regarding the trustee's sale or visit this Internet Web site http://www.qualityloan.com , using the file number assigned to this foreclosure by the Trustee: CA-14-652039-CL . 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 o f 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

continued on following page

continued from previous page

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: 800-280-2832 O r Login to: http://www.qualityloan.com Reinstatement Line: (866) 645-7711 Ext 5318 Quality Loan Service Corp. TS No.: CA-14-652039-CL IDSPub #0116810 10/25/2016 11/1/2016 11/8/2016

NOTICE OF TRUSTEE'S SALE TS No. 453378CA Order No.: VTSG937628 NOTE: THERE IS A SUMMARY OF THE INFORMATION IN THIS DOCUMENT ATTACHED TO THE COPY PROVI DED TO THE MORTGAGOR OR TRUSTOR (Pursuant to Cal. Civ. Code 2923.3) YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 8/9/2006. 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 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 C ode 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): APRIL DONNELLY, AN UNMARRIED WOMAN Recorded: 8/17/2006 as Instrument No. 2006-0048434 of Official Records in the office of the Recorder of SANTA CRUZ County, California; Date of Sale: 11/8/2016 at 1:45 PM Place of Sale: At the courtyard steps to the Santa Cruz County Courthouse, located at 701 Ocean Street, Santa Cruz, CA 95060 Amount of unpaid balance and other charges: $710,544.98 The purported property address is: 13130 LAUREL ST, BOULDER CREEK, CA 95006 Assessor's Parcel No.: 081-122-04-000 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 sa le 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 foreclosure by the Trustee: 453378CA . 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 o f 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 O r Login to: http://www.qualityloan.com Reinstatement Line: (866) 645-7711 Ext 5318 Quality Loan Service Corp. TS No.: 453378CA IDSPub #0116243 10/18/2016 10/25/2016 11/1/2016

T.S. No.: 9986-6718 TSG Order No.: 733-1501245-70 A.P.N.: 102-321-13 NOTICE OF TRUSTEE'S SALE YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 05/11/2004. 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. NBS Default Services, LLC, as the duly appointed Trustee, under and pursuant to the power of sale contained in that certain Deed of Trust Recorded 05/18/2004 as Document No.: 20040034969, of Official Records in the office of the Recorder of Santa Cruz County, California, executed by: DONALD G. GARDNER, AN UNMARRIED MAN, as Trustor, WILL SELL AT PUBLIC AUCTION TO THE HIGHEST BIDDER FOR CASH (payable in full at time of sale by cash, a cashier's check drawn by a state or national bank, a check drawn by a state or federal credit union, or a check drawn by a state or federal savings and loan association, savings association, or savings bank specified in section 5102 of the Financial Code and authorized to do business in this state). All right, title and interest conveyed to and now held by it under said Deed of Trust in the property situated in said County and state, and as more fully described in the above referenced Deed of Trust. Sale Date & Time: 11/23/2016 at 01:45 PM Sale Location: At the courtyard steps to the Santa Cruz County Courthouse, 701 Ocean Street, Santa Cruz, CA The street address and other common designation, if any, of the real property described above is purported to be: 165 SUNCREST DRIVE, SOQUEL, CA 95073-9709 The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. Said sale will be made in an "AS IS" condition, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by said Deed of Trust, with interest thereon, as provided in said note(s), advances, if any, under the terms of the Deed of Trust, estimated fees, charges and expenses of the Trustee and of the trusts created by said Deed of Trust, to-wit: $649,991.46 (Estimated) as of 10/12/2016. Accrued interest and additional advances, if any, will increase this figure prior to sale. It is possible that at the time of sale the opening bid may be less than the total indebtedness due. 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, www.nationwideposting.com, for information regarding the sale of this property, using the file number assigned to this case, T.S.# 9986-6718. 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. If the Trustee is unable to convey title for any reason, the successful bidder's sole and exclusive remedy shall be the return of monies paid to the Trustee and the successful bidder shall have no further recourse. NBS Default Services, LLC 301 E. Ocean Blvd. Suite 1720 Long Beach, CA 90802 800-766-7751

For Trustee Sale Information Log On To: www.nationwideposting.com or Call: 916-939-0772. NBS Default Services, LLC, Nicole Rodriguez, Foreclosure Associate This communication is an attempt to collect a debt and any information obtained will be used for that purpose. However, if you have received a discharge of the debt referenced herein in a bankruptcy proceeding, this is not an attempt to impose personal liability upon you for payment of that debt. In the event you have received a bankruptcy discharge, any action to enforce the debt will be taken against the property only. NPP0292822 To: SANTA CRUZ RECORD 10/11/2016, 10/18/2016, 10/25/2016

NOTICE OF TRUSTEE'S SALE TS No. CA-16-709933-RY Order No.: 160106119-CA-VOI NOTE: THERE IS A SUMMARY OF THE INFORMATION IN THIS DOCUMENT ATTACHED TO THE COPY PROVI DED TO THE MORTGAGOR OR TRUSTOR (Pursuant to Cal. Civ. Code 2923.3) YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 1/20/2006. 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 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 C ode 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): PEDRO SANCHEZ, A SINGLE MAN Recorded: 1/27/2006 as Instrument No. 2006-0005084 of Official Records in the office of the Recorder of SANTA CRUZ County, California; Date of Sale: 11/1/2016 at 1:45PM Place of Sale: At the courtyard steps to the Santa Cruz County Courthouse, located at 701 Ocean Street Santa Cruz, California 95060 Amount of unpaid balance and other charges: $861,501.79 The purported property address is: 112 COLOMA STREET, SANTA CRUZ, CA 95060 Assessor's Parcel No.: 008-322-18 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 sa le date has been postponed, and, if applicable, the rescheduled time and date for the sale of this property, you may call 888-988-6736 for information regarding the trustee's sale or visit this Internet Web site http://www.qualityloan.com , using the file number assigned to this foreclosure by the Trustee: CA-16-709933-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 o f 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: 888-988-6736 O r Login to: http://www.qualityloan.com Reinstatement Line: (866) 645-7711 Ext 5318 Quality Loan Service Corp. TS No.: CA-16-709933-RY IDSPub #0115948 10/11/2016 10/18/2016 10/25/2016

Loan No. 20085 File: TS16-3014 NOTICE OF TRUSTEE'S SALE UNDER DEED OF TRUST YOU ARE IN DEFAULT UNDER A DEED OF TRUST, DATED March 2, 2014. 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. NOTICE is hereby given that ROBIL, INC., A CALIFORNIA CORPORATION, as trustee, or successor trustee, or substituted trustee pursuant to the Deed of Trust executed by, DAVID KIRACOFE, A MARRIED MAN AS HIS SOLE AND SEPARATE PROERTY. Recorded on 3/11/2016 as Instrument No. 2015-0008806 in Book N/A Page N/A of official records in the office of the County Recorder of SANTA CRUZ County, California, and pursuant to the Notice of Default and Election to Sell thereunder recorded on 7/7/2016 in Book N/A Page N/A, as Instrument No. 2016-0024345 of said Official Records. WILL SELL on NOVEMBER 3, 2016 AT THE FRONT ENTRANCE TO THE COUNTY COURTHOUSE 701 Ocean Street, Santa Cruz, CA 95060 At: 1:30 P.M. PUBLIC AUCTION TO THE HIGHEST BIDDER FOR CASH (payable at the time of sale in lawful money of the United States), all right, title and interest conveyed to and now held by it under said Deed of Trust in the property situated in said County and State hereinafter described: As more fully described on said Deed of Trust. APN: 029-321-05 Legal Description See Exhibit "A" The land referred to is situated in the unincorporated area of the County of Santa Cruz, State of California, and is described as follows: Being a part of Section 9, Township 11 South, Range 1 West, Mount Diablo Base and Meridian, and more particularly bounded are described as follows: Beginning at an iron pipe standing at the intersection of the Easterly side of the County Road known as 17th Avenue with the Southerly boundary of lands conveyed by Luella Humphrey to Enoch Crews, by Deed dated July 1, 1925, and Recorded in Volume 54 of the Official Records at Page 125, Santa Cruz County Records, thence from said place of beginning running Northerly along the Easterly side of said 17tb Avenue curving to the right with a radius of 1575 feet from a tangent bearing North 6 degrees 46 minutes 30 seconds West through an angle of 4 degrees 0 minutes for a distance of 109.96 feet to a station; therefore leaving said boundary South 84 degrees 38 minutes East 123.77 to a station: thence South 4 degrees 46 minutes 30 seconds East 70.0 feet to the Southerly boundary of said first above mentioned lands, thence along said boundary South 70 degrees 41 minutes West 122,70 feet to the place of beginning. APN: 029-321-05 Beneficiaries See Exhibit "B" MARILYN J. GREENBERG, TRUSTEE OF THE MARILYN 3. GREENBERG LIVING TRUST, UTD 12-01-2014, as an undivided 100% interest. The property address and other common designation, if any, of the real property described above is purported to be: 2308 17TH AVENUE, SANTA CRUZ, CA 95062 The undersigned Trustee disclaims any liability for any incorrectness of the property address and other common designation, if any, shown herein. The total amount of the unpaid balance of the obligation secured by the property to be sold and reasonable estimated costs, expense and advances at the time of the initial publication of the Notice of Sale is: $531,310.86 In addition to cash, the Trustee will accept a cashier's check drawn on a state or national bank, a check drawn by a state or federal credit union or a check drawn by a state or federal savings and loan association, savings association, or savings bank specified in Section 5102 of the Financial Code and authorized to do business in this state. In the event tender other than cash is accepted the Trustee may withhold the issuance of the Trustee's Deed until funds become available to the payee or endorse as a matter of right. Said sale will be made but without covenant or warranty, express or implied regarding title, possession or encumbrances to satisfy the indebtedness secured by said Deed, advances thereunder, with interest thereon as provided in said Note, fees, charges and expenses of the trustee and the trusts created by said Deed of Trust. Dated: 10/6/2016 Robil, Inc., A California Corporation, As Said Trustee 309 Ray Street Pleasanton, CA 94566 925-223-8900 By Dan Dianda – President TAC: 3959 TAC: 10/11/16, 10/18/16, 10/25/16

San Lorenzo River Bird Walk

October 28 @ 8:30 am - 10:30 am

Join CWC and
Jane Mio, Acting Conservancy Officer of the Santa Cruz Bird Club, in an interactive bird walk along the San Lorenzo River on October 28th from 8:30 to 10:30. Bring a pair of binoculars, or borrow a pair from us, and behold the diverse bird population of the river and estuary ecosystems. Spot native and migrating birds and win prizes! The walk will begin at the Riverwalk across from Trader Joe's parking lot and meander down to the Trestle Bridge. **coastal-watershed.org/river-reveling-z/**

The Capitola-Soquel Chamber & The Root Group

present

MARKETING MADE EASY

Workshop Series

Let Us Make Your Life Easier for the Holidays & Strategically Plan for the New Year

Strategic Partnerships: A Holiday Marketing Goldmine

10/18/16 | 5:30 - 7pm | Chamber Office Conf. Room | 20 Seats

Chamber Members $55 | Non-Members $65 | Non-Profits $45

The Ultimate 1-Day Marketing Boot Camp

10/22/16 | 9am - 2pm | Chamber Office Conference Room | 4 Seats

Chamber Members $499 | Non-Members $549 | Non-Profits $349

Brand Tune Up: Increase Visibility Instantly

11/15/16 | 5:30 - 7:30pm | Chamber Office Conf. Room | 20 Seats

Chamber Members $99 | Non-Members $119 | Non-Profits $79

The Root Group

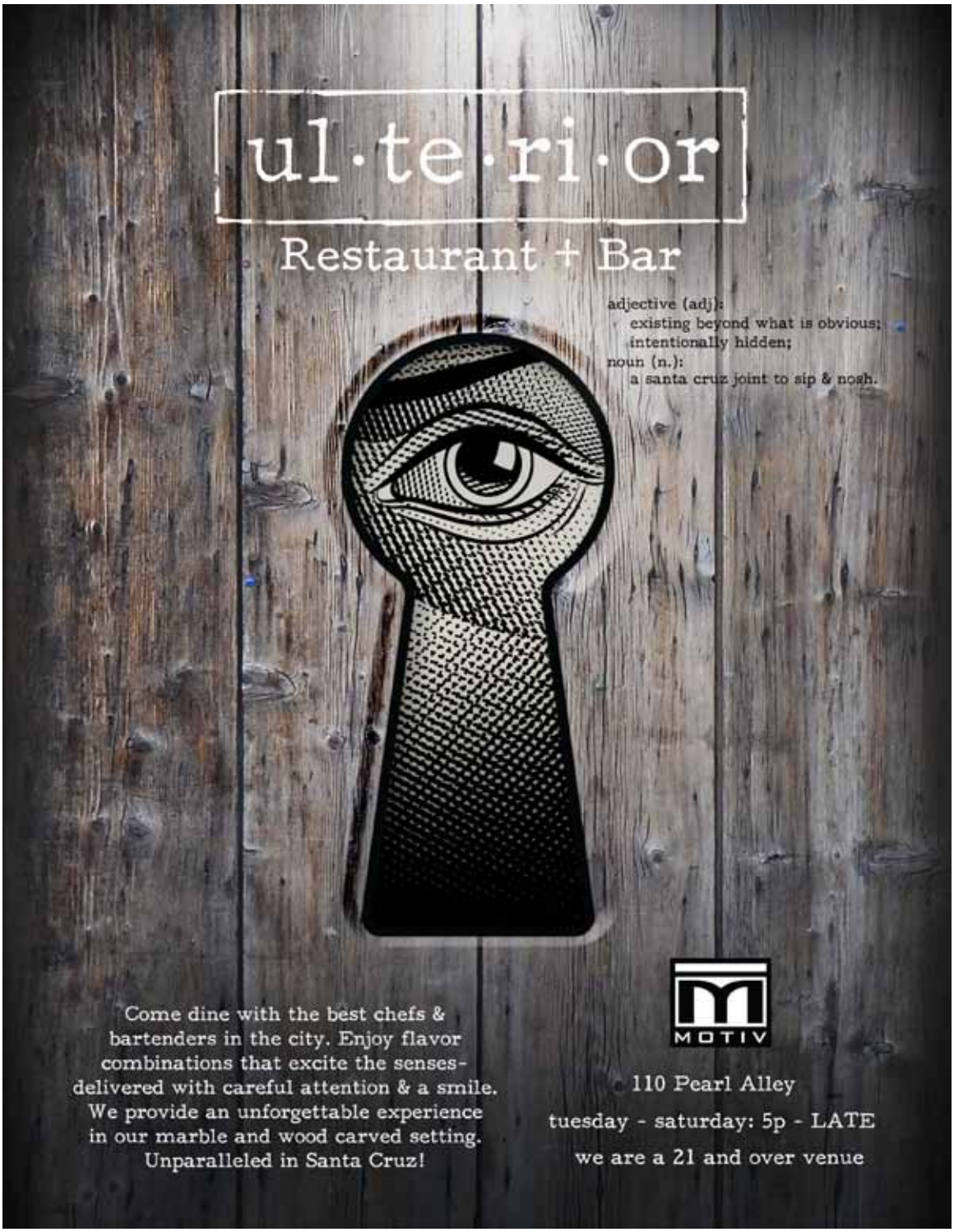
Seating Very Limited, Reserve Early

Event Details & Registration @

RootGroupMarketing.com/events

75th Anniversary capitola soquel CHAMBER of COMMERCE

SANTA CRUZ RECORD
291A Water Street • Santa Cruz, CA 95060

Periodical Postage PAID

Santa Cruz, CA