

SANTA CRUZ RECORD



NOVEMBER 1, 2016 – VOL. 46 #2

LOCAL BUSINESS STARTS HERE

WWW.SANTACRUZRECORD.COM



Event Watsonville

Some of the most creative, healthy and just plain delicious food in northern California is coming out of Watsonville. That's why this month all of the speakers at Event Watsonville (a.k.a. Event Santa Cruz) are from the food industry.

From farmers markets to food trucks, from teens cooking for a cause to double-crusted pastry encapsulating an abundant savory filling, Watsonville has your stomach covered.

Matthew Swinnerton invites you to listen to the owners who bring food to life and make a living while doing so.



But, before the talks start, be sure to bring your appetite. We will have vendors from the Commercial Kitchen Incubator giving out samples and selling their creations. And of course Humble Sea Brewery will be there to satisfy your craft beer cravings. Yes, the event is a great place to network with other local businesses, but that doesn't mean it has to be boring. Great food, craft beer and live music, along with passionate speakers make this an event you don't want to miss.

Event Watsonville happens November 9 at 6 p.m. in the Commercial Kitchen Incubator, 412 East Riverside Dr., Watsonville. Visit EventSantaCruz.com for tickets more information.

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Tracking the Numbers

	This Week	Y-T-D 2016	Y-T-D 2015
Grant Deeds - Santa Cruz Co.....	48.....	2368.....	2780
Grant Deeds - Monterey Co.....	77.....	3506.....	3412
Grant Deeds - San Benito Co.....	18.....	805.....	697
Notices of Default - Santa Cruz.....	5.....	219.....	231
Notices of Default - Monterey Co.....	5.....	427.....	461
Notices of Default - San Benito Co.....	0.....	46.....	67
Foreclosures - Santa Cruz Co.....	7.....	183.....	231
Foreclosures - Monterey Co.....	6.....	355.....	376
Foreclosures - San Benito Co.....	0.....	43.....	52
Trustee Deeds - Santa Cruz Co.....	0.....	46.....	70
Trustee Deeds - Monterey Co.....	2.....	147.....	183
Trustee Deeds - San Benito Co.....	1.....	25.....	30
Business Filings - Santa Cruz.....	25.....	1139.....	1243

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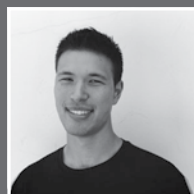
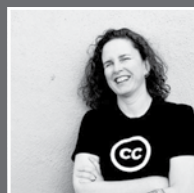
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Let Me Out: Unlock Your Creative Mind and Bring Your Ideas to Life

by Peter Himmelman



by Terri Schlichenmeyer

Your mind is a concrete block. Behind it, you're pretty sure there are ideas – great ones, perhaps - but freeing them, well, good luck. You're stuck, your brain is stuck, your career is stuck, and you wish you could get out of your own way so you can move ahead. So read "Let Me Out" by Peter Himmelman, and break through the wall.

You are never alone.

That's because you always carry an inner critic with you. There's always someone inside who holds you back by telling you that your ideas are junk, your thoughts are stupid, you can't do something, or whatever you try won't work. Himmelman says it's time to identify and tame that other you. He calls that inner critic Marv: "Majorly Afraid of Revealing Vulnerability."

Of course, you already know that you can't let your Marv get the upper hand. The way to start controlling him is to dream big but "specific;" to make exact plans; and to have your own dream, not one that someone else wants for you. Then, know who you are and why you're here. Those things will guide you.

Next, throw out the words "fail" and "succeed." You will have many chances in your lifetime for both; those words tie you down unnecessarily. Know which phrases are your personal "Elephant Ropes" and try not to let Marv use them.

Remember when you once thought you could grow up to become a policeman and a ballet dancer and a

veterinarian? Look for that "childlike sense of belief in your ability" and reinstate it; in fact, just learn to play again.

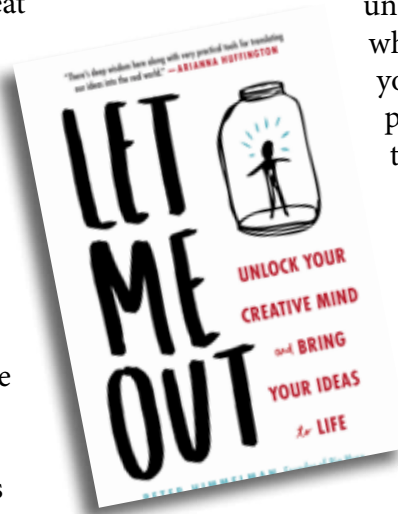
Don't put too much stock in stereotypes: just because you work in an industry that isn't known for being arty doesn't mean you aren't. Use your imagination and see yourself in the position you want to be in, five or ten years from now. Stop seeing challenges as negative instead of a chance to use your creativity. Know how to clear a "logjam" in your mind by occasionally heeding that which goes unnoticed. And finally, gather your "personal posse." They'll remind you that it's okay to make mistakes.

Creative. The word is right there on

the cover of this book. Alas, help on that front isn't necessarily what you'll find inside "Let Me Out."

Author Peter Himmelman, himself a founder of a business, offers readers a lot of rousing advice to help focus on dreams, which is wonderful and useful if you're just starting out. That has little to do with being more creative, however; the "creative" part of the book comes later and is diluted by more U-Rah-Rah. Add in unnecessary cutesy replacements for business buzzwords and "Brain Bottle Openers" that seemed awkward and, well, I spent a lot of time sighing while reading this book.

Now. Having said that, I think it may be valuable for a new graduate, a new entrepreneur, or a brand-new hire who needs focus and inspiration. That's where this book might shine. As for creativity, though, "Let Me Out" only cements frustration. ■



Bookworm Review

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



Christopher Espinosa
Pacific Electric
 Capitola CA 95010

Surf City Cider LLC
Santa Cruz Cider Garden
 Felton CA 95018

Marty Butler
Dark Horse Company Consulting
 Felton CA 95018

M J Isadora Karcher
Cuddle Buds
 Felton CA 95018

Macario Opiana
Buy Everything And Sell Trade B.E.A.S.T.
 Freedom CA 95019

Green Acres Farm, Inc.
Reefside Health Center
 Santa Cruz CA 95065

Lemon Tree Organics Inc.
The Lemon Tree
 Santa Cruz CA 95062

Gregory K Jackson
Harmonic Landscapes
 Santa Cruz CA 95060

Yan James Song
Xinphony HDDS Xindom CG
 Santa Cruz CA 95060

Fontana Hospitality Group LLC
FHG Malones Grille
 Scotts Valley CA 95066

Elva R Espinosa
El Primo Envios
 Watsonville CA 95076

Cruad & Erin Johnson
Old Barn Crate Company
 Watsonville CA 95076

Robert Farmer
831 Farms
 Watsonville CA 95076

George A Ditz
The Pioneers Happy Cow Girls Ranch
 Watsonville CA 95076 ■

New Business Filings

Jim D. Scalf
Ground Control Coffeehouse & Eatery
 Aptos CA 95003

Jing Chen
Sarah's Therapy Massage
 Aptos CA 95003

Paul G. Lazaga
SLV Real Estate
 Ben Lomond CA 95005

Matthew Morrasy
Ben Lomond Soap Company
 Ben Lomond CA 95005

Eric Thompson
Santa Cruz Networking Group
 Capitola CA 95010

SANTA CRUZ RECORD
 MAY 15, 2016 • VOL. 46, NO. 20 LOCAL BUSINESS STARTS HERE WWW.SANTACRUZRECORD.COM

Glow & Grace Collective
 Ready, Set, Glow.

The journal to an affection of holistic wellness. Glow & Grace Collective presents its first public health presentation **Ready, Set, Glow!** on Saturday, May 21 from 10a-4p pm. Located at Ancient Waves Wellness, this new clinic combines the best of holistic health, fitness, and mind-body practices. Led by founder Lauren Moore and co-owner David Casanovi, the clinic offers a variety of holistic services including: holistic personal training, yoga, and more. For more information, visit www.glowandgrace.com.

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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 Weatherax

1. What were an event or moment in your life when you decided you wanted to start your business?
 I don't think there was a moment in particular. I think I just had a feeling that I was meant to do this. I had been a business owner at one point, but I had to leave because of a health issue. I was always interested in health and wellness.

2. What's the biggest business mistake you've made and what did you learn from it?
 Paying for expensive print ads. I was getting an immense amount of responses, but I was not getting any sales. I realized that I needed to focus on my website and my social media presence.

3. What do you do outside of work that helps you cope with the stress of owning a business?
 I love to travel. I love to hike. I love to read. I love to spend time with my family and friends. I love to spend time with my dog, which is my best friend.

4. What are your plans for the future?
 I want to continue to grow my business and expand my services. I want to help more people in my community. I want to be a role model for other women who want to start their own businesses.

Owner of Concrete Rose Salon
 300 Peters St. Building 45-107
 Santa Cruz
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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

1. What were an event or moment in your life when you decided you wanted to start your business? What was the catalyst?
 I was always interested in health and wellness. I had been a business owner at one point, but I had to leave because of a health issue. I was always interested in health and wellness.

2. What's the biggest business mistake you've made and what did you learn from it?
 Paying for expensive print ads. I was getting an immense amount of responses, but I was not getting any sales. I realized that I needed to focus on my website and my social media presence.

3. What do you do outside of work that helps you cope with the stress of owning a business?
 I love to travel. I love to hike. I love to read. I love to spend time with my family and friends. I love to spend time with my dog, which is my best friend.

4. What are your plans for the future?
 I want to continue to grow my business and expand my services. I want to help more people in my community. I want to be a role model for other women who want to start their own businesses.

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Tracking the Numbers
 A Business to Business Resource

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The Dollar-a-Day Marketing Plan

by Bryce Root

Whether you're a start up or a seasoned business, marketing is typically the first thing that's cut when trying to trim the fat on spending. We highly recommend that you shy away from this practice. If you do need to slash your marketing budget, it is possible to promote your business for as low as one dollar per day. You may not believe it, but just like anything in life, you typically pay for convenience so you don't have to work harder. So, with just a little extra effort, you can make a huge impression without spending very much money at all. Here's how to do it in five steps:

1. Develop a strategic partnership with businesses that align well with yours and have a similar target customer. The first step is knowing your target market and being cognizant of where they shop, eat and spend time during a normal day. Being able to align with the right organization can help you reach your target customer in a variety of different ways.
2. If your target customer is family-based, explore the opportunity of aligning with a local non

-profit that has a youth focus. Work together in producing the perfect event or program for families as many schools allow fliers to be placed in elementary school cubbies and backpacks when non-profits play a prominent role.

3. If you and your target customer use Facebook and/or Instagram, spending one dollar in advertising per day is a great way to reach those who will be interested in your product or service. Diving into the intricacies of Facebook advertising allows you to reach those who have visited your website, specific city blocks and neighborhoods, as well as people who have interests in products just like yours. It can be a little overwhelming, but Facebook offers many helpful tutorials.
4. Do you have an upcoming event or big news to share? Getting a little PR is a great way to spread the word, all it takes is your developing relationships with the reporters and influencers that communicate publicly about your industry. Make sure your email subject lines are so tempting that recipients can't resist. Always try to send individual, personalized

emails. Picking up the phone and having a real conversation also works. Make sure you've written down the top 3-5 points you want to convey, along with concise, memorable quotes that capture the essence of what you're promoting.

5. Using the film crew in your back pocket, a.k.a. your mobile phone, is a must for you as a business owner. When it comes to social media and building a loyal following, it's essential to take your fans behind the scenes. From seeing where you source your ingredients to how you create your product or service, we always advise our clients to show people something they have never seen before. ■

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



Services

- Marketing Makeovers
- Custom Marketing Plans
- Brand Guides & Marketing Audits
- Strategy Sessions & Coaching Plans

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- Private Facebook Group
- Rx App **COMING SOON**
- Daily Marketing Tips
- Email Newsletters



Classes & Workshops

- "Marketing Plans Made Easy"
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Business
Escrow Holder
Last day for Claims

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Hattar Hattar
House of Gyros
Hudson Martin Ferrante Street Witten &
Demaria PC
10/10/2016

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

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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



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\$2,485 Per Month
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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.



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



A.B.C. License Transfers

Applicant - Buyer
Transferor - Seller
Location of License
Escrow Holder

Dolphin Bae Inc.
Babita & Deepak Dhawan
2026 Freedom Bd., Freedom
Redwood Escrow Services

Richard & Colleen Harrison
Michael Rogers Clark
2591 Main St., Soquel
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Water Cooled LLC
Romeo Milano Inc.
4105 Portola Ave., Santa Cruz
William H. Dunn

Elizabeth Keller LeMaire
Andre A. LeMaire
Mission WS Ocean & 7th , Carmel
None Shown

GST Stores Inc.
Gurmit Singh & Amritpal Kaur
633 W. Market St., Salinas
None Shown

Taqueria 2 Gallos de Oro, Inc.
Ana Vargas & Liliana Aguayo Soto Solis
1548 N. Sanborn Rd., Salinas
None Shown

Reza Inc.
CST California Inc.
430 N. Main St., Salinas & 700 Lighthouse Ave. Mont
CST Brands Inc.

Productivity Technique

8. Hug Your Dog

Many studies have shown how having pets can promote physical and mental well-being. Employees who are allowed to bring their dogs into the office are less stressed and often report more job satisfaction. There's nothing like a cuddle with a furry friend to alleviate some of that toxic stress.

BUSINESSES FOR SALE

Businesses for Sale

RED HOT REGINAL CUISINE RESTAURANT SANTA CRUZ COUNTY

Thriving Cafe offering regional cuisine with indoor and outdoor seating in popular center. Recipes and concept negotiable. Over \$70K invested in FF&E includes full modern kitchen with hood, grease trap, plus Type 41 ABC license. Generated \$399K in Gross sales in first year of business and growing! **Offered of \$125,000.**

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

ICONIC FURNITURE & MATTRESS STORE SANTA CRUZ COUNTY

Established store with loyal customer base in modern 9,200 sq.ft. facility with high traffic counts and ample parking. Exclusive product lines and dominant market share built through a strong tradition of customer care. Known for their competitive pricing, knowledgeable sales staff. **Offered for \$295,000.** Listed by Datta Khalsa, CABB, Main Street Realtors, tel 831-818-0181

UPSCALE SPA & BOUTIQUE SANTA CRUZ COUNTY

One of the largest and most respected spas in the region. Includes reception area with retail boutique, waiting room, and 7 treatment rooms, total \$85K invested in FF&E. Past 2 years averaging in \$245K Annual sales. **Offered for \$75,000.**

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PRESTIGES LEATHER GOODS COMPANY MONTEREY BAY AREA

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

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

CAPITOLA TOYS AND HOBBY STORE

Area: Santa Cruz County: Santa Cruz

City: None Given

Price: \$44,000,00 +

Adjusted Net: \$35,981 Revenue: \$252,732

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

PLEASE CALL OR EMAIL SYLVIA REYES.

COAST BUSINESS BROKERAGE.

831-566-2733 OR 831-685-8866.

sylvia.coastbrokers@gmail.com.

BRE # 01750151

SUCCESSFUL APPLIANCE REPAIR SERVICE

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

Price: \$95,000 +

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

Successful, well-established major appliance repair business in Santa Cruz coastal area. Business repairs such appliances as: washers, dryers, refrigerators, dishwashers, ranges, etc. Business has reputation for prompt, honest, quality repairs done right. In business for over 45 continuous years. Office Non-Disclosure Agreement and Buyers Profile required from buyers.

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831-685-8866.

scbusinessbroker@gmail.com

BRE # 01841628

FULL SERVICE BODY AND SKIN SPA

Area: Santa Cruz County County: Santa Cruz

City: Santa Cruz

Price: \$75,000+

Adjusted Net: Call Revenue: \$415,511

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

PLEASE CALL OR EMAIL SYLVIA REYES.

COAST BUSINESS BROKERAGE.

831-566-2733 OR 831-685-8866.

sylvia.coastbrokers@gmail.com.

BRE # 01750151

HOME OWNER ASSOC MANAGEMENT COMPANY

Area: South SF Bay Area County: Santa Clara

City: None Given

Price: \$335,000

Adjusted Net: Call Revenue: \$350,000

Book of business available from a proven and suc-

cessful South Bay Area HOA management company. Current office is in the Los Gatos / Saratoga area, but could easily be moved or even home-based. You will handle many or most of the day-to-day responsibilities for the individual Home Owner Association. . Office Non-Disclosure Agreement and Buyers Profile required from buyers. PLEASE CALL OR EMAIL

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831-685-8866.

scbusinessbroker@gmail.com

BRE # 01841628

RESTAURANT AND CONVENIENCE STORE

Area: San Mateo County, SF Bay Area

County: San Mateo City: None Given

Price: \$349,000 + Invent,

Adjusted Net: Call/Email

Revenue: \$1,178,619

Phenomenal Coastal Location and tourist destination as well as local favorite. Wine Bar, Coffee Shop, Wood Fired Pizza Oven, Outdoor BBQ with picnic tables and sit-down indoor seating. Office Non-Disclosure Agreement and Buyers Profile required from buyers.

PLEASE CALL OR EMAIL

KEN JOHNSON.

COAST BUSINESS BROKERAGE.

408-799-2117 OR 831-685-8866.

scbusinessbroker@gmail.com

BRE # 01905767

LANDSCAPE AND PEST CONTROL

Area: Monterey Bay Area County: Monterey

City: None Given

Price: \$200,000

Adjusted Net: \$61,281 Revenue: \$371,000

Great Landscape and pest control business in North Monterey County. Currently home-based and profitable. Office Non-Disclosure Agreement and Buyers Profile required from buyers. PLEASE CALL OR EMAIL

REX WALTERS, BROKER.

COAST BUSINESS BROKERAGE.

831-685-8866. scbusinessbroker@gmail.com

BRE # 01841628

CAFE RESTAURANT

Area: Santa Cruz County County: Santa Cruz

City: None Given

Price: \$100,000

Adjusted Net: Call Office

Revenue: \$319,000

Organic ingredients and a reputation for healthy living is what this Santa Cruz Area, Cafe is known for. This business has been established for over 10 years and comes with a loyal customer base. It also comes with: ansel hood, commercial 6 stove/oven, 5 commercial refrigerators. Local support. Office Non-Disclosure Agreement and Buyers Profile required from buyers.

Contact: SYLVIA REYES

At 831-831-5662733 , 831-685-8866 or

sylvia.coastbrokers@gmail.com

BRE# 01750151

Helping Local Business Thrive

ebb & flow

with Cat Johnson



The Small Business Development Center (SBDC) at Cabrillo College has a wealth of free resources for small business owners. Led by Teresa Thomaé, the Santa Cruz Chamber's Woman of the Year, the organization provides one-on-one advisory sessions on business plan preparation, operational reviews and cash flow analysis, as well as seminars, events and more.

I spoke with Thomaé about Santa Cruz's entrepreneurial ecosystem, the challenges local business owners face and how the SBDC can help people start or grow their business.

Q Cat Johnson: The entrepreneurial scene in Santa Cruz is exciting. What makes this a good place to start a business?



A Teresa Thomaé: The challenge of just being able to afford to live here has been channeled into exploration of new fields for entrepreneurship. Our housing prices are killing people and our transportation infrastructure doesn't allow us to commute to jobs in Silicon Valley or elsewhere. People want to be here so they get entrepreneurial, they get scrappy and find ways to make a living.

Q What mistakes do you see small business owners making?

A If you fail to plan, you plan to fail. People have a passion and they just get going, which is a huge part of being successful, but they really need to plan it out: plan for contingencies, plan for economic downturns, do sales and revenue projections, plan for disasters—just thinking ahead.

Q What's the biggest challenge local entrepreneurs face?

A Access to capital is still a challenge. Even though money is cheaper than ever and banks want to lend, most startups are considered too risky for traditional loan programs.

Q What's the most valuable SBDC service?

A Our referral network to loan capital, whether it's a microloan between \$10,000–15,000 or larger loans—it's our connection to the lending community.

Q How does the SBDC's one-on-one advising benefit entrepreneurs?

A If you tell your advisor you're going to have those third quarter projections done in a week, you're going to do it because you have to. The business side of running a small business is not a lot of people's strong suit. It helps to have someone guiding you and encouraging you and to be your check-in.

Q How is the SBDC funded?

A SBDC is a nationwide program. We are principally funded by the Small Business Administration (SBA). Sam Farr founded the SBDC program while he was in the California state legislature. Now, California is the only state in the union that doesn't provide match to the federal dollars for its SBDC program. The city and county give money every year, we have some special grants for entrepreneurship through the community college chancellor's office and Wells Fargo gives us \$10,000 a year.

Q Who are the advisors?

A I have a great team. Keith Holtaway, who was recently named "Mentor of the Year" by Santa Cruz Nexties, is my principal advisor. Danny Braga, who is a retired SBA lender, helps our clients get loans. He can tell them what their financing options are and he can help them position themselves so they'll qualify for the loan. I recently brought on Bryce Root, and social media advisor Mary Anderson. I have an excellent advisor on bookkeeping, I have a former VP of Finance at Apple who helps people look at the marketability and product

placement of apps. Those are just a few.

In addition to helping people get started in business, the SBDC helps existing businesses expand.

We rely on SCORE to help with clients we consider to be pre-venture: those who have an idea but aren't sure where to start. Once a client has a business plan we help them refine that business plan. Our ideal client is doing well and wants to expand: hire more employees, kick out a wall, open a second location—those are the clients that we really serve best.

Q What's the big picture vision for the SBDC? What would you like to see?

A I'd like to get state funding to match our federal allocation. That way we could spend less time chasing money and more time providing services. I'd love to keep our team of advisors on; I'd like to see that we continue to be an integral partner in economic development helping new businesses start and existing businesses grow stronger.

I'd like to see that we have the resources to be involved in major events, including Small Business Saturday, the Saturday after Thanksgiving. We're working with the county to really get small businesses on-board and keep fostering the idea of shopping locally and supporting independent businesses.

Q Anything you'd like to add?

A We're measured by the success of our clients. We depend on our clients' growth to keep our funding alive. I'm proud that, not only are we stewards of taxpayer funding, but we have true accountability metrics for that funding. We can prove our effectiveness through our clients' growth.

To learn request services from SBDC, visit santa-cruzsbdc.org. ■

Cat Johnson is a writer and content strategist focused on coworking, community and the future of work. She blogs about coworking at catjohnson.co. Find her on Twitter at [@catjohnson](https://twitter.com/catjohnson).



Tri-Co. Real Estate Sales

Property Address APN# Purchase Price
Document# Date Recorded

Santa Cruz County

602 Rincon Ave. Aptos CA 95003 044-051-35 \$675,000 2016-40991 10/21

137 Zanzibar Dr. Aptos CA 95003 053-172-04 \$1,190,000 2016-41021 10/21

260 Bethany Dr. Aptos CA 95003 044-241-78 \$1,041,000 2016-41514 10/25

355 Arthur Ave. Aptos CA 95003 044-191-41 \$1,066,500 2016-41675 10/25

3267 W. Ledyard Way Aptos CA 95003 039-093-32 \$690,000 2016-41861 10/26

360 Larita Dr. Ben Lomond CA 95005 072-284-05 \$300,000 2016-40856 10/20

269 Sunnycroft Rd. Ben Lomond CA 95005 072-161-16 \$523,000 2016-40993 10/21

544 Debbie Ct. Boulder Creek CA 95006 090-181-28 \$620,000 2016-40728 10/20

12125 Irwin Way Boulder Creek CA 95006 079-031-30 \$315,000 2016-41159 10/21

297 Anchor Ct. Boulder Creek CA 95006 086-591-14 \$480,000 2016-41409 10/25

4450 Diamond St. #2 Capitola CA 95010 034-632-06 \$410,000 2016-41000 10/21

1113 Sutherland Lane #2 Capitola CA 95010 036-274-54 \$514,000 2016-41155 10/21

488 Riverview Dr. Capitola CA 95010 035-093-16 \$715,000 2016-41340 10/24

2056 Wharf Rd. Capitola CA 95010 035-081-12 \$649,000 2016-41621 10/25

37 Grandview Ave. Felton CA 95018 066-092-35 \$680,000 2016-41419 10/25

111 Madrona Rd. Felton CA 95018 064-122-11 \$357,255 2016-41670 10/25

354 Lilac St. Felton CA 95018 075-122-26 \$467,500 2016-41710 10/26

15 Carlene Ct. Freedom CA 95019 048-011-17 \$475,000 2016-41082 10/21

24879 Skyland Rd. Los Gatos CA 95033 096-231-22 \$957,000 2016-40744 10/20

22971 Santa Cruz Hwy Los Gatos CA 95033 093-431-04 \$948,000 2016-40912 10/20

16750 Laurel Rd. Los Gatos CA 95033 095-031-05 \$880,000 2016-41028 10/21

737 37th Avenue Santa Cruz CA 95062 032-082-02 \$725,000 2016-41063 10/21

163 Belvedere Terrace Santa Cruz CA 95062 009-212-15 \$895,000 2016-41078 10/21

55 Braemoor Dr. Santa Cruz CA 95060 080-302-08 \$900,000 2016-41092 10/21

14235 Highway 9 Santa Cruz CA 95062 026-241-10 \$450,000 2016-41099 10/21

130 Darwin St. Santa Cruz CA 95062 011-132-25 \$701,000 2016-41147 10/21

917 Aloha Lane #A & B Santa Cruz CA 95062 028-013-14 \$875,000 2016-41152 10/21

151 Hammond Ave. Santa Cruz CA 95062 009-194-26 \$1,179,000 2016-41157 10/21

33 Mountain View Ct. Santa Cruz CA 95062 010-192-57 \$750,000 2016-41171 10/21

440 35th Avenue Santa Cruz CA 95062 032-143-13 \$1,200,000 2016-41425 10/25

517 King St. Santa Cruz CA 95060 006-212-01 \$294,000 2016-41511 10/25

2030 Bobwhite Lane Santa Cruz CA 95062 025-461-06 \$551,000 2016-41822 10/26

106 Christel Oaks Dr. #A Scotts Valley CA 95066 022-181-23 \$651,000 2016-41019 10/21

307 Oak Creek Bl. Scotts Valley CA 95066 022-861-20 \$1,269,000 2016-41094 10/21

203 Bean Creek Rd. #B Scotts Valley CA 95066 022-381-02 \$680,000 2016-41097 10/21

217 El Camino Rd. Scotts Valley CA 95066 024-103-05 \$715,000 2016-41706 10/26

368 Green Valley Rd. Scotts Valley CA 95066 022-241-07 \$875,000 2016-41868 10/26

552 Bean Creek Rd. #135 Scotts Valley CA 95066 022-294-46 \$370,000 2016-41873 10/26

4212 Topsail Ct. Soquel CA 95073 030-194-30 \$515,000 2016-41003 10/21

2816 Wimbledon Dr. Soquel CA 95073 037-301-13 \$689,000 2016-41183 10/21

72 Sunset Dr. Watsonville CA 95076 046-181-08 \$950,000 2016-40997 10/21

781 Casserly Rd. Watsonville CA 95076 051-321-05 \$474,500 2016-41135 10/21

420 Madison St. #A Watsonville CA 95076 018-032-55 \$650,000 2016-41252 10/24

52 Firethorne Way Watsonville CA 95076 016-411-63 \$527,000 2016-41632 10/25

563 Iris Dr. Watsonville CA 95076 017-422-04 \$533,500 2016-41656 10/25

506 Cirvelo St. Watsonville CA 95076 017-752-22 \$585,000 2016-41696 10/26

150 Roberta Dr. Watsonville CA 95076 051-532-10 \$222,500 2016-41810 10/26

411 Whippet Run Watsonville CA 95076 109-091-21 \$2,100,000 2016-41844 10/26

Monterey County

19200 Oak Ridge Dr. Aromas CA 95004 141-081-011 \$550,000 2016-65000 10/26

25585 Via Cazador Carmel CA 93923 169-321-003 \$1,500,000 2016-63632 10/20

25840 Elinore Pl. Carmel CA 93923 169-261-011 \$880,000 2016-63633 10/20

24342 San Juan Rd. Carmel CA 93923 009-011-002 \$485,000 2016-63634 10/20

282 Del Mesa Carmel Carmel CA 93923 015-517-012 \$649,000 2016-63686 10/21

85 High Meadow Lane Carmel CA 93923 015-501-016 \$695,000 2016-63829 10/21

8 Goodrich Trail Carmel CA 93923 239-102-021 \$1,100,000 2016-64090 10/21

Camino Real 2 NE of 12th Carmel CA 93921 010-273-014 \$3,350,000 2016-64311 10/24

NW Santa Fe & 1st Avenue Carmel CA 93921 009-131-011 \$1,165,091 2016-64438 10/25

26222 Camino Real Carmel CA 93923 009-395-003 \$1,850,000 2016-64448 10/25

24520 Outlook Dr. #21 Carmel CA 93923 015-551-021 \$765,000 2016-64653 10/25

9669 Willow Ct. Carmel CA 93923 416-531-072 \$747,000 2016-64718 10/25

continued on following page

continued from previous page

11 Marquard Rd. Carmel Valley CA 93924
187-191-004 \$1,240,000 2016-64786 10/25

760 Country Club Dr. Carmel Valley CA
93924 187-641-003 \$1,210,000 2016-64801
10/25

11375 Koester St. Castroville CA 95012
030-321-033 \$100,000 2016-64652 10/25

1090 Rosita Rd. Del Rey Oaks CA 93940
012-533-008 \$163,000 2016-64798 10/25

14850 Kit Carson Dr. East Garrison CA
93933 031-161-024 \$478,500 2016-63659
10/20

16711 Pickett Lane East Garrison CA 93933
031-167-063 \$488,500 2016-63987 10/21

17207 Logan Street East Garrison CA 93933
031-167-012 \$605,000 2016-64858 10/26

16707 Pickett Lane East Garrison CA 93933
031-167-064 \$522,000 2016-64861 10/26

146 4th Street Gonzales CA 93926 020-
066-013 \$285,000 2016-63768 10/21

900 Tyler Ave. Greenfield CA 93927 024-
281-036 \$260,000 2016-64357 10/24

235 Bianco Way Greenfield CA 93927 024-
371-093 \$349,000 2016-65055 10/26

480 Lewis St. King City CA 93930 026-617-
005 \$305,000 2016-63477 10/20

142 Keats Ave. King City CA 93930 026-
581-031 \$230,000 2016-63772 10/21

823 Sandringham St. King City CA 93930
026-553-003 \$306,000 2016-64425 10/25

3008 Talcott Ave. Marina CA 93933 032-
411-046 \$470,000 2016-63714 10/21

243 9th Street Marina CA 93933 031-254-
080 \$603,500 2016-63974 10/21

278 Weber Cir. Marina CA 93933 032-282-
016 \$232,500 2016-64031 10/21

438 Carmel Ave. Marina CA 93933 032-
261-037 \$454,500 2016-64450 10/25

2756 Bungalow Dr. Marina CA 93933 031-
253-047 \$792,500 2016-64672 10/25

874 Spencer St. Monterey CA 93940 001-
085-015 \$684,000 2016-64839 10/25

30 Tanglewood Monterey CA 93940 014-
141-030 \$419,000 2016-64883 10/26

7 Sylvan Place Monterey CA 93940 101-
131-008 \$1,175,000 2016-65018 10/26

217 19th Street Pacific Grove CA 93950
006-292-018 \$542,500 2016-63854 10/21

3177 Del Ciervo Rd. Pebble Beach CA 93953
008-371-025 \$18,712,500 2016-63685 10/21

3025 Bird Rock Rd. Pebble Beach CA 93953
007-471-009 \$1,960,000 2016-63858 10/21

67 Spanish Bay Cir. Pebble Beach CA 93953
007-092-081 \$3,250,000 2016-65016 10/26

318 Live Oak Rd. Royal Oaks CA 95076
181-041-040 \$260,000 2016-64022 10/21

12665 Fair Way Royal Oaks CA 95076 117-
181-033 \$512,000 2016-64581 10/25

632 San Felipe St. Salinas CA 93901 016-
272-024 \$525,000 2016-63430 10/20

401 Monterey St. Salinas CA 93901 002-
355-001 \$800,000 2016-63482 10/20

242 Eucalyptus Dr. Salinas CA 93905 004-
163-028 \$309,500 2016-63509 10/20

384 Espinosa Rd. Salinas CA 93912 253-
012-003 \$5,625,000 2016-63545 10/20

17652 River Run Rd. Salinas CA 93908
139-261-029 \$655,000 2016-63556 10/20

9365 Pollock Lane Salinas CA 93907 125-
402-003 \$750,000 2016-63643 10/20

1471 Ramona Ave. Salinas CA 93901 261-
214-022 \$376,000 2016-63683 10/21

272 Corral de Tierra Rd. Salinas CA 93908
416-221-049 \$200,000 2016-63758 10/21

197 Rio Verde Dr. Salinas CA 93901 016-
111-012 \$595,000 2016-63770 10/21

13390 Cuesta Verde Salinas CA 93908 161-
392-002 \$710,000 2016-63977 10/21

1509 Antelope Dr. Salinas CA 93905 153-
571-003 \$399,000 2016-64026 10/21

139 Zabala Road Salinas CA 93908 107-
051-003 \$3,200,000 2016-64082 10/21

91 Gardenia Dr. Salinas CA 93906 003-
631-015 \$300,000 2016-64208 10/24

968 Crestview St. Salinas CA 93906 153-
453-013 \$421,000 2016-64332 10/24

1644 Boston St. Salinas CA 93906 153-211-
033 \$470,000 2016-64359 10/24

20121 Portola Dr. Salinas CA 93908 161-
333-004 \$699,000 2016-64389 10/24

2 Rex Circle Salinas CA 93906 153-271-035
\$515,091 2016-64400 10/24

162 Coleridge Dr. Salinas CA 93901 016-
183-008 \$545,000 2016-64674 10/25

561 Cherokee Ct. Salinas CA 93906 261-
461-020 \$120,000 2016-64728 10/25

2368 N. Main St. #1 Salinas CA 93906 253-
311-015 \$200,000 2016-64735 10/25

1018 Kearny Way Salinas CA 93901 261-
733-002 \$385,000 2016-64866 10/26

165 Prado St. Salinas CA 93906 253-091-
054 \$365,000 2016-64931 10/26

225 Winham St. Salinas CA 93901 002-
381-011 \$490,000 2016-64933 10/26

8 Ellis Circle Salinas CA 93907 261-818-
004 \$430,000 2016-64941 10/26

1688 Boston St. Salinas CA 93906 153-302-
019 \$455,000 2016-65064 10/26

21979 Poppyfield Ct. Salinas CA 93908
139-311-011 \$668,000 2016-65073 10/26

988 Harcourt Ave. Seaside CA 93955 012-
362-025 \$435,000 2016-63647 10/20

907 Harcourt Ave. Seaside CA 93955 012-
361-016 \$390,000 2016-64373 10/24

1405 La Salle Ave. Seaside CA 93955 011-
081-021 \$1,040,000 2016-64535 10/25

5070 Peninsula Point Dr. Seaside CA 93955
031-231-048 \$781,000 2016-64936 10/26

658 Ventura Dr. Soledad CA 93960 022-
515-014 \$406,500 2016-63982 10/21

654 Ventura Dr. Soledad CA 93960 022-
515-013 \$364,500 2016-64058 10/21

1086 San Rafael Soledad CA 93960 022-
511-078 \$389,000 2016-64326 10/24

826 Estrella St. Soledad CA 93960 022-323-
022 \$486,455 2016-64397 10/24

345 Valleyridge St. Soledad CA 93960 022-
381-011 \$360,000 2016-64881 10/26

79 2nd Street Spreckels CA 93962 177-
062-017 \$500,000 2016-64783 10/25

Vacant Land Watsonville CA 95076 141-
012-023 \$375,000 2016-63778 10/21

San Benito County

428 Pine Tree Ave. Aromas CA 95004 011-350-058 \$565,000 2016-11377 10/21

259 Comstock Rd. Hollister CA 95023 017-020-043 \$1,062,000 2016-11349 10/20

931 Joe Borovich Dr. Hollister CA 95023 056-400-012 \$445,000 2016-11365 10/20

1760 Brighton Dr. Hollister CA 95023 057-620-004 \$549,000 2016-11374 10/21

0 Windmill Lane Hollister CA 95023 017-040-028 \$360,000 2016-11379 10/21

1260 Trask Dr. Hollister CA 95023 020-060-011 \$517,500 2016-11455 10/21

264 Bienheim Ct. Hollister CA 95023 054-590-077 \$516,000 2016-11458 10/21

255 Apollo Way Hollister CA 95023 051-154-006 \$1,800,000 2016-11474 10/24

10001 Fairview Rd. Hollister CA 95023 016-010-034 \$1,158,682 2016-11482 10/24

2070 Evelyns Dr. Hollister CA 95023 057-500-054 \$500,000 2016-11570 10/25

1240 Ramona Ave. Hollister CA 95023 057-112-008 \$420,000 2016-11576 10/25

1735 Santa Ana Rd. Hollister CA 95023 019-310-009 \$1,200,000 2016-11578 10/25

1224 Trask Dr. Hollister CA 95023 020-060-011 \$548,409 2016-11645 10/25

661 Gabriele Ct. Hollister CA 95023 052-330-016 \$245,000 2016-11647 10/25

1390 El Toro Dr. Hollister CA 95023 060-041-008 \$464,500 2016-11338 10/20

3 & 5 Hazel Street Hollister CA 95023 056-070-019 \$406,818 2016-11342 10/20

711 4th Street San Juan Bautista CA 95045 002-330-013 \$550,000 2016-11415 10/21

6901 F Street Tres Pinos CA 95075 022-210-032 \$400,000 2016-11431 10/21 ■



Tri-County Distressed Real Estate Recorded 10-20 thru 10-26

Trustee Sales

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

Santa Cruz County

2016-41015 312 Herman Ave. Watsonville 95076 015-034-06 \$1,012,802 14-Nov 701 Ocean St. Santa Cruz 1:45 PM

2016-41210 570 Monte Sereno Watsonville 95076 109-351-20 \$879,726 15-Nov 701 Ocean St. Santa Cruz 1:45 PM

2016-41854 372 Farmer St. Felton 95018 065-011-14 \$574,972 21-Nov 701 Ocean St. Santa Cruz 1:45 PM

2016-41331 101 Esplanade Aptos 95003 042-151-23 \$2,235,837 22-Nov 701 Ocean St. Santa Cruz 1:45 PM

2016-41615 139 West Hill Dr. Felton 95018 074-032-08 \$596,539 22-Nov 701 Ocean St. Santa Cruz 2:30 PM

2016-41870 151 Archer Way Ben Lomond 95005 072-273-15 \$726,770 23-Nov 701 Ocean St. Santa Cruz 1:45 PM

2016-41401 208 Lamanda Dr. Aptos 95003 043-045-09 \$141,915 29-Nov 701 Ocean St. Santa Cruz 1:45 PM

Monterey County

2016-64682 100 Carlton Dr. Monterey 93940 012-511-018 \$72,478 15-Nov 168 W. Alisal St. Salinas 10:00 AM

2016-65013 620 Old Stage Rd. Salinas 93908 211-071-008 \$725,588 15-Nov 168 W. Alisal St. Salinas 10:00 AM

2016-63642 260 W. Carmel Valley Rd. Carmel Valley 93924 189-151-016 \$902,002 23-Nov 168 W. Alisal St. Salinas 10:00 AM

2016-65066 528 Kent St. Salinas 93906 211-444-007 \$963,293 23-Nov 168 W. Alisal St. Salinas 10:00 AM

2016-63675 701 Granada St. Soledad 93960 022-311-064 \$304,933 28-Nov 168 W. Alisal St. Salinas 10:00 AM

2016-64080 105 Rogge Rd. Salinas 93906 113-192-011 \$383,250 30-Nov 168 W. Alisal St. Salinas 10:00 AM

San Benito County

No New Filings this week.

Trustee Deeds

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

Santa Cruz County

No New Filings this week.

Monterey County

2016-64587 776 McDonald Way Greenfield 024-015-008 Federal National Mortgage Assn. 9948-1291 \$306,656 \$256,402

2016-64395 565 English Ave. #11 Monterey 013-144-011 Duke Partners II LLC* 02016115 \$114,360 \$110,400

San Benito County

2016-11479 747 Jarvis Lane Hollister 017-130-019 Nationstar HECM 00000005510797 \$516,456 \$516,456 ■

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



Public Notices

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1674

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 ARBORCARE**, 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

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: **PARROT-DISE**, 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: **I. 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. STRAYHOUND 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

[continued on following page](#)

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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 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. JADENECTAR 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. 16-1762

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

[continued on following page](#)

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 knowledgeable 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 Stickle

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

FICTITIOUS BUSINESS NAME

STATEMENT

File No. 16-1700

The following person(s) is/are doing business as: **LE RAT MORT**, 1811 Granite Creek Rd. Santa Cruz CA 95065.

Patrick S. Winkler, address same as business.

This business is conducted by an Individual.

/s/Patrick Winkler

The registrant commenced to transact business under the fictitious business name listed above on 9/22/16. 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. 16-1766

The following person(s) is/are doing business as: **SEABRIGHT HR**, 59 S. Branciforte Ave., Santa Cruz CA 95062.

Niamh Pommerenke, address same as business.

This business is conducted by an Individual.

/s/Niamh Pommerenke

The registrant commenced to transact business under the fictitious business name listed above on 10/3/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/6/16.

11/1, 11/8, 11/15, 11/22

FICTITIOUS BUSINESS NAME

STATEMENT - Refile with Change

File No. 16-1803

The following person(s) is/are doing business as: **INTEGRATIVE FITNESS**, 207 McPherson St. Suite G, Santa Cruz CA 95060.

Namaste Breeden, 122 Oxford Way, Santa Cruz CA 95060.

This business is conducted by an Individual.

/s/Namaste Breeden

The registrant commenced to transact business under the

fictitious business name listed above on 10/4/06. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/13/16.

11/1, 11/8, 11/15, 11/22

FICTITIOUS BUSINESS NAME

STATEMENT

File No. 16-1804

The following person(s) is/are doing business as: **MATTSON'S FINE FOODS**, 34 Allston Way, Watsonville CA 95076.

Mattson Enterprises, LLC, address same as business.

This business is conducted by a Limited Liability Company. /s/James Mattson, Owner

The registrant commenced to transact business under the fictitious business name listed above on 8/30/11. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/13/16.

11/1, 11/8, 11/15, 11/22

FICTITIOUS BUSINESS NAME

STATEMENT

File No. 16-1822

The following person(s) is/are doing business as: **831 FARMS**, 120 Valley View Ln., Watsonville CA 95076.

Robert Farmer, address same as business.

This business is conducted by an Individual.

/s/Robert Farmer

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.

11/1, 11/8, 11/15, 11/22

FICTITIOUS BUSINESS NAME

STATEMENT - Refile with Change

File No. 16-1841

The following person(s) is/are doing business as: **SLV REAL ESTATE**, 185 Arden Ave. Ben Lomond CA 95005.

Paul G. Lazaga, address same as business.

This business is conducted by an Individual.

/s/Paul G. Lazaga

The registrant commenced to transact business under the fictitious business name listed above on 2/12/13. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/20/16.

11/1, 11/8, 11/15, 11/22

FICTITIOUS BUSINESS NAME

STATEMENT

File No. 16-1843

The following person(s) is/are doing business as: **GROUND CONTROL COFFEEHOUSE & EATERY**, 10 Seascape Village, Aptos CA 95003.

Jim D. Scalf, 15 Hidden Meadows, Scotts Valley CA 95066.

This business is conducted by an Individual.

/s/Jim D. Scalf

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 10/21/16.

11/1, 11/8, 11/15, 11/22

FICTITIOUS BUSINESS NAME

STATEMENT

File No. 16-1854

The following person(s) is/are doing business as: **ALOHA MOTORS**, 1303 Ocean St. Santa Cruz CA 95060.

Malulani Inc, address same as business.

This business is conducted by a Corporation.

/s/Joshua P. Spindel, President

The registrant commenced to transact business under the

fictitious business name listed above on 10/13/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/24/16.

11/1, 11/8, 11/15, 11/22

FICTITIOUS BUSINESS NAME

STATEMENT

File No. 16-1862

The following person(s) is/are doing business as: **1. MADSON2.MADSON CELLARS3.MADSON VINEYARDS4. MADSON WINERY**, 334A Ingalls St., Santa Cruz CA 95060.

Cole M. Thomas, 4464 W. Walnut, Soquel CA 95073.

This business is conducted by an Individual.

/s/Cole M. Thomas

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 10/25/16.

11/1, 11/8, 11/15, 11/22

FICTITIOUS BUSINESS NAME

STATEMENT - Refile with Change

File No. 16-1863

The following person(s) is/are doing business as: **ROLLIN RON'S PRE-ROLL'S**, 101 Pelican Dr., Watsonville CA 95076.

Ronald R. Nance, address same as business.

This business is conducted by a General Partnership.

/s/Ronald R. Nance

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 10/25/16.

11/1, 11/8, 11/15, 11/22

FICTITIOUS BUSINESS NAME

STATEMENT

File No. 16-1864

The following person(s) is/are doing business as: **STAR OF SIAM THAI CUISINE**, 3005 Porter St., Soquel CA 95073.

Four Star, LLC, address same as business.

This business is conducted by a Limited Liability Company.

/s/Wanlop Kachinthorn, Manager

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 10/25/16.

11/1, 11/8, 11/15, 11/22

FICTITIOUS BUSINESS NAME

STATEMENT - Refile with Change

File No. 16-1878

The following person(s) is/are doing business as: **BILL'S PAINTING AND DECORATING**, 6035 Laguna Rd., Santa Cruz CA 95060.

William L. Sutherland, address same as business.

This business is conducted by an Individual.

/s/William Sutherland

The registrant commenced to transact business under the fictitious business name listed above on 8/7/83. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/28/16.

11/1, 11/8, 11/15, 11/22

FICTITIOUS BUSINESS NAME

STATEMENT

File No. 16-1879

The following person(s) is/are doing business as: **S3 BASKETBALL**, 130 Nanna Ct., Santa Cruz CA 95060.

Ronald L. Du Bois, address same as business.

This business is conducted by an Individual.

[continued on following page](#)

/s/Ron DuBois

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 10/28/16. 11/1, 11/8, 11/15, 11/22

FICTITIOUS BUSINESS NAME STATEMENT - Refile with Change

File No. 16-1885

The following person(s) is/are doing business as: **GRADY'S MARKET**, 509 Bay Ave., Capitola CA 95010. JCD Investment Inc., address same as business. This business is conducted by a Corporation. /s/Ramona Ismail, 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 10/31/16. 11/1, 11/8, 11/15, 11/22

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1882

The following person(s) is/are doing business as: **PG CONSTRUCTION**, 602 34th Ave., Santa Cruz CA 95062. Keaton Port Gaarn, address same as business. This business is conducted by an Individual. /s/Keaton Port Gaarn

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 10/28/16. 11/1, 11/8, 11/15, 11/22

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1886

The following person(s) is/are doing business as: **JDL PROPERTIES**, 501 Cedar St. Santa Cruz CA 95060. Jonathan L. Glass and Tatiana D. Glass, 251 Market St., Santa Cruz CA 95060. This business is conducted by a Married Couple. /s/Jonathan L. Glass

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 10/31/16. 11/1, 11/8, 11/15, 11/22

NOTICE TO CREDITORS OF BULK SALE (SECS. 6104, 6105 U.C.C.)

Notice is hereby given to the Creditors of: **4 X 4 and More, Inc., Seller(s)**, whose business address(es) is: **5040 Scotts Valley Dr., Scotts Valley, CA 95066**, that a bulk transfer is about to be made to: **Dan Watkins, Buyer(s)**, whose business(es) address is: **12 Quien Sabe Rd. #B, Scotts Valley, CA 95066**. The property to be transferred is located at: **5040 Scotts Valley Dr., Scotts Valley, CA 95066**. Said property is described in general as: All stock in trade, fixtures, equipment, goodwill and other property of that business known as **4 X 4 AND MORE**, and located at: **5040 Scotts Valley Dr., Scotts Valley, CA 95066**. The bulk sale is intended to be consummated at the office of: **CHICAGO TITLE COMPANY, 12156 Saratoga Sunnyvale Rd., Saratoga, CA 95070**.

The bulk transfer will be consummated on or after the 24th day of November, 2016.

This bulk transfer is subject to Section 6106.2 of the California Commercial Code. If Section 6106.2 applies, claims may be filed at CHICAGO TITLE COMPANY, Escrow Division, Escrow No. FWPS-2995162604-LY, 12156 Saratoga Sunnyvale Rd., Saratoga, CA 95070. Phone: (408)973-1900, Fax: (408)973-8778.

This bulk transfer does NOT include a liquor license transfer. All claims must be received at this address by the 23rd day of November, 2016.

So far as known to the Buyer(s), all business names and addresses used by the Seller(s) for the three (3) years last past, if different from the above, are: NONE /s/Dan Watkins 11/1

NOTICE OF BULK SALE (subject to Com. C. 6106.2)

The following definitions and designations shall apply in this Notice without regard to number or gender: SELLER: Ferrari Florist and Gifts, Inc. 345 Soquel Ave., Santa Cruz, CA 95062 BUYER: Brian & Marilyn Piazza or Assignee 345 Soquel Ave., Santa Cruz, CA 95062 BUSINESS: FERRARI FLORIST AND GIFTS 345 Soquel Ave., Santa Cruz, CA 95062 DATE OF CONSUMMATION: November 18, 2016 LAST DAY TO FILE CLAIMS: November 17, 2016 ESCROW HOLDER: WILLIAM H. DUNN, Attorney at Law, 1350 Dell Avenue, Suite 204, Campbell, CA 95008 Notice is hereby given that Seller intends to make a bulk sale of the assets of the above described Business to Buyer including all stock in trade, furniture, and equipment used in said Business, to be consummated at the office of the Escrow Holder at the time of consummation or thereafter. Creditors of the Seller may file claims with the Escrow Holder on or before the last day to file claims stated above. This sale is subject to California Commercial Code 6106.2. Seller has used the following other business names and addresses within the last three years so far as known to Buyer: None Brian & Marilyn Piazza BY: WILLIAM H. DUNN Agent for Buyer 16171 SB 11/1/16 CNS-2941213# SANTA CRUZ RECORD

NOTICE OF TRUSTEE'S SALE TS No. CA-14-656210-HL Order No.: 188061 NOTE: THERE IS A SUMMARY OF THE INFORMATION IN THIS DOCUMENT ATTACHED TO THE COPY PROVIDED TO THE MORTGAGOR OR TRUSTOR (Pursuant to Cal. Civ. Code 2923.3) YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 1/22/2007. 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 of the Financial Code and authorized to do business in this state, will be held by duly appointed trustee. The sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, with interest

and late charges thereon, as provided in the note(s), advances, under the terms of the Deed of Trust, interest thereon, fees, charges and expenses of the Trustee for the total amount (at the time of the initial publication of the Notice of Sale) reasonably estimated to be set forth below. The amount may be greater on the day of sale. BENEFICIARY MAY ELECT TO BID LESS THAN THE TOTAL AMOUNT DUE. Trustor(s): LAWRENCE RMCINNIS, A MARRIED MAN AND SARAH UNGER, AN UNMARRIED WOMAN AND RICHMCINNIS, A SINGLE MAN Recorded: 1/26/2007 as Instrument No. 2007-0004631 of Official Records in the office of the Recorder of SANTA CRUZ County, California; Date of Sale: 11/22/2016 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: \$2,235,837.19 The purported property address is: 101 ESPLANADE, APTOS, CA 95003 Assessor's Parcel No.: 042-151-23 NOTICE TO POTENTIAL BIDDERS: If you are considering bidding on this property lien, you should understand that there are risks involved in bidding at a trustee auction. You will be bidding on a lien, not on the property itself. Placing the highest bid at a trustee auction does not automatically entitle you to free and clear ownership of the property. You should also be aware that the lien being auctioned off may be a junior lien. If you are the highest bidder at the auction, you are or may be responsible for paying off all liens senior to the lien being auctioned off, before you can receive clear title to the property. You are encouraged to investigate the existence, priority, and size of outstanding liens that may exist on this property by contacting the county recorder's office or a title insurance company, either of which may charge you a fee for this information. If you consult either of these resources, you should be aware that the same lender may hold more than one mortgage or deed of trust on the property. NOTICE TO PROPERTY OWNER: The sale date shown on this notice of sale may be postponed one or more times by the mortgagee, beneficiary, trustee, or a court, pursuant to Section 2924g of the California Civil Code. The law requires that information about trustee sale postponements be made available to you and to the public, as a courtesy to those not present at the sale. If you wish to learn whether your sale date has been postponed, and, if applicable, the rescheduled time and date for the sale of this property, you may call 916-939-0772 for information regarding the trustee's sale or visit this Internet Web site http://www.qualityloan.com, using the file number assigned to this foreclosure by the Trustee: CA-14-656210-HL. Information about postponements that are very short in duration or that occur close in time to the scheduled sale may not immediately be reflected in the telephone information or on the Internet Web site. The best way to verify postponement information is to attend the scheduled sale. The undersigned Trustee disclaims any liability for any incorrectness of the property address or other common designation, if any, shown herein. If no street address or other common designation is shown, directions to the location of the property may be obtained by sending a written request to the beneficiary within 10 days of the date of first publication of this Notice of Sale. If the sale is set aside for any reason, including if the Trustee is unable to convey title, the Purchaser at the sale shall be entitled only to a return of the monies paid to the Trustee. This shall be the Purchaser's sole and exclusive remedy. The purchaser shall have no further recourse against the Trustor, the Trustee, the Beneficiary, the Beneficiary's Agent, or the Beneficiary's Attorney. If you have previously been discharged through bankruptcy, you may have been released of personal liability for this loan in which case this letter is intended to exercise the note holders right's against the real property only. QUALITY MAY BE CONSIDERED A DEBT COLLECTOR ATTEMPTING TO COLLECT A DEBT AND ANY INFORMATION OBTAINED WILL BE USED FOR THAT PURPOSE. Date: Quality Loan Service Corporation 411 Ivy Street San Diego, CA 92101 619-645-7711 For NON SALE information only Sale Line: 916-939-0772 Or Login to: http://www.qualityloan.com

Reinstatement Line: (866) 645-7711 Ext 5318 Quality Loan Service Corp. TS No.: CA-14-656210-HL IDSPub #0117084 11/1/2016 11/8/2016 11/15/2016

T.S. No. 14-4029-11 NOTICE OF TRUSTEE'S SALE NOTE: THERE IS A SUMMARY OF THE INFORMATION IN THIS DOCUMENT ATTACHED 注: 本文件包含一个信息摘要 참고사항: 본 첨부 문서에 정보 요약서가 있습니다 NOTA: SE ADJUNTA UN RESUMEN DE LA INFORMACIÓN DE ESTE DOCUMENTO TALA: MAYROONG BUOD NG IMPORMASYON SA DOKUMENTONG ITO NA NAKALAKIP LÚU Y: KÈM THEO ĐÃY LÀ BẢN TRÌNH BÀY TÓM LƯỢC VỀ THÔNG TIN TRONG TÀI LIỆU NÀY PLEASE NOTE THAT PURSUANT TO CIVIL CODE § 2923.3(d)(1) THE ABOVE STATEMENT IS REQUIRED TO APPEAR ON THIS DOCUMENT BUT PURSUANT TO CIVIL CODE § 2923.3(a) THE SUMMARY OF INFORMATION IS NOT REQUIRED TO BE RECORDED OR PUBLISHED AND THE SUMMARY OF INFORMATION NEED ONLY BE MAILED TO THE MORTGAGOR OR TRUSTOR. YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 3/20/2006. 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 a state or federal credit union, or a check drawn by a state or federal savings and loan association, or savings association, or savings bank specified in Section 5102 of the Financial Code and authorized to do business in this state will be held by the duly appointed trustee as shown below, of all right, title, and interest conveyed to and now held by the trustee in the hereinafter described property under and pursuant to a Deed of Trust described below. The sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, with interest and late charges thereon, as provided in the note(s), advances, under the terms of the Deed of Trust, interest thereon, fees, charges and expenses of the Trustee for the total amount (at the time of the initial publication of the Notice of Sale) reasonably estimated to be set forth below. The amount may be greater on the day of sale. Trustor: TODD A. MAYS AND ANGELA M. MAYS, HUSBAND AND WIFE Duly Appointed Trustee: The Wolf Firm, A Law Corporation Recorded 3/28/2006 as Instrument No. 2006-0017119 of Official Records in the office of the Recorder of Santa Cruz County, California, Street Address or other common designation of real property: 151 ARCHER WAY BEN LOMOND, CA 95005 A.P.N.: 072-273-15 Date of Sale: 11/23/2016 at 1:45 PM Place of Sale: At the courtyard steps to the Santa Cruz County Courthouse, 701 Ocean Street, Santa Cruz, CA Amount of unpaid balance and other charges: \$726,770.71, estimated The undersigned Trustee disclaims any liability for any incorrectness of the street address or other common designation, if any, shown above. If no street address or other common designation is shown, directions to the location of the property may be obtained by sending a written request to the beneficiary within 10 days of the date of first publication of this Notice of Sale. NOTICE TO POTENTIAL BIDDERS: If you are considering bidding on this property lien, you should under-

stand 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 or visit this Internet Web site www.nationwideposting.com, using the file number assigned to this case 14-4029-11. 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. Date: 10/20/2016 The Wolf Firm, A Law Corporation 2955 Main Street, 2nd Floor Irvine, California 92614 Foreclosure Department (949) 720-9200 Sale Information Only: 916-939-0772 www.nationwideposting.com Darlene Clark, Foreclosure Officer PLEASE BE ADVISED THAT THE WOLF FIRM MAY BE ACTING AS A DEBT COLLECTOR, ATTEMPTING TO COLLECT A DEBT. ANY INFORMATION YOU PROVIDE WILL BE USED FOR THAT PURPOSE. NPP0294566 To: SANTA CRUZ RECORD 11/01/2016, 11/08/2016, 11/15/2016

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 PROVIDED 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 of the Financial Code and authorized to do business in this state, will be held by duly appointed trustee. The sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, with interest and late charges thereon, as provided in the note(s), advances, under the terms of the Deed of Trust, interest thereon, fees, charges and expenses of the Trustee for the total amount (at the time of the initial publication of the Notice of Sale) rea-

sonably 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 sale date has been postponed, and, if applicable, the rescheduled time and date for the sale of this property, you may call 916-939-0772 for information regarding the trustee's sale or visit this Internet Web site <http://www.qualityloan.com>, using the file number assigned to this 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 of the monies paid to the Trustee. This shall be the Purchaser's sole and exclusive remedy. The purchaser shall have no further recourse against the Trustor, the Trustee, the Beneficiary, the Beneficiary's Agent, or the Beneficiary's Attorney. If you have previously been discharged through bankruptcy, you may have been released of personal liability for this loan in which case this letter is intended to exercise the note holders right's against the real property only. QUALITY MAY BE CONSIDERED A DEBT COLLECTOR ATTEMPTING TO COLLECT A DEBT AND ANY INFORMATION OBTAINED WILL BE USED FOR THAT PURPOSE. Date: Quality Loan Service Corporation 411 Ivy Street San Diego, CA 92101 619-645-7711 For NON SALE information only Sale Line: 916-939-0772 Or Login to: <http://www.qualityloan.com> Reinstatement Line: (866) 645-7711 Ext 5318 Quality Loan Service Corp. TS No.: 453378CA IDSPub #0116243 10/18/2016 10/25/2016 11/1/2016 ■

