

# SANTA CRUZ RECORD

NOVEMBER 15, 2016 – VOL. 46 #4

LOCAL BUSINESS STARTS HERE

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SMALL BUSINESS SATURDAY® | NOV 26

GET UP, GET OUT, AND  
#SHOPSMALL WITH US



## Small Business Saturday

Small Business Saturday is November 26. It's not too late to join the "Shop Small Santa Cruz County 1,000" campaign. The Santa Cruz County Economic Development Office in coordination with SlingshotToSuccess.com are inviting local businesses to join this year's Small Business Saturday campaign, which localizes and celebrates this national day of keeping holiday shopping local.

Last year, close to 950 local businesses participated by hosting unique holiday events and promotions that helped counter the national emphasis on Black Friday. There are four easy steps to become involved:

1. Officially sign up with the National Small Business Saturday program at [americanexpress.com/us/small-business/shop-small](http://americanexpress.com/us/small-business/shop-small) to access a variety of national tools and be part of

their marketing database, plus be promoted by the Santa Cruz County Economic Development Office. If you need assistance, contact Barbara Mason, Santa Cruz County Economic Development Coordinator, at 831-454-2728.

2. Use the locally, customized tool kit at [SlingshotToSuccess.com](http://SlingshotToSuccess.com) to promote your Small Business Saturday special event, promotions and details you want your target customers to know about.

3. Be sure to "Like" the official Santa Cruz County Small Business Saturday Facebook page at [facebook.com/santacruzcountysmallbusinessaturday](http://facebook.com/santacruzcountysmallbusinessaturday) to stay up to date with all the opportunities that will help drive your Small Business Saturday foot traffic and sales on November 26.

4. If you're not a traditional retail business, you can still get involved. Be sure to check out all the details and resources that have been created to support your business during the kick off to the holiday shopping season.



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# Current Casts

## this month's podcast roundup



### The Pitch

*The Pitch* has been described as Shark Tank, except a podcast. Co-founded and hosted by Josh Muccio, who also runs the Daily Hunt podcast, the Pitch provides a space for startups to get in front of investors, and for investors to get in on the ground floor of new products. The podcast platform goes a step further by offering a one-on-one pitch coaching bootcamp for founders. Launched in 2015, the Pitch was an immediate hit, becoming the #1 most upvoted podcast on Product Hunt of all time in just one day. It was also named one of the Top 13 Entrepreneur Podcasts Inc.com and Forbes dubbed it one of the 100 Best Websites for Entrepreneurs.

#### Recommended episodes:

- Copia—Solving our Food Waste Problem
- Silvernest—Home Sharing for Baby Boomers
- Andromium Superbook—Turn Your Phone Into a Laptop

### The 5 AM Miracle

*The 5 AM Miracle* is dedicated to “dominating your day before breakfast.” Hosted by Jeff Sanders, the podcast focuses on helping people get up early, be enthusiastic about starting their days, form healthy habits around work, home and personal well-being, and set and reach big picture goals and dreams.

Episodes feature insights from Sanders as well as interviews with guests. Repeat topics include personal development, the importance of planning and owning your day, creating a healthy routine and more. The podcast has garnered numerous awards, including a #1 iTunes ranking for Self-Help and Business categories, and a #2 ranking in Inc. Magazine's Top 10 Productivity Podcasts for 2016.

#### Recommended episodes:

- The Best GTD Strategies for Optimal Productivity
- 10 Guaranteed Methods to Ruin Your Morning Routine
- The Best Daily Rituals for High Energy and Rockin' Productivity

### Entrepreneur On Fire

Ask any podcast-listening entrepreneur to name the best-known entrepreneurial podcasts and *Entrepreneur On Fire* will be at, or near, the top of that list. Hosted by John Lee Dumas, the podcast runs 7-days a week, has been running for years, and has a huge following of listeners and appreciators.

Each episode features an interview with today's top entrepreneurs, including Seth Godin, Gary Vaynerchuk, Barbara Corcoran, Tim Ferriss, Brian Tracy, and thousands more. In a nice twist, Dumas talks to these wildly successful people about their worst entrepreneurial moments and the lessons the learned from it. Then Dumas opens up the conversation to explore how people turned their failures into success. At the end of the episode, there's a Lightning Round with rapid-fire questions to “extract nuggets of wisdom” for listeners.

#### Recommended episodes:

- Michael Port on Public Speaking
- Tony Robbins on Money
- Jonathan Fields on How to Live a Good Life

### The Digital Analytics Power Hour

*The Digital Analytics Power Hour* podcast was inspired by all those great conference conversations that happen, not as scheduled parts of the event, but in the off-hours and locations, such as hotel bars. The idea is to take on business analytics in a casual setting. Co-hosted by Michael Helbling, director of Analytics at Search Discovery and Tim Wilson, partner at Web Analytics Demystified, each episode is a “closed topic and an open forum” with a goal for people to listen in on the conversation and “hopefully take away something to try at work the next day.”

#### Recommended episodes:

- Social Media Analytics with Hayes Davis
- AB Testing with Kelly Wortham from EY
- Winning with Analytics

*Current Casts are compiled monthly by Cat Johnson.*



# Avoid the Top 3 Marketing Mistakes Made by New Businesses

by Bryce Root

As you jump into starting your business, there are three primary marketing mistakes that we see each and every day as we assist local businesses with their marketing. Before you begin taking sales calls from online resources, local publications and those who assure you they are the ultimate marketing fix, please follow these three essential steps:

**1. Know Your Target Market(s)** Whether it's hidden inside the marketing plan portion of your business plan you've just created or it's ingrained in your mind, knowing who your optimal customer is and actively using that information can save you substantial amounts of time and money when you're starting your business. We can all probably say that everyone is a potential customer, but narrowing it down to the specific demographic and psychographic of customer who will be excited by your product or service and will actually spend their hard earned money with you is a process that is 100% necessary for 99% of local businesses. Knowing the intricacies of your

target audience will allow you to be highly effective with both your time and marketing budget.

**2. Formulate Your Brand** The second area that new businesses traditionally need assistance with is devising their brand. Many see this as a secondary priority, but in all honesty, it's vitally essential. In order to resonate and catch the attention of your target market(s), you need to formulate the entire look, feel and persona of your business so potential customers stop in their tracks to read and scan what you've spent so much time, money and effort on. If you aren't using the optimal terminology, visuals and placement to get a few seconds of their time, they will continue to thumb, click or walk by your business. The brand experience should also be finely integrated into every portion of the overall customer experience, from what your employees say when answering the phone to how your store is merchandised, so keep in mind that attention to detail goes a very long way when trying to garner the word of mouth you're so eager to create.

**3. Create Your Marketing Plan** Your marketing program should revolve around your overall business goals, so your first step is to figure out which marketing vehicles can assist you in reaching each of your target markets your business goals are associated with. Creating a calendar of events, national days, holidays and opportunities your business can associate with is a great first step. As part of this process, you'll need to also map out the costs associated with each strategy and tactic as well as develop a sense of time and bandwidth that is required so you can make sure you stay within your marketing budget when implementing tactics such as events, advertising and brand awareness. ■

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



## SMALL BIZ MARKETING



### Join Our Community

Private Facebook Group

Rx App **COMING SOON**

Daily Marketing Tips

Email Newsletters



### Services

Marketing Makeovers

Custom Marketing Plans

Brand Guides & Marketing Audits

Strategy Sessions & Coaching Plans

### Classes & Workshops

"Marketing Plans Made Easy"

"Strategic Partnerships Power Boost"

"The Ultimate Marketing Boot Camp"

"No Budget, No Problem Marketing"

**RootGroupMarketing.com | (831) 824-4135**





## New Business Filings

Doreen M. O'Donovan  
Makerspace Lab  
Aptos CA 95001

Jim Coffis  
Greentrade Santa Cruz  
Ben Lomond CA 95005

Amanda Aguirre  
Honey Velvet Vintage Treasure Brain  
Boulder Creek CA 95006

JCD Investment Inc.  
Grady's Market  
Capitola CA 95010

Elizabeth A. McDade  
No Trace  
Capitola CA 95010

Judy & Lloyd Stephenson  
Corralitos Denture Services  
Corralitos CA 95076

Jonathan & Tatiana Glass  
JDL Properties  
Santa Cruz CA 95060

Westhaven Properties LLC  
Pure Land Buyers  
Santa Cruz CA 95060

The Rod Beckstrom Group  
Beckstrom  
Santa Cruz CA 95062

Flotsam of California Inc.  
Noland's  
Santa Cruz CA 95060

Kerry Gillette  
Graham Hill Design  
Santa Cruz CA 95060

Virginia M. Westra  
VW Art Studio  
Santa Cruz CA 95060

Diane Robinson  
Unique Treasures  
Santa Cruz CA 95060

Julie A Roller  
Active Towel; Plateau Design  
Bluestone Imports  
Santa Cruz CA 95060

Darren L. Simpson  
Discern Consulting  
Santa Cruz CA 95060

Kurosh, LLC  
J.G. Retail Joy Gateway  
Santa Cruz CA 95062

Charles G. Carranza  
Sunboss Energy and Plumbing  
Santa Cruz CA 95063

Xiujuan Ma  
Scotts Valley Massage  
Scotts Valley CA 95066

Hudson Brothers Inc.  
Hudson Construction  
Scotts Valley CA 95066

Erika Walton  
Erika Walton: Destiny By Design  
Soquel CA 95073

Andre Hurst  
Olympic Property Service  
Watsonville CA 95076

Jorge S. Bizarro Maria R. Solis  
Solis Gardening Services  
Watsonville CA 95076


Kimberly A Russo  
Jabberwock  
Watsonville CA 95076

■

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**See Public Notices  
beginning on page 10**



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## Businesses for Sale

### UPSCALE SPA & BOUTIQUE SANTA CRUZ COUNTY

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

**Offered for \$75,000.**

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

### PRESTIGES LEATHER GOODS COMPANY MONTEREY BAY AREA

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

**Offered for \$245,000.**

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

### 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

### BEAUTIFUL COFFEE HOUSE AND WINE BAR

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

Price: \$225,000+ Inv

Adjusted Net: \$70,000 Revenue: \$407,000

Zizzo's Coffee House And Wine Bar for sale in Capitola. Provides gourmet coffee and pastries in the morning, wine and tapas in the evening. Over \$100,000 invested in remodel makes this one of the favorite go-to spots in the area. Attention to detail shines through in every aspect. Live music. Office Non-Disclosure Agreement and Buyers Profile required from buyers.

PLEASE CALL OR EMAIL

REX WALTERS, BROKER.

COAST BUSINESS BROKERAGE.

831-685-8866. scbbusinessbroker@gmail.com

BRE # 01841628

### WINE TOURS SHUTTLES WEDDINGS

#### TRANSPORTATION

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

Price: \$760,000

Adjusted Net: \$295,000 Revenue: \$825,000

Santa Cruz area business does quite well, and has grown steadily over the past five years. Business can be home-based, if desired, or buyer can work from an already established office. Price includes the company's 11 Ford, Chevy, Toyota vans, and two Teslas. Office Non-Disclosure Agreement and Buyers Profile required from buyers.

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### BREWERY AND PUB

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

Price: \$2,500,000

Adjusted Net: Call Revenue: \$720,000

Excellent, established, and fully expansion-ready brewery in Santa Cruz area. Suitable for purchase or acquisition. Current master brewer willing to stay involved for up to a year, by mutual arrangement. This can be a good target acquisition for a larger company wishing to gain a foothold. Office Non-Disclosure Agreement and Buyers Profile required from buyers.

PLEASE CALL OR EMAIL

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831-685-8866.

scbbusinessbroker@gmail.com

BRE # 01841628

### RESTAURANT AND BAR WITH CATERING SERVICE

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

Adjusted Net: \$202,331 Revenue: \$1,408,827

PRICE REDUCED! Restaurant, bar and catering business for sale. Private wine cellar for small groups. Separate full bar area and live entertainment lounge. Full service kitchen equipped with two southbend stacked brick pizza ovens. Spacious walk in cooler. \$395k plus estimated inventory \$15k. Office Non-Disclosure Agreement and Buy-

ers Profile required from buyers.

**PLEASE CALL OR EMAIL**

SYLVIA REYES. COAST BUSINESS BROKERAGE.

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

sylvia.coastbrokers@gmail.com.

BRE # 01750151

### JEWELRY AND GIFT STORE DOWNTOWN AREA

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

Adjusted Net: \$50,000 Revenue: \$117,000

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

### CAPITOLA TOYS AND HOBBY STORE

Area: Santa Cruz County: Santa Cruz

City: None Given

Price: \$44,000,00 +

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

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

**PLEASE CALL OR EMAIL SYLVIA REYES.**

COAST BUSINESS BROKERAGE.

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

sylvia.coastbrokers@gmail.com.

BRE # 01750151

### 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

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required from buyers.  
Contact: SYLVIA REYES  
At 831-831-5662733 , 831-685-8866 or  
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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scbusinessbroker@gmail.com  
BRE # 01841628

#### **FULL SERVICE BODY AND SKIN SPA**

**Area:** Santa Cruz County **County:** Santa Cruz **City:** Santa Cruz  
**Price:** \$75,000+  
**Adjusted Net:** Call **Revenue:** \$415,511  
Santa Cruz Full Service Body and Skin Spa \$75000 + Inventory est. \$43K. Seller motivated! Hair, Nails, Skin, Massage! This is a great opportunity to own a popular full service spa in beautiful Santa Cruz, CA! Huge local community support. Office Non-Disclosure Agreement and Buyers Profile required from buyers.  
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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 successful South Bay Area HOA management company. Current office is in the Los Gatos / Saratoga area, but could easily be moved or even home-based. You will handle many or most of the day-to-day responsibilities for the individual Home Owner Association. . Office Non-Disclosure Agreement and Buyers Profile required from buyers. **PLEASE CALL OR EMAIL**  
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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**  
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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.  
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831-685-8866. scbusinessbroker@gmail.com  
BRE # 01841628

#### **SPA AND HAIR SALON -**

##### **LOYAL CLIENTELE - ESTABLISHED**

**Area:** Santa Cruz County **County:** Santa Cruz **City:** Santa Cruz  
**Price:** \$65,000  
**Adjusted Net:** \$42,356  
**Revenue:** \$163,311  
Santa Cruz County Salon and Spa for sale! This is a great opportunity to dive in and take over this successful business! Well established over 10 years+, loyal clientele. Seller is motivated to sell and looking forward to retirement. . Office Non-Disclosure Agreement and Buyers Profile required from buyers. Contact: SYLVIA REYES at 831-831-5662733 831-685-8866  
sylvia.coastbrokers@gmail.com  
BRE# 01750151

#### **SPORTING GOODS STORE**

**Area:** San Francisco Bay Area **County:** Marin **City:** San Rafael  
**Price:** \$220,000+  
**Adjusted Net:** \$120,000  
**Revenue:** \$438,000  
Sporting Goods Store for sale. Well established for over 30 years. This new, used, and rental sporting goods store prides itself in premiere customer service, follow through, and integrity. The shop also includes ski, board, and bike rentals, SUP lessons, and of

course service and repairs on all. Office Non-Disclosure Agreement and Buyers Profile required from buyers.  
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BRE # 01841628

#### **HOME OWNER ASSOCIATION**

##### **MANAGEMENT COMPANY**

**Area:** South SF Bay Area **County:** Santa Clara **City:** None Given  
**Price:** \$335,000  
**Adjusted Net:** Call  
**Revenue:** \$350,000  
Book of business available from a proven and successful South Bay Area HOA management company. Current office is in the Los Gatos / Saratoga area, but could easily be moved or even home-based. You will handle many or most of the day-to-day responsibilities for the individual Home Owner Association. . Office Non-Disclosure Agreement and Buyers Profile required from buyers. **PLEASE CALL OR EMAIL REX WALTERS, BROKER.**  
COAST BUSINESS BROKERAGE.  
831-685-8866.  
scbusinessbroker@gmail.com  
BRE # 01841628

#### **CLEANING SERVICE**

**Area:** Central Coast Santa Cruz County **County:** Monterey **City:** None Given  
**Price:** \$247,700 +Inv  
**Adjusted Net:** \$125,508 **Revenue:** \$266,965  
Well established for 36 years, highly respected, growing and extremely profitable Monterey Bay Area / Central Coast / Santa Cruz County based business. Office Non-Disclosure Agreement and Buyers Profile required from buyers. **PLEASE CALL OR EMAIL KEN JOHNSON.** COAST BUSINESS BROKERAGE. 408-799-2117 OR 831-685-8866. scbusinessbroker@gmail.com.  
BRE # 01905767

#### **REFRIGERATION COMPANY**

**Area:** Central Coast **County:** None Given **City:** None Given  
**Price:** \$425,000 + Inventory  
**Adjusted Net:** \$231,933  
**Revenue:** \$1,000,000  
Profitable Central Coast Refrigeration Company for Sale. 52 year-old refrigeration company located in the central coast area of California specializes in total refrigeration management, which includes: sales, installation, and service of commercial, industrial, transportation-related refrigeration. Office Non-Disclosure Agreement and Buyers Profile required from buyers.  
**PLEASE CALL OR EMAIL KEN JOHNSON.**  
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## Real Estate Sales

Property Address APN# Purchase Price  
Document# Date Recorded

### Santa Cruz County

260 Pebble Beach Dr. Aptos CA 95003 053-122-11 \$1,110,000 2016-43422 11/4

2977 Mar Vista Dr. #200 Aptos CA 95003 039-581-06 \$545,000 2016-43508 11/4

7840 Tantias Ct. Aptos CA 95003 039-481-13 \$815,000 2016-43573 11/4

137 Stephen Rd. Aptos CA 95003 042-161-16 \$680,000 2016-43685 11/7

98 Cherry Blossom Lane Aptos CA 95003 041-702-01 \$320,000 2016-43729 11/8

805 Fanning Grade Ben Lomond CA 95005 078-121-11 \$519,000 2016-44019 11/8

124 Culligan Ct. Boulder Creek CA 95006 086-601-13 \$400,000 2016-43241 11/3

250 E. Lomond St. Boulder Creek CA 95006 081-133-03 \$1,040,000 2016-43336 11/3

17197 Courgar Rock Rd. Boulder Creek CA 95006 089-051-24 \$515,000 2016-43440 11/4

580 Burnside Bend Boulder Creek CA 95006 083-192-05 \$611,000 2016-43537 11/4

101 High St. Boulder Creek CA 95006 079-191-41 \$93,500 2016-43703 11/7

15670 Forest Hill Boulder Creek CA 95006 089-271-14 \$570,000 2016-43788 11/8

262 Blue Ridge Dr. Boulder Creek CA 95006 084-041-30 \$376,500 2016-43811 11/8

360 Wildberry Dr. Boulder Creek CA 95006 086-111-41 \$1,200,000 2016-43841 11/8

100 Hare Way Boulder Creek CA 95006 086-332-11 \$769,000 2016-44015 11/8

239 Dorrance Rd. Boulder Creek CA 95006 089-111-34 \$940,000 2016-44256 11/9

212 El Camino Medio Capitola CA 95010 036-113-14 \$2,250,000 2016-43448 11/4

1842 48th Ave. Capitola CA 95010 034-023-32 \$701,000 2016-43785 11/8

1500 Wharf Rd. #22 Capitola CA 95010 035-193-05 \$2,900,000 2016-44190 11/9

11151 Lake Bl. Felton CA 95018 075-243-30 \$345,000 2016-44012 11/8

150 Valley View Ave. Felton CA 95018 074-152-13 \$518,500 2016-44180 11/9

115 Oceanview Dr. La Selva Beach CA 95076 046-381-24 \$699,000 2016-44224 11/9

23516 Sky View Terrace Los Gatos CA 95033 096-332-04 \$1,425,000 2016-43356 11/3

806 N. Branciforte Ave. Santa Cruz CA 95062 010-041-18 \$740,000 2016-43217 11/3

755 14th Ave. #608 Santa Cruz CA 95062 027-401-47 \$456,000 2016-43276 11/3

413 Laurel St. Santa Cruz CA 95060 007-012-04 \$605,000 2016-43445 11/4

1615 King St. Santa Cruz CA 95060 002-221-25 \$1,210,000 2016-43556 11/4

991 Bostwick Lane Santa Cruz CA 95062 026-042-19 \$751,000 2016-43564 11/4

121 Cleveland Ave. Santa Cruz CA 95060 006-213-15 \$905,000 2016-43714 11/7

3131 Dover Dr. Santa Cruz CA 95062 025-112-31 \$830,000 2016-43783 11/8

230 Grant St. Santa Cruz CA 95060 008-261-13 \$610,000 2016-43791 11/8

152 Frederick St. Santa Cruz CA 95062 010-253-01 \$1,160,000 2016-43812 11/8

101 Stoneycreek Rd. Santa Cruz CA 95060 008-441-01 \$920,000 2016-43948 11/8

118 Sacramento Ave. Santa Cruz CA 95060 003-272-30 \$1,035,000 2016-44008 11/8

110 Penguin Ct. Santa Cruz CA 95060 002-651-07 \$1,199,000 2016-44039 11/8

501 Cedar St. Santa Cruz CA 95060 005-148-05 \$1,200,000 2016-44186 11/9

121 Carbonera Ct. Santa Cruz CA 95060 008-341-32 \$900,000 2016-44205 11/9

125 Blaine St. #M Santa Cruz CA 95060 008-651-07 \$441,000 2016-44235 11/9

41 Grandview St. #1505 Santa Cruz CA 95060 002-711-55 \$525,000 2016-44249 11/9

211 Glover St. Santa Cruz CA 95060 002-223-02 \$828,000 2016-44264 11/9

6019 Scotts Valley Dr. Scotts Valley CA 95066 023-281-16 \$626,000 2016-43329 11/3

350 Tabor Dr. Scotts Valley CA 95066 023-082-06 \$550,000 2016-43661 11/7

5440 Entrance Dr. Soquel CA 95073 037-094-26 \$765,000 2016-43814 11/8

28 Holohan Rd. Watsonville CA 95076 051-122-30 \$652,500 2016-43206 11/3

934 Lake Village Dr. Watsonville CA 95076 017-338-09 \$570,000 2016-43210 11/3

902 Lincoln St. Watsonville CA 95076 018-023-27 \$285,000 2016-43244 11/3

715 Heather Ct. Watsonville CA 95076 017-441-02 \$375,000 2016-43270 11/3

233 Green Meadow Dr. #B Watsonville CA 95076 018-411-37 \$340,000 2016-43374 11/3

763 Delta Way Watsonville CA 95076 017-461-09 \$388,000 2016-43431 11/4

733 Cipres St. Watsonville CA 95076 017-744-31 \$564,000 2016-43558 11/4

Vegie Farm Watsonville CA 95076 052-551-03 \$3,870,000 2016-43579 11/7

8 Shady Oaks Dr. Watsonville CA 95076 015-312-01 \$267,000 2016-43580 11/7

21 Pelican Point Watsonville CA 95076 052-342-01 \$944,000 2016-43702 11/7

101 Shell Dr. #160 Watsonville CA 95076 052-472-02 \$840,000 2016-43914 11/8

48 Faith Dr. Watsonville CA 95076 016-265-09 \$408,000 2016-43932 11/8

101 Shell Dr. #187 Watsonville CA 95076 052-462-07 \$347,000 2016-44018 11/8

145 2nd Street Watsonville CA 95076 017-172-01 \$430,000 2016-44117 11/9

76 Nunes Rd. Watsonville CA 95076 108-351-03 \$1,300,000 2016-44121 11/9

89 School Way Watsonville CA 95076 109-101-19 \$739,000 2016-44126 11/9

continued on following page



## Monterey County

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3361 Taylor Rd. Carmel CA 93923 009-302-004 1,188,000 2016-66962 11/3

2775 Ribera Rd. Carmel CA 93923 243-031-018 400,000 2016-67629 11/7

4076 Crest Rd. Carmel CA 93923 008-091-024 840,000 2016-67833 11/7

7019 Valley Greens Cir. Carmel CA 93923 157-071-016 1,120,000 2016-67924 11/8

NE Crnr San Carlos & 8th Ave. #8 Carmel CA 93923 010-351-008 901,000 2016-68394 11/9

10743 Axtell St. Castroville CA 95012 030-042-010 250,000 2016-67095 11/3

995 Paloma Rd. Del Rey Oaks CA 93940 012-543-013 649,000 2016-67075 11/3

8 Osio Way Del Rey Oaks CA 93940 012-481-002 521,500 2016-67918 11/8

331 El Camino Real Greenfield CA 93927 024-022-005 178,000 2016-66963 11/3

128 11th Street Greenfield CA 93927 024-115-019 290,000 2016-67499 11/4

1196 Oak Avenue Greenfield CA 93927 024-122-028 700,000 2016-68170 11/9

416 Cardona Cir. Greenfield CA 93927 024-411-015 275,000 2016-68174 11/9

226 San Antonio Dr. Greenfield CA 93927 109-511-011 220,000 2016-68197 11/9

36780 Ashley Ave. Greenfield CA 93927 419-481-016 650,000 2016-68375 11/9

38391 Milpitas Rd. Jolon CA 93928 421-071-011 245,000 2016-67489 11/4

519 N. Mildred Ave. King City CA 93930 026-085-002 265,000 2016-67241 11/3

514 Lewis St. King City CA 93930 026-617-002 350,000 2016-68413 11/9

2713 Bungalow Dr. Marina CA 93933 031-254-021 679,000 2016-67063 11/3

422 Virgin Ave. Monterey CA 93940 013-062-014 560,000 2016-67231 11/3

65 Logan Lane Monterey CA 93940 001-502-012 105,000 2016-67496 11/4

1600 Via Isola Monterey CA 93940 013-291-001 789,500 2016-67602 11/4

228 San Bernabe Dr. Monterey CA 93940 001-463-014 775,000 2016-67702 11/7

70 Forest Ridge Rd. #16 Monterey CA 93940 014-151-016 430,000 2016-67748 11/7

676 Lobos St. Monterey CA 93940 001-203-012 455,000 2016-67779 11/7

662 Devisadero St. Monterey CA 93940 001-213-016 775,000 2016-67859 11/7

516 Dolan Road Moss Landing CA 95039 131-054-004 860,000 2016-67932 11/8

108 9th Street Pacific Grove CA 93950 006-151-003 950,000 2016-67529 11/4

916 19th Street Pacific Grove CA 93950 006-663-009 790,000 2016-67771 11/7

803 Gate St. Pacific Grove CA 93950 006-693-007 739,000 2016-67829 11/7

18960 Souza Way Salinas CA 93906 253-252-018 306,636 2016-67002 11/3

1546 Spoleto St. Salinas CA 93905 153-704-032 450,000 2016-67025 11/3

372 Rainier Dr. Salinas CA 93906 261-252-003 385,000 2016-67187 11/3

9434 Hawk Dr. Salinas CA 93907 125-053-002 590,000 2016-67234 11/3

1956 Bradbury St. Salinas CA 93906 153-262-060 400,000 2016-67279 11/4

639 Loma Vista Dr. Salinas CA 93901 016-073-010 470,000 2016-67374 11/4

316 Primavera Way Salinas CA 93901 207-181-004 435,909 2016-67385 11/4

19541 Mallory Canyon Rd. Salinas CA 93907 125-273-023 510,000 2016-67503 11/4

508 Wilson St. Salinas CA 93901 002-091-017 380,000 2016-67566 11/4

6610 Leon Dr. Salinas CA 93907 125-472-004 488,000 2016-67606 11/4

13493 Jackson Cir. Salinas CA 93906 253-193-021 405,000 2016-67622 11/7

232 Oak Street Salinas CA 93901 002-521-027 467,500 2016-67711 11/7

23799 Monterey Salinas Hwy #16 Salinas CA 93908 161-542-016 150,000 2016-67746 11/7

1434 Garner Ave. Salinas CA 93905 004-282-006 249,000 2016-67787 11/7

19044 Fieldstone Ct. Salinas CA 93908 139-391-012 825,000 2016-67843 11/7

561 Powell St. Salinas CA 93907 261-816-002 358,000 2016-67862 11/7

314 N. Sanborn Rd. Salinas CA 93905 004-133-002 375,000 2016-67907 11/8

304 San Miguel Ave. Salinas CA 93901 002-681-021 567,000 2016-67929 11/8

22317 Capote Dr. Salinas CA 93908 161-351-003 718,000 2016-68109 11/8

1212 Huntington St. Salinas CA 93905 003-323-003 440,000 2016-68168 11/9

15100 Charter Oak Bl. Salinas CA 93907 133-303-003 563,000 2016-68195 11/9

1262 Summit Dr. Salinas CA 93905 004-642-004 366,000 2016-68346 11/9

2434 N. Main St. #D Salinas CA 93906 253-304-028 197,000 2016-68383 11/9

918 Junipero Way Salinas CA 93901 002-893-022 510,000 2016-68410 11/9

1007 Waring St. Seaside CA 93955 012-431-043 507,000 2016-67006 11/3

1659 Yosemite St. Seaside CA 93955 012-651-012 500,000 2016-67192 11/3

1235 Palm Ave. Seaside CA 93955 012-193-022 399,000 2016-67527 11/4

242 5th Street Soledad CA 93960 022-061-016 236,000 2016-67105 11/3

645 Ventura Dr. Soledad CA 93960 022-515-027 383,500 2016-67518 11/4

## San Benito County

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321 San Felipe Rd. #4 Hollister CA 95023 051-210-004 170,000 2016-12239 11/3

2140 Raleigh Cir. Hollister CA 95023 060-180-050 629,091 2016-12240 11/3

1640 Monte Vista Dr. Hollister CA 95023 057-324-012 435,000 2016-12250 11/3

1941 Ponderosa Ct. Hollister CA 95023 060-200-013 530,000 2016-12254 11/3

1200 Trask Dr. Hollister CA 95023 020-060-011 570,500 2016-12263 11/3

970 Peach Ct. Hollister CA 95023 054-360-013 455,000 2016-12267 11/3

2170 Cypress St. Hollister CA 95023 060-230-056 550,000 2016-12269 11/3

50 Doris Cir. Hollister CA 95023 020-750-029 567,500 2016-12278 11/4

1210 Sonnys Way Hollister CA 95023 020-800-003 608,000 2016-12283 11/4

2009 Bridlewood St. Hollister CA 95023 057-700-054 695,000 2016-12285 11/4



1290 Forest Creek Dr. Hollister CA 95023 060-160-027 510,000 2016-12316 11/4

280 El Toro Ct. Hollister CA 95023 054-590-019 577,500 2016-12319 11/4

259 San Juan Dr. Hollister CA 95023 051-050-014 345,000 2016-12321 11/4

21 Brandy Ct. Hollister CA 95023 052-240-009 425,000 2016-12323 11/4

801 Line St. Hollister CA 95023 055-040-005 416,500 2016-12429 11/7

170 Donna's Lane Hollister CA 95023 020-590-013 415,000 2016-12439 11/9

701 Del Mar Dr. Hollister CA 95023 056-400-020 470,000 2016-12446 11/9

1205 Hamilton Dr. Hollister CA 95023 020-060-011 571,500 2016-12449 11/9

130 Maranatha Dr. Hollister CA 95023 025-320-016 890,000 2016-12508 11/9 ■



## Tri-County Distressed Real Estate Recorded 11-3 thru 11-9 Trustee Sales

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

## Santa Cruz County

2016-43300 614 McKenzie Ave. Watsonville 95076 017-431-11 \$25,550 8-Dec 701 Ocean St. Santa Cruz 1:45 PM

## Monterey County

2016-67627 44103 Via Canada King City 93930 420-311-005 \$525,469 23-Nov 168 W. Alisal St. Salinas 10:00 AM

2016-66959 16 Carmel Ave. Salinas 93901 002-461-026 \$505,183 30-Nov 168 W. Alisal St. Salinas 10:00 AM

2016-66966 22 Porter Way Watsonville 95076 117-332-006 \$291,976 30-Nov 168 W. Alisal St. Salinas 10:00 AM

2016-68355 408 Rainier Dr. Salinas 93906 261-244-008 \$730,112 5-Dec 168 W. Alisal St. Salinas 10:00 AM

2016-68094 427 Tudor Way Salinas 93906 211-405-025 \$899,338 7-Dec 168 W. Alisal St. Salinas 10:00 AM

2016-68051 13506 Paseo Terrano Salinas 93908 161-381-003 \$1,341,522 13-Dec 168 W. Alisal St. Salinas 9:00 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

2016-43288 610 Northridge Dr. Scotts Valley 093-393-05 Duke Partners\* CA-16-733384-JB \$572,454 \$640,000

## Monterey County

2016-67307 45090 Elsa Cir. King City 221-143-011 Breckenridge Property Fund 2016\* CA05000572-16-1 \$186,049 \$186,049

2016-67101 1141 Forest Ave. Pacific Grove 006-713-025 Duke Partners LLC\* D2015-0670 \$71,312 \$200,000

2016-67015 2147 San Miguel Canyon Rd. Salinas 127-361-015 Duke Partners LLC\* CA-14-614912-JP \$408,908 \$275,500

2016-67236 14 Fresa Place Salinas 004-358-021 Zalez 9004 LLC\* CA-15-686558-JP \$103,991 \$315,100

2016-67308 665 Melrose Dr. Salinas 002-083-007 Duke Partners LLC\* 00000006015119 \$212,181 \$351,800

2016-67572 321 Tynan Way Salinas 211-257-009 U.S. Bank 032225-CA \$669,668 \$509,000

## San Benito County

No New Filings this week.

### Stats Compared To Last Month

Median home prices improved by 1.4% to \$781,000 from \$770,000.

The average home sales price rose by 3.5% to \$897,854 from \$867,649.

Home sales down by 18.7% to 126 from 155.

Active listings dropped 7% to 412 from 443.

Sales price vs. list price ratio dropped by 0.9% to 99.0% from 99.9%.

The average days on market increased by 50.6% to 56 from 37

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. 16-1744

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

## 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. CURB-SIDE 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

## FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1730

The following person(s) is/are doing business as: **Y2K INTERNATIONAL LIVE LOOPING FESTIVAL**, 1030 River St. #209, Santa Cruz CA 95060.

Maha Jumaie Taitano, address same as business.

This business is conducted by an Individual.

/s/Maha J. Taitano

The registrant commenced to transact business under the fictitious business name listed above on 9/5/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 9/29/16.

10/25, 11/1, 11/8, 11/15

## NOTICE OF PETITION TO ADMINISTER ESTATE OF JULIA ZEISLER ZOOK, Decedent

Case Number: 16PR00448

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 **SUSAN ZEISLER** 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  
11/1, 11/8, 11/15

#### 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: **INTERGRATIVE 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 Seascaple 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

continued on following page



**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.

/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

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1745

The following person(s) is/are doing business as: **NEL'S ORGANIC**, 1010 Fair Ave. Ste. F, Santa Cruz CA 95060.

Elinor T. Newman, address same as business.

This business is conducted by an Individual.

/s/Elinor T. Newman

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 10/3/16.

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

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1773

The following person(s) is/are doing business as: **AGREAT-BEACHHOUSEINSANTACRUZ.COM**, 126 26th Ave.

Santa Cruz CA 95062.

Abante Realty, LLC, 11 Moraga Ave. Ste. 1, Orinda CA 94563.

This business is conducted by a Limited Liability Company

/s/Jean C. Gelbart, Owner/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 10/7/16.

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

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

File No. 16-1813

The following person(s) is/are doing business as: **THE SALLY BOOKMAN TEAM**, 1414 Soquel Ave. #100, Santa Cruz CA 95062.

Sally D. Bookman, 3440 Crestline Way, Soquel CA 95073.

This business is conducted by an Individual.

/s/Sally Bookman

The registrant commenced to transact business under the fictitious business name listed above on 1/1/11. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/14/16.

11/8, 11/15, 11/22, 11/29

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1814

The following person(s) is/are doing business as: **ALSCO**, 3391 Lanatt St., Sacramento CA 95819.

Steiner Corporation, 505 East South Temple, Salt Lake City UT 84102.

This business is conducted by a Corporation.

/s/Lisa Lindberg, Asst. Secretary

The registrant commenced to transact business under the fictitious business name listed above on 10/19/01. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/14/16.

11/8, 11/15, 11/22, 11/29

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1827

The following person(s) is/are doing business as: **CALICRUZ AUCTIONS (CCA)**, 4416 Starboard Ct. Soquel CA 95073.

Decheng Huang, address same as business.

This business is conducted by an Individual.

/s/Decheng Huang

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.

11/8, 11/15, 11/22, 11/29

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1842

The following person(s) is/are doing business as: **WORKWELL MEDICAL GROUP**, 846 Freedom Blvd. Watsonville CA 95076.

Sheilaja Mittal M.D., Prof. Corp., 10630 Hidden Mesa Place, Monterey CA 93940.

This business is conducted by a Corporation.

/s/Sheilaja Mittal, M.D.

The registrant commenced to transact business under the fictitious business name listed above on 11/17/15. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/20/16.

11/8, 11/15, 11/22, 11/29

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1857

The following person(s) is/are doing business as: **WITH AWARENESS**, 2251 Kinsley St., Santa Cruz CA 95062.

Laura Ferguson, address same as business.

This business is conducted by an Individual.

/s/Laura Ferguson

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.

11/8, 11/15, 11/22, 11/29

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1867

The following person(s) is/are doing business as: **QUALITY WEB TECHIE**, 4300 Soquel Dr. #46, Soquel CA 95073.

Nathaniel Saucier, address same as business.

This business is conducted by an Individual.

/s/Nathaniel Saucier

The registrant commenced to transact business under the fictitious business name listed above on 10/24/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/25/16.

11/8, 11/15, 11/22, 11/29

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1880

The following person(s) is/are doing business as: **OGILVY CREATIONS AND DESIGNS**, 142 Spring Creek Rd., Boulder Creek CA 95006.

Tanya Ogilvy Humphreys, address same as business.

This business is conducted by an Individual.

/s/Tanya Ogilvy Humphreys

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.

11/8, 11/15, 11/22, 11/29



**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1883

The following person(s) is/are doing business as: **MARRIAGE & FAMILY COUNSELOR**, 740 Front St. Suite 310, Santa Cruz CA 95060.

Pamela Shipley, 250 Elk St., Santa Cruz CA 95065.

This business is conducted by an Individual.

/s/Pamela Shipley

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.

11/8, 11/15, 11/22, 11/29

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1890

The following person(s) is/are doing business as: **SCOTTS VALLEY MASSAGE**, 16A Victor Square Suite A, Scotts Valley CA 95066.

Xiujuan Ma, 317 Ocean St. #5, Santa Cruz CA 95060.

This business is conducted by an Individual.

/s/Xiujuan Ma

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 11/1/16.

11/8, 11/15, 11/22, 11/29

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1895

The following person(s) is/are doing business as: **1. BEYOND THE REEF 2. NOLAND'S 3. PORTS OF CALL 4. SHORELINE SURF SHOP 5. SURF CITY 6. SURF CITY SANTA CRUZ 7. SURF CITY SURF SHOP**, BLDG. #41 Municipal Wharf, Santa Cruz CA 95060.

Flotsam of California Inc., 415 Spring St. Santa Cruz CA 95060.

This business is conducted by a Corporation.

/s/Bruce Noland, Vice 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 11/2/16.

11/8, 11/15, 11/22, 11/29

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1820

The following person(s) is/are doing business as: **BEN LOMOND SOAP COMPANY**, 7890 Harvard Dr., Ben Lomond CA 95005.

Matthew Morras, address same as business.

This business is conducted by an Individual.

/s/Matthew R. Morras

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 10/17/16.

11/15, 11/22, 11/29, 12/6

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1833

The following person(s) is/are doing business as: **SUBTEMPO**, 560 Sage Lane, Soquel CA 95073.

Rocco Tyndale, address same as business.

This business is conducted by an Individual.

/s/Rocco Tyndale

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 10/19/16.

11/15, 11/22, 11/29, 12/6

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1847

The following person(s) is/are doing business as: **SILICON VALLEY WINE AUCTION**, 335 Spreckels Dr., Aptos CA 95003.

Santa Cruz Mountains Winegrowers Education Foundation, address same as business.

This business is conducted by a Corporation.

/s/Kristi M. Bowers, Secretary

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 10/21/16.

11/15, 11/22, 11/29, 12/6

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1848

The following person(s) is/are doing business as: **1. XIN-DOM CG 2. XINPHONY HDDS**, 1124 Laurel St., Santa Cruz CA 95060.

Yan James Song, address same as business.

This business is conducted by an Individual.

/s/Yan James Song

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 10/21/16.

11/15, 11/22, 11/29, 12/6

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1874

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

Benjamin Housh, address same as business.

This business is conducted by an Individual.

/s/Benjamin Housh

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 10/26/16.

11/15, 11/22, 11/29, 12/6

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1875

The following person(s) is/are doing business as: **STUDIO 52 DESIGN**, 515 Centennial St. Santa Cruz CA 95060.

Petra Phillip Wallner Bryan, address same as business.

This business is conducted by an Individual.

/s/Petra P. Wallner Bryan

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

11/15, 11/22, 11/29, 12/6

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1877

The following person(s) is/are doing business as: **SANTA CRUZ LANDMARK CONSTRUCTION**, 376 Sand Hill Rd., Scotts Valley CA 95066.

Molly and Sean Tragni, address same as business.

This business is conducted by a General Partnership.

/s/Molly Tragni

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 10/27/16.

11/15, 11/22, 11/29, 12/6

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1899

The following person(s) is/are doing business as: **ERIKA WALTON: DESTINY BY DESIGN**, 151 Outlook Ridge Rd. Soquel CA 95073.

Erika Walton, address same as business.

This business is conducted by an Individual.

/s/Erika Walton

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 11/3/16.

11/15, 11/22, 11/29, 12/6

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1918

The following person(s) is/are doing business as: **STRAW HAT PIZZA**, 2026 Freedom Blvd., Freedom CA 95019.

Dolphin Bae Inc., 409 12th Ave. Santa Cruz CA 95062.

This business is conducted by a Corporation.

/s/Camille Mayo, 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 11/9/16.

11/15, 11/22, 11/29, 12/6

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1923

The following person(s) is/are doing business as: **SHANE SARSFIELD BARRY**, 1806 48th Ave. Capitola CA 95010.

Shane S. Barry, address same as business.

This business is conducted by a Business Trust.

/s/Shane S. Barry

The registrant commenced to transact business under the fictitious business name listed above on 11/10/16. This

[continued on following page](#)



statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/10/16.  
11/15, 11/22, 11/29, 12/6

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1926

The following person(s) is/are doing business as: **COOK MASONRY**, 477 Sandalwood Dr., Aptos CA 95003.  
Kurt A. Cook, address same as business; and Spencer L. Cook, 340 7th Ave. Apt. A, Santa Cruz CA 95062.  
This business is conducted by a General Partnership.  
/s/Spencer 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 11/10/16.  
11/15, 11/22, 11/29, 12/6

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1930

The following person(s) is/are doing business as: **1. PINNACLE HEALTHCARE 2. PINNACLE URGENT CARE**, 99 Airport Blvd., Freedom CA 95019.  
Pinnacle Healthcare Medical Group-Watsonville, Inc., 4 Rossi Circle, Suite #101, Salinas CA 93907.  
This business is conducted by a Corporation.  
/s/Ernesto Alvero, 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 11/10/16.  
11/15, 11/22, 11/29, 12/6

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1936

The following person(s) is/are doing business as: **CRUZ CAR WASH**, 2731 41st Ave., Soquel CA 95073.  
Kar Auto Spa, Inc., 516 Water St. Santa Cruz CA 95060.  
This business is conducted by a Corporation.  
/s/Ashish Patel, Treasurer

The registrant commenced to transact business under the fictitious business name listed above on 11/14/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/14/16.  
11/15, 11/22, 11/29, 12/6

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1940

The following person(s) is/are doing business as: **1. ENHANCE 2. ENHANCE FOOD 3. THE SEASONING SECRET**, 612 Acorn Ct. Scotts Valley CA 95066.  
Enhance LLC, address same as business.  
This business is conducted by a Limited Liability Company.  
/s/Byron Gravelle, CFO

The registrant commenced to transact business under the fictitious business name listed above on 3/1/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/15/16.  
11/15, 11/22, 11/29, 12/6

**FICTITIOUS BUSINESS NAME  
STATEMENT**

File No. 16-1957

The following person(s) is/are doing business as: **1. INN AT THE WHARF 2. WHARF INN**, 130 West Cliff Dr. Santa Cruz CA 95060.  
Bipinchandra Patel, 3711 Tiffani Ct. Santa Cruz CA 95065.

This business is conducted by an Individual.  
/s/Bipinchandra Patel

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 11/15/16.  
11/15, 11/22, 11/29, 12/6

**FICTITIOUS BUSINESS NAME  
STATEMENT OF ABANDONMENT**

Original File No. 2016-0001200

The following person has Abandoned the use of the Fictitious Business Name(s): **CRUZ CAR WASH**, 2731 41st Ave., Soquel CA 95073.  
The Auto Spa, Inc, 2731 41st Ave., Soquel CA 95073.  
This business was conducted by a Corporation.  
/s/Jeremy Lezin

The registrant commenced to transact business under the fictitious business name listed above on 6/29/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/14/16  
11/15, 11/22, 11/29, 12/6

**Copyright Notice:** This constitutes actual and constructive notice of the copyright protections for the trade-name/trademark, Shane Sarsfield Barry©, an original expression created on or about January 19, 1971, with all rights reserved, held by Barry, Shane Sarsfield, for the Shane Sarsfield Barry Trust, hereinafter Trust, domiciling Capitola, California. Said common-law trade-name/trademark may not be used, printed, duplicated, reproduced, distributed, transmitted, displayed, neither in whole nor in part, nor in any manner whatsoever, without the prior, express, written consent and acknowledgement of the Trust, hereinafter "Secured Party." With the intent of being contractually bound, any juristic person, as well as the agent of said juristic person, assents, consents, and agrees that neither said juristic person, nor the agent of said juristic person, shall display, nor otherwise use in any manner, the common-law trade-name/trademark, nor the common-law copyright described herein, nor any derivative, variation, and/or spelling and printing of Shane Sarsfield

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11/8, 11/15, 11/22, 11/29

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

SUPERIOR COURT OF CALIFORNIA, COUNTY OF SANTA CRUZ PETITION OF **ADRIAN GALVAN MENDOZA** for CHANGE OF NAME  
16CV02154

TO ALL INTERESTED PERSONS:

1. Petitioner: **ADRIAN GALVAN MENDOZA** filed a petition with this court for a decree changing names as follows:

PRESENT NAME(s):

**ADRIAN GALVAN MENDOZA**

PROPOSED NAME(s):

**ADRIAN GALVAN**

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**

**DECEMBER 16, 2016, 8:30am, Dept. 5**

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



CA 95060.

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

JUDGE OF THE SUPERIOR COURT

DENINE J. GUY

November 1, 2016

Adrian Galvan Mendoza

909 Laurel St. Apt. #2

Santa Cruz CA 95060

(831) 431-7039

11/15, 11/22, 11/29, 12/6

#### NOTICE OF PETITION TO ADMINISTER ESTATE OF

**MARY PAULINE CARGILE, Decedent**

Case Number: 16PR00492

TO ALL HEIRS, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate, or both, of MARY P. CARGILE, aka MARY PAULINE CARGILE.

A PETITION FOR PROBATE has been filed by JEANIE LAGERWERFF in the Superior Court of California, County of SANTA CRUZ.

THE PETITION requests that JEANIE LAGERWERFF 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 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:

STEPHEN N. WYCKOFF

WYCHOFF & RITCHEY

615 Water St.

Santa Cruz CA 95060

831 426-2111

11/15, 11/22, 11/29

#### NOTICE TO CREDITORS

In Re the Estate of: ROBERT D. FITCH, also known as BOB FITCH,

Case No. 16 PR 00295

Superior Court of California

County of Santa Cruz

NOTICE IS HEREBY GIVEN to the creditors and contingent creditors of the above-named decedent, that all persons having claims against the decedent are required to file them with the Santa Cruz County Superior Court located at 701 Ocean St. Santa Cruz California 95060, Proceeding Number 16 PR 00295, and mail or deliver a copy to BRIAN T. MURTHA, as Executor of the Estate of Robert D. Fitch, at 555 Soquel Ave., Ste. 250, Santa Cruz, CA 95062, within the later of four months after November 7, 2016, or, if notice is mailed or personally delivered to you, 60 days after the date this notice is mailed or personally delivered to you, or you must petition to file a late claim as provided in Section 19103 of the Probate Code. A claim form may be obtained from the court clerk. For your protection, you are encouraged to file your claim by certified mail, with return receipt requested.

/s/: Brian T. Murtha,

Executor for the Estate of Robert D. Fitch

555 Soquel Ave., Ste. 250

Santa Cruz, CA 95062

831-458-9846

11/15, 11/22, 11/29

#### NOTICE TO CREDITORS OF BULK SALE AND THE INTENTION TO TRANSFER ALCOHOLIC BEVERAGE LICENSE

(U.C.C. 6101 et seq. and B & P 24073 et seq.)

Notice is hereby given that a bulk sale of assets and a transfer of alcoholic beverage license is about to be made.

The names and addresses of the Seller/Licensee are:

Michael Rogers Clark

2591 S. Main St.,

Soquel, CA 95073

The business is known as: Michael's on Main

The names and addresses of the Buyer/Transferee are:

Richard Michael Harrison and Colleen Ann Mulholand Harrison

2591 S. Main St.,

Soquel, CA 95073

As listed by the Seller/Licensee, all other business names

and addresses used by the Seller/Licensee within three (3) years before the date such list was sent or delivered to the Buyer/Transferee are: (If "none", so state.)

NONE

The assets to be sold are described in general as: FURNITURE, FIXTURES, EQUIPMENT, INVENTORY, GOODWILL, LEASEHOLD IMPROVEMENTS, COVENANT NOT TO COMPETE

and are located at: 2591 S. Main St., Soquel, CA 95073

The kind of license to be transferred is: 47-on sale general eating place #386981

now issued for the premises located at: 2591 S. Main St., Soquel, CA 95073

The anticipated date of the sale/transfer is December 1, 2016 at the office of Chicago Title Company, 12156 Saratoga Sunnyvale Rd., Saratoga, CA 95070. Phone: (408)973-1900, Fax: (408)973-8778. It has been agreed between the Seller/Licensee and the intended Buyer/Transferee, as required by Sec. 24073 of the Business and Professions Code, that the consideration for the transfer of the business and license is to be paid only after the transfer has been approved by the Department of Alcoholic Beverage Control.

/s/Richard M. Harrison

/s/colleen Ann Mulholand Harrison

11/15

NOTICE OF TRUSTEE'S SALE TS No. CA-16-708844-JP Order No.: 16-0004031 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 5/16/2005. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER. A public auction sale to the highest bidder for cash, cashier's check drawn on a state or national bank, check drawn by state or federal credit union, or a check drawn by a state or federal savings and loan association, or savings association, or savings bank specified in Section 5102 to the Financial Code and authorized to do business in this state, will be held by duly appointed trustee. The sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by the Deed of Trust, with interest and late charges thereon, as provided in the note(s), advances, under the terms of the Deed of Trust, interest thereon, fees, charges and expenses of the Trustee for the total amount (at the time of the initial publication of the Notice of Sale) reasonably estimated to be set forth below. The amount may be greater on the day of sale. BENEFICIARY MAY ELECT TO BID LESS THAN THE TOTAL AMOUNT DUE. Trustor(s): LINDA BROWDER, A SINGLE WOMAN Recorded: 5/20/2005 as Instrument No. 2005-0033810 of Official Records in the office of the Recorder of SANTA CRUZ

continued on following page



County, California; Date of Sale: 11/29/2016 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: \$141,915.28 The purported property address is: 208 LAMANDA DRIVE, APTOS, CA 95003 Assessor's Parcel No.: 043-045-09 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-16-708844-JP. 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-16-708844-JP IDSPub #0116932 11/8/2016 11/15/2016 11/22/2016

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 R MCINNIS, A MARRIED MAN AND SARAH UNGER, AN UNMARRIED WOMAN AND RICH MCINNIS, 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



# The Healthy Workplace

by Leigh Stringer



by Terri Schlichenmeyer

**T**here's something going around the office this month.

It appears to be a cold; half the staff is sniffing, the other half is coughing, everybody's sluggish, and you're not feeling so well yourself. Will this affect your business? Maybe, but in "The Healthy Workplace" by Leigh Stringer, you'll find ways to minimize it next time.

As an overworked, overstressed mother of two, Leigh Stringer didn't seem to be able to unplug until a minor crisis indicated to her that there wasn't much of a choice anymore. Stringer had to learn "to stop working so hard and start working smart."

Once, she was a marathon runner, and she remembered how great that felt. Now, there were no hours left in her day, so no time even for the gym. What if, she mused, work was exercise? What if there was a way to incorporate healthier practices on the job?

Healthy employees are more energetic, she says, more creative, more alert, and "are less prone to take sick days..." Mentally healthy workers are more focused and engaged. Productivity zooms when co-workers feel good.

To start achieving a healthier workplace, one of the easiest things is to

encourage your employees to walk more. Urge them to walk around the room, down the hall, downstairs, or outside. Program elevators to work

slower, making stairs "more attractive to use." If you're purchasing new office furniture, consider buying treadmill desks; studies show that walking boosts creativity and lessens the chances of brain-lock.

Give your employees more autonomy. Allow more leeway

on how and where they do their work. Consider telecommuting, flexible work hours, or job-sharing.

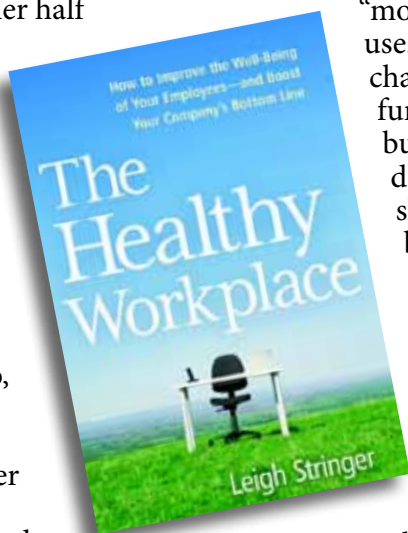
Carve out a place for employees to work out, including showers and bike storage. Create napping areas or quiet zones for employees to mentally unplug or de-stress. Offer classes on mindfulness or meditation. Rein in after-hours emails and encourage employees to use vacation time. Remove fatty snacks from the breakroom vending machine; replace them with healthy alternatives.

Finally, so you know this is working for you, too, calculate the ROI for your wellness program. Working smarter is smarter in more ways than one.

You'd like to think your workplace is progressive. You like to think you're on top of the trends. So are you ready for the ideas inside "The Healthy Workplace"?

You might be but, in the short run, it won't be cheap. Author Leigh Stringer has many, many great ideas that your employees would no doubt appreciate, but few of those ideas can be done on a budget; some, in fact, may require extensive workplace remodeling. Even so, Stringer offers compelling reasons for business owners to at least look into better well-being programs – or, to at least look the other way if their employees are already taking initiatives on their own.

This is a provocative book and, because better health is a national concern, it's full of things you'll likely be hearing about for years to come. Whether it's immediately applicable to your business is up to you, but "The Healthy Workplace" won't leave you cold. ■



## 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.





## Businesses in Escrow

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

Carlos E. Castro  
Santos E. Aranda  
**Salsas Taco Bar**  
California Business Escrow  
12/1/2016

Michael Skinner & Edward Baker  
Wayne Ketcham  
**Salinas Valley Embroidery**  
1st American Title Co.  
11/30/2016

Ferrari Florist & Gifts Inc.  
Brian & Marilyn Piazza  
**Ferrari Florist & Gifts**  
William H. Dunn



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

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

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

**Social Media Management**  
**Marissa Woodman**

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

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## Commercial Leases



**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



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



**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 (if available)

BDR Pizza Inc.  
Dolphin Bae Inc.  
**2026 Freedom Bl., Freedom**  
Redwood Escrow Services

Robert Tapella  
J & B Tapella Investments Inc.  
**15337 Warwick Rd., San Jose**

JCD Investment Inc.  
Ramona Ismail  
**509 Bay Ave. Capitola**

Hoc Thu Nguyen  
Chau Kim Nguyen  
**1868 Fremont Bl., Seaside**

Adil Mohammed Altamimi  
Saliba Salim Saliba  
**580 Lighthouse Ave., Monterey**

Parmender S. Sahi  
Jaskaran Inc.  
**215 Reservation Rd. #P, Marina**  
Business & Escrow Service Center Inc.

## Productivity Technique

### 10. Silence Your Inner Perfectionist

New college grads still try to pass off perfectionism as the ultimate worst-trait-that-isn't-really-bad-trait in interviews, but it's time to recognize that being a perfectionist really is a dangerous deal. Yes, a single piece of work can always be better, but what are you sacrificing by laboring over slight improvements? Do the best you can do in a reasonable amount of time, and then stop. Your inner perfectionist can be helpful, but it also needs to be kept in check.







