

SANTA CRUZ RECORD

NOVEMBER 22, 2016 – VOL. 46 #5

LOCAL BUSINESS STARTS HERE

WWW.SANTACRUZRECORD.COM



Photos by George Saitas

Evolv Creative

The modern storefront is no longer about signage or location: it is digital. Consumers increasingly reach for their phones, search engines, and social media to find the products and services they desire. A potential customer's first impression take place in the digital mediums of film, web, and social media. Where a local agency is rapidly gaining attention from top firms like DBRE, Evolv Creative was founded to ensure that its clients take advantage of digital mediums and maximize the impact they have on their respective market. Evolv's services range from strategy to brand-



ing, web and film. The small agency captures the core aspects of a client's business and showcases them with a beautiful, minimalist aesthetic. Santa Cruz locals Grant and Steve Cassingham successfully built businesses in digital design and film, respectively. The brothers felt that the business mutually supported one another and could serve clients better under one roof. Evolv Creative brought in the expertise of Michael Tagliola, a Princeton alum with over 25 years of technical sales experience. The team at Evolv is dedicated to its mantra: create, humanize, iterate. These core tenets drive the agency to cyclically revisit its clients' strategy and adapt. **See their work at www.evolv.agency.**

Inside this Issue

Calendar of Events.....	2
Slingshot to Success	3
New Business Filings	4
Businesses for Sale	5
Real Estate Sales	7
Distressed Real Estate	9
Public/Legal Notices	10
Small Business Forum	20
Bookworm Review	21
A.B.C. & Business Transfers ..	22

Santa Cruz Record Calendar of Events



Saturday, November 26

- **Surfin' Santa at noon at Main Beach in Capitola Village.** Ho...Ho...Ho! By Outrigger canoe and surfboard, Surfin' Santa and the Reindeer will be making their way to the shores of Capitola for their annual visit. Join us on the beach to welcome Santa's wave riding arrival. Santa will settle in his beach chair for a nice, long visit with all the kids. Be sure to bring your camera to capture a memorable day in Capitola... could very well make the perfect Christmas card photo! Visit CapitolaChamber.com for more information.

Wednesday, December 7

- **Santa Cruz Chamber Women in Business Luncheon** 11:30 a.m. – 1:15 p.m. at Coconut Grove, Beach Boardwalk, Santa Cruz. Join museum director and author Nina Simon for a stimulating conversation about how you can make your work more relevant to the markets and communities you seek to engage. Together, we will explore the deep meaning of relevance—what it is, what it can do, how to measure it—and how relevance can fuel change to make your work more powerful and valuable. This talk features rags-to-relevance case studies, honest conversation about conflict and culture change, specific tools you can use, and a bit of theory to ground it all. Visit SantaCruzChamber.org for more information.

Thursday, December 8

- **Make Your Business Grow and Thrive** 11:30 a.m. – 1 p.m. at Watsonville Elk's Lodge, 121 Martinelli St, Watsonville. Featured speaker is Teresa Thomae, Director of the Santa Cruz Small Business Development Center. Whether you're just starting out or have been in business for years, come learn about vital survival strategies that will make your business soar to success. Visit <http://www.pajarovalleychamber.com> for more information.

Friday, December 9

- **Boardwalk Holiday Bash** 6–11 p.m. at Boardwalk's Coconut Grove, 400 Beach Street, Santa Cruz. Enjoy some holiday cheer, Boardwalk style! Especially designed for small businesses or groups of eight or more, join others for a lively evening of fun. Includes dinner buffet, bar, arcade play, photo booths, caricaturists, airbrush tattoos, DJ entertainment, Boardwalk treats and more. Visit SantaCruzChamber.org for more information.

Wednesday, December 14

- **Capitola Chamber Networking Lunch** 11:30 a.m. – 1 p.m. at Bargetto Winery - 3535 N. Main Street, Soquel. Holiday Performance by Soquel High Choir. Presentation by Kaiser Permanente. Enjoy a delicious lunch catered by Whole Foods Market Capitola, raffle prizes, and introduce yourself and your business. Hear about healthcare options now available in Santa Cruz County through Kaiser Permanente. Reservation required. Visit master.CapitolaChamber.com for more information.

Wednesday, December 14

- **Event Santa Cruz – Live!** 6 – 8:30 p.m. at We Are California Grown, 111 Dubois St., Santa Cruz. Event Santa Cruz goes “live,” musically that is. In December, each of our speakers are local musicians. They will each play one song and talk for one minute about why they do what they do. Musicians include McCoy Tyler Gurnin, Taylor Rae, Kat Factor, Ryan Cummings, Sarah Rose, Bobcat Rob Armenti, Austin Shaw, Nick Gallant and more. Food available from G's Tacos#2 and beer available from Humble Sea Brewing. \$5 at the door. Visit www.EventSantaCruz.com for more information.

Wednesday, December 14

- **Young Professionals Holiday Mixer: Ugly Sweater Edition** 6 – 8:30 p.m. at Kaiser Permanente Arena, 140 Front Street, Santa Cruz. Dust off that holiday sweater for this New Wave Networking event. Be ready for a fun night of speed networking at the Kaiser Permanente Arena. This evening is open to young professionals from all career interests and backgrounds. Bring your stack of business cards, ID, and that ugly sweater (or festive appropriate attire). We will be speed networking on the Warrior's court floor, so please wear sneakers OR flats (no heels or dress shoes). Limited seating so register early. Visit NewWaveNetworking.com for more information.

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

Buy Local this Holiday Season

by Andy Van Valer

"Buy Local"— You see the decal in the store window, the sign at the farmer's market, the bright, cheerful logos for Buy Local First, our Santa Cruz campaign.

The message is "let's support local business," a kind of community campaign. But buying close to home may be more than a feel-good, it's-worth-paying-more-for-local matter.

A number of researchers and organizations are taking a closer look at how money flows, and what they're finding shows the profound economic impact of keeping money in town—and how the fate of many communities around the nation and the world increasingly depend on it. Think Local First is known nationwide for their check campaign.

At the most basic level, when you buy local more money stays in the community. Local businesses are the largest employers nationally and create two out of every three new jobs.

The Small Business Act defines a small business as "one that is independently owned and operated and which is not dominant in its field of operation." Small businesses employ more than 52% of the nation's employees. This means that, overall, more Americans work for a company with fewer than 100 employees than for a large retailer, with more than 500 employees.

Small businesses have played a vital role in job creation, adding more than 5.1 million new jobs to our economy since 2003. Buying locally means that employment levels are more likely to be stable, and may even create more opportunities for local residents to work in the community.

When dollars are spent locally, they can in turn be re-spent locally, raising the overall level of economic activity, paying more salaries, and building the local tax base. This re-circulating of money leads to an increase of economic activity, with the degree of expanse entirely dependent on the percentage of money spent locally.

And what about that higher cost of local goods? After all, big-box stores got to be big because their prices are low. That difference falls away once you consider the increase in local employment as well as the relationships that grow when people buy from people they know.

Additionally, one could argue, lower transportation, and therefore environmental, costs, and you know what you're getting—which as we've recently seen with suspected contamination in toys and other products from China, can be a concern.

As the nation works through the latest election, many people are concerned about the economy. "Buy-local" campaigns can help local economies withstand the potential downturn.

This season — try to buy local first. ■

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

Santa Cruz County's Business Launch & Startup Specialists

360° Business Strategy Audit

**SCHEDULE YOUR BUSINESS & MARKETING AUDIT
& MENTION SCR TO RECEIVE PRIORITY PRICING**

Operations | Funding | Strategic Marketing | Branding | Sales Strategy


**YOUR LOCAL BUSINESS
ADVOCATES**


SlingshotToSuccess.com | 831.291.3960



New Business Filings

David Troetschler
Merlin-Eng.com Merlin Engineering
Aptos CA 95001

Gretchen & James Blincoe
Aptos Company
Aptos CA 95003

Spencer Cook; Kurt Cook
Cook Masonry
Aptos CA 95001

Bobby T. Pilgreen
Travis Tree Professionals
Boulder Creek CA 95006

Jay Pennock MD
CoolSculpting Santa Cruz
Navigator Medical Consultancy
Capitola CA 95010

Shane S. Barry
Shane Sarsfield Barry
Capitola CA 95010

Dolphine Bae Inc.
Straw Hat Pizza
Capitola CA 95010

Andrew Colehower
Green Medicine Partners
Organic Brand Management Associates
Capitola CA 95010

Christopher M. Albrecht
Dragon Enchained
Felton CA 95018

Pinnacle Healthcare
Pinnacle Healthcare Pinnacle Urgent Care
Salinas CA 93907

Aquam USA, Inc.
Specialized Pipe Technologies
San Diego CA 92121

Anthony McNaught
Echotongue Music
Santa Cruz CA 95062

Java Bob's, Inc. Outland Java
Outland Java Company
Santa Cruz CA 95060

Ryan Morper
Precision Builders
Santa Cruz CA 95062

Raised by Wolves, LLC
Raised By Wolves
Santa Cruz CA 95060

Tom Haid
Loco 831 Loco USA
Santa Cruz CA 95062

Santa Cruz Public Market, LLC
Abbott Square Market
Santa Cruz CA 95060

Abbott Square Bar, LLC
Front & Cooper
Santa Cruz CA 95060

Bipin Patel
Inn At The Wharf Wharf Inn
Santa Cruz CA 95061

Enhance LLC
Enhance Food The Seasoning Secret
Scotts Valley CA 95066

Kar Auto Spa Inc.
Cruz Car Wash
Soquel CA 95073

Mary Keil
MK Productions
Soquel CA 95073

Heriberto R Perez
Azabache Trucking
Watsonville CA 95076

Specialized Helicopters Inc.
Property Images
Watsonville CA 95076

Kate & Mike Neider Group MFG.
Start The Machine; Stone Ager
Watsonville CA 95076



Get Creative!

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

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





Businesses for Sale

ICONIC FURNITURE & MATTRESS STORE SANTA CRUZ COUNTY

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

UPSCALE SPA & BOUTIQUE SANTA CRUZ COUNTY

One of the largest and most respected spas in the region. Includes reception area with retail boutique, waiting room, and 7 treatment rooms, total \$85K invested in FF&E. Past 2 years averaging in \$245K Annual sales. **Offered for \$75,000.** Listed by Datta Khalsa, CABB, Main Street Realtors, tel 831-818-0181

PRESTIGES LEATHER GOODS COMPANY MONTEREY BAY AREA

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

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

SUCCESSFUL APPLIANCE REPAIR SERVICE

Area: Santa Cruz Area County: Santa Cruz City: Santa Cruz
Price: \$95,000 +
Adjusted Net: \$101,735 Revenue: \$177,560
Successful, well-established major appliance repair business in Santa Cruz coastal area. Business repairs such appliances as: washers, dryers, refrigerators, dishwashers, ranges, etc. Business has reputation for prompt, honest, quality repairs done right. In business for over 45 continuous years. Office Non-Disclosure Agreement and Buyers Profile required from buyers.
PLEASE CALL OR EMAIL
REX WALTERS,
BROKER. COAST BUSINESS BROKERAGE.
831-685-8866.
scbusinessbroker@gmail.com
BRE # 01841628

FULL SERVICE BODY AND SKIN SPA

Area: Santa Cruz County County: Santa Cruz City: Santa Cruz
Price: \$75,000+
Adjusted Net: Call Revenue: \$415,511
Santa Cruz Full Service Body and Skin Spa \$75000 + Inventory est. \$43K. Seller motivated! Hair, Nails, Skin, Massage! This is a great opportunity to own a popular full service spa in beautiful Santa Cruz, CA! Huge local community support. Office Non-Disclosure Agreement and Buyers Profile required from buyers.
PLEASE CALL OR EMAIL SYLVIA REYES.
COAST BUSINESS BROKERAGE.
831-566-2733 OR 831-685-8866.
sylvia.coastbrokers@gmail.com.
BRE # 01750151

HOME OWNER ASSOC MANAGEMENT COMPANY

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

RESTAURANT AND CONVENIENCE STORE

Area: San Mateo County, SF Bay Area County: San Mateo City: None Given
Price: \$349,000 + Invent,
Adjusted Net: Call/Email
Revenue: \$1,178,619
Phenomenal Coastal Location and tourist destination as well as local favorite. Wine

Bar, Coffee Shop, Wood Fired Pizza Oven, Outdoor BBQ with picnic tables and sit-down indoor seating. Office Non-Disclosure Agreement and Buyers Profile required from buyers.
PLEASE CALL OR EMAIL
KEN JOHNSON.
COAST BUSINESS BROKERAGE.
408-799-2117 OR 831-685-8866.
scbusinessbroker@gmail.com
BRE # 01905767

LANDSCAPE AND PEST CONTROL

Area: Monterey Bay Area County: Monterey City: None Given
Price: \$200,000
Adjusted Net: \$61,281 Revenue: \$371,000
Great Landscape and pest control business in North Monterey County. Currently home-based and profitable. Office Non-Disclosure Agreement and Buyers Profile required from buyers. **PLEASE CALL OR EMAIL**
REX WALTERS, BROKER.
COAST BUSINESS BROKERAGE.
831-685-8866. scbusinessbroker@gmail.com
BRE # 01841628

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.
PLEASE CALL OR EMAIL REX WALTERS, BROKER.
COAST BUSINESS BROKERAGE.
831-685-8866. scbusinessbroker@gmail.com
BRE # 01841628

continued on following page

continued from previous page

**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: CentralCoast Santa Cruz County

County: Monterey City: None Given

Price: \$247,700 +Inv

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

Well established for 36 years, highly respected, growing and extremely profitable Monterey Bay Area / Central Coast / Santa Cruz County based business. Office Non-Disclosure Agreement and Buyers Profile required from buyers. **PLEASE CALL OR EMAIL KEN JOHNSON.** **COAST BUSINESS BROKERAGE.** 408-799-2117 OR 831-685-8866. scbusinessbroker@gmail.com. BRE # 01905767

REFRIGERATION COMPANY

Area: Central Coast County: None Given

City: None Given

Price: \$425,000 + Inventory

Adjusted Net: \$231,933

Revenue: \$1,000,000

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

PLEASE CALL OR EMAIL KEN JOHNSON. **COAST BUSINESS BROKERAGE.**

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

scbusinessbroker@gmail.com.

BRE # 01905767

BEAUTIFUL COFFEE HOUSE AND WINE BAR

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

Price: \$225,000+ Inv

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

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

PLEASE CALL OR EMAIL

REX WALTERS, BROKER.

COAST BUSINESS BROKERAGE.

831-685-8866. scbusinessbroker@gmail.com

BRE # 01841628

WINE TOURS SHUTTLES WEDDINGS

TRANSPORTATION

Area: Santa Cruz County County: Santa Cruz

City: None Given

Price: \$760,000

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

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

PLEASE CALL OR EMAIL

REX WALTERS, BROKER.

COAST BUSINESS BROKERAGE.

831-685-8866. scbusinessbroker@gmail.com

BRE # 01841628

BREWERY AND PUB

Area: Santa Cruz County County: Santa Cruz

City: None Given

Price: \$2,500,000

Adjusted Net: Call Revenue: \$720,000

Excellent, established, and fully expansion-ready brewery in Santa Cruz area. Suitable for purchase or acquisition. Current master brewer 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

REX WALTERS, BROKER.

COAST BUSINESS BROKERAGE.

831-685-8866.

scbusinessbroker@gmail.com

BRE # 01841628

RESTAURANT AND BAR WITH

CATERING SERVICE

Area: Santa Cruz Area County: Santa Cruz City:

Santa Cruz Price: \$395,000

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

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

PLEASE CALL OR EMAIL

SYLVIA REYES. COAST BUSINESS BROKERAGE.

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

sylvia.coastbrokers@gmail.com.

BRE # 01750151

JEWELRY AND GIFT STORE

DOWNTOWN AREA

Area: Santa Cruz County: Santa Cruz City: Santa

Cruz Price: \$25,000 + Inventory

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

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

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

sylvia.coastbrokers@gmail.com.

BRE # 01750151

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 required from buyers.

Contact: SYLVIA REYES

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

sylvia.coastbrokers@gmail.com

BRE# 01750151



Real Estate Sales

Property Address	APN#	Purchase Price	Document#	Date Recorded
------------------	------	----------------	-----------	---------------

Santa Cruz County

4761 Fern Flat Rd. Aptos CA 95003 105-401-10	\$1,150,000	2016-44655	11/14
236 North Ave. Aptos CA 95003 042-041-52	\$849,000	2016-44988	11/15
198 Via Lantana Aptos CA 95003 054-601-13	\$1,100,000	2016-45178	11/16
813 Loma Prieta Dr. Aptos CA 95003 044-161-44	\$560,000	2016-45186	11/16
430 Balch Way Ben Lomond CA 95005 072-192-06	\$541,500	2016-44330	11/10
Vacant Land Ben Lomond CA 95005 078-171-30	\$280,000	2016-44376	11/10
132 Redwood Lane Ben Lomond CA 95005 072-131-06	\$692,000	2016-44789	11/15
Vacant Land Boulder Creek CA 95006 089-021-46	\$175,000	2016-44295	11/10
Vacant Land Boulder Creek CA 95006 089-051-10	\$795,000	2016-44297	11/10
482 Alder Rd. Boulder Creek CA 95006 083-035-22	\$875,000	2016-44364	11/10
190 Oak Knoll Ct. Boulder Creek CA 95006 089-301-05	\$710,000	2016-44391	11/10
160 Aquila Way Boulder Creek CA 95006 090-101-40	\$480,000	2016-44770	11/15
16510 Jamison Creek Rd. Boulder Creek CA 95006 086-461-17	\$300,000	2016-44881	11/15
4160 Jade St. #115 Capitola CA 95010 034-102-44	\$445,000	2016-44802	11/15
4425 Jade St. #2 Capitola CA 95010 034-621-66	\$410,000	2016-45063	11/16

1050 Laurel Ave. Felton CA 95018 064-121-01	\$380,000	2016-44303	11/10
Address Unavailable Felton CA 95018 074-221-18	\$400,000	2016-44321	11/10
464 El Solyo Heights Felton CA 95018 071-291-26	\$700,000	2016-44799	11/15
18265 Southview Ave. Los Gatos CA 95033 093-093-28	\$649,000	2016-44589	11/14
150 Harris Lane Los Gatos CA 95033 093-023-20	\$890,000	2016-44778	11/15
522 Spring Hollow Rd. Los Gatos CA 95033 096-201-31	\$1,295,000	2016-44791	11/15
25985 Mar Vista Ct. Los Gatos CA 95033 098-251-43	\$998,182	2016-44943	11/15
1644 Hall Ranch Rd. Santa Cruz CA 95065 100-011-61	\$975,000	2016-44300	11/10
2110 7th Ave. Santa Cruz CA 95062 026-102-50	\$699,000	2016-44331	11/10
1306 Mission St. Santa Cruz CA 95060 006-193-56	\$630,000	2016-44334	11/10
2526 Howe St. Santa Cruz CA 95062 025-111-37	\$736,000	2016-44452	11/10
100 Jewel St. Santa Cruz CA 95060 008-081-24	\$534,000	2016-44470	11/10
755 14th Avenue #708 Santa Cruz CA 95062 027-401-55	\$457,000	2016-44475	11/10
123 Gharkey St. Santa Cruz CA 95060 004-243-18	\$2,550,000	2016-44517	11/14
140 Rankin St. Santa Cruz CA 95060 004-131-22	\$1,025,000	2016-44528	11/14
120 Cedar St. Santa Cruz CA 95060 007-022-18	\$725,000	2016-44637	11/14
180 Daota Ave. #48 Santa Cruz CA 95060 005-811-05	\$332,000	2016-44641	11/14
117 Blaine St. Santa Cruz CA 95060 008-322-09	\$715,000	2016-44781	11/15
1053 Escalona Dr. Santa Cruz CA 95060 006-111-20	\$1,000,000	2016-44783	11/15
51 Hollins Dr. Santa Cruz CA 95060 060-221-09	\$1,297,500	2016-44797	11/15
340 30th Avenue Santa Cruz CA 95062 032-202-17	\$1,226,500	2016-44804	11/15
428 Escalona Dr. Santa Cruz CA 95060 006-081-28	\$980,000	2016-44815	11/15
2012 Delaware Ave. Santa Cruz CA 95060 003-134-09	\$1,000,000	2016-44905	11/15
245 Trevethan Ave. Santa Cruz CA 95062 009-351-04	\$790,000	2016-44953	11/15
245 San Lorenzo Bl. Santa Cruz CA 95060 007-581-03	\$588,500	2016-44956	11/15
407 High Street Santa Cruz CA 95060 006-081-14	\$1,000,000	2016-44962	11/15
116 Van Ness Ave. Santa Cruz CA 95060 004-011-16	\$1,055,000	2016-45017	11/16
263 Estrella Dr. Scotts Valley CA 95066 021-071-10	\$852,000	2016-44431	11/10
118 Dead End Rd. Scotts Valley CA 95066 070-041-08	\$625,000	2016-44524	11/14
50 Janis Rd. Scotts Valley CA 95066 022-052-11	\$374,000	2016-44550	11/14
10 Sky Meadow Lane Scotts Valley CA 95066 070-011-27	\$1,070,000	2016-44844	11/15
520 Sand Hill Rd. Scotts Valley CA 95066 094-031-02	\$710,000	2016-44850	11/15
111 Bean Creek Rd. #176 Scotts Valley CA 95066 022-581-17	\$525,000	2016-45109	11/16
2731 41st Ave. Soquel CA 95073 030-121-54	\$3,700,000	2016-45164	11/16
557 Auto Center Dr. Watsonville CA 95076 016-173-43	\$595,000	2016-44436	11/10
116 Calabasas Rd. Watsonville CA 95076 049-201-24	\$375,000	2016-44450	11/10
Vacant Land Watsonville CA 95076 105-501-07	\$385,000	2016-44634	11/14
37 Shady Oaks Dr. Watsonville CA 95076 015-095-04	\$425,000	2016-44978	11/15
419 Village Way Watsonville CA 95076 017-761-55	\$465,000	2016-45004	11/16
115 Crestwood Dr. Watsonville CA 95076 051-302-01	\$260,000	2016-45057	11/16
505 Joyce Dr. Watsonville CA 95076 017-456-19	\$376,500	2016-45169	11/16
108 Crescent Dr. Watsonville CA 95076 016-214-08	\$500,000	2016-45181	11/16
101 Shell Dr. #130 Watsonville CA 95076 052-473-04	\$775,000	2016-45184	11/16
20200 Rock Springs Lane Aromas CA 95004 141-131-008	\$709,000	2016-68564	11/10

Monterey County

continued on following page

continued from previous page

1940 Dunbarton Rd. Aromas CA 95004 125-261-010 \$465,000 2016-68782 11/10	8345 Monterra Views Monterey CA 93940 259-211-008 \$400,000 2016-68480 11/10	13027 Arthur St. Salinas CA 93906 253- 254-004 \$390,000 2016-68606 11/10
3 SW Monte Verde St. & 7th Carmel CA 93921 010-195-003 \$2,995,000 2016-68555 11/10	1476 Manor Road Monterey CA 93940 101-082-001 \$825,000 2016-68585 11/10	208 Reata St. Salinas CA 93901 003-413- 002 \$419,500 2016-68711 11/10
SE Crnr 6th Ave. & Torres St. Carmel CA 93923 010-093-013 \$1,799,000 2016-68749 11/10	571 Wave Street Monterey CA 93940 001- 025-001 \$1,725,000 2016-69031 11/14	1058 Padre Dr. #7 Salinas CA 93901 002- 589-019 \$305,000 2016-68752 11/10
26485 Via Petra Carmel CA 93923 015- 271-008 \$1,190,000 2016-69015 11/14	820 Casanova Ave. #33 Monterey CA 93940 013-253-011 \$244,000 2016-69468 11/15	130 E. Romie Lane #D Salinas CA 93901 002-606-004 \$750,000 2016-68757 11/10
24457 San Juan Rd. Carmel CA 93923 009-012-015 \$2,025,000 2016-69400 11/15	409 Estrella Ave. Monterey CA 93940 173- 072-032 \$2,100,000 2016-69558 11/16	417 Cayuga St. Salinas CA 93901 002-333- 009 \$350,000 2016-68871 11/14
152 Spindrift Carmel CA 93923 241-192- 010 \$3,300,000 2016-69457 11/15	2050 Via Taormina Monterey CA 93940 013-292-025 \$815,000 2016-69603 11/16	778 La Honda Ct. Salinas CA 93906 004- 354-024 \$300,000 2016-69009 11/14
2744 Pradera Rd. Carmel CA 93923 243- 034-010 \$2,101,000 2016-69503 11/15	989 Jefferson St. Monterey CA 93940 001- 332-010 \$500,000 2016-69620 11/16	1591 Devonshire Way Salinas CA 93906 211-322-007 \$550,000 2016-69047 11/14
31660 Via La Estrella Carmel Valley CA 93924 197-181-004 \$1,472,500 2016-68432 11/10	1 Surf Way #136 Monterey CA 93940 011- 442-047 \$750,000 2016-69716 11/16	761 Middlefield Rd. Salinas CA 93906 211- 121-038 \$460,000 2016-69158 11/15
13449 Middle Canyon Rd. Carmel Valley CA 93924 187-272-019 \$1,581,000 2016- 68916 11/14	841 Bayview Ave. Pacific Grove CA 93950 006-133-006 \$1,725,000 2016-68435 11/10	55 Grove St. Salinas CA 93901 002-471- 018 \$430,000 2016-69179 11/15
50 Camino de Travesia Carmel Valley CA 93924 189-401-010 \$1,000,000 2016-69657 11/16	55 17 Mile Drive Pacific Grove CA 93950 006-052-001 \$1,140,000 2016-69062 11/14	8515 N. Prunedale Rd. Salinas CA 93907 129-032-008 \$725,000 2016-69210 11/15
1019 Paloma Rd. Del Rey Oaks CA 93940 012-535-004 \$535,000 2016-68478 11/10	585 Ocean View Bl. Pacific Grove CA 93950 006-156-028 \$730,000 2016-69156 11/15	5 Julia Ave. Salinas CA 93906 261-261-002 \$335,000 2016-69301 11/15
540 Pheasant Ridge Rd. Del Rey Oaks CA 93940 012-611-031 \$456,000 2016-69106 11/14	518 Congress Ave. Pacific Grove CA 93950 006-466-007 \$758,000 2016-69613 11/16	18810 Van Buren Ave. Salinas CA 93906 253-222-008 \$413,000 2016-69307 11/15
17718 Reynolds St. East Garrison CA 93933 031-167-048 \$496,000 2016-69641 11/16	2972 Crescent Rd. Pebble Beach CA 93953 007-222-006 \$1,305,000 2016-69057 11/14	203 Sansome St. Salinas CA 93906 003- 165-002 \$495,000 2016-69403 11/15
702 Palm Ave. Greenfield CA 93927 024- 044-011 \$195,000 2016-69211 11/15	973 Pioneer Rd. Pebble Beach CA 93953 007-263-014 \$1,650,000 2016-69332 11/15	7995 Valle Pacifico Rd. Salinas CA 93907 127-061-028 \$565,000 2016-69435 11/15
46521 Pine Meadow Ct. King City CA 93930 235-133-016 \$335,045 2016-68657 11/10	17156 Wilson Way Royal Oaks CA 95076 127-291-056 \$579,000 2016-68660 11/10	883 Lexington Dr. Salinas CA 93906 153- 161-003 \$530,000 2016-69550 11/16
824 King St. King City CA 93960 026-552- 015 \$220,000 2016-68883 11/14	296 River Rd. Salinas CA 93908 139-032- 003 \$528,182 2016-68467 11/10	17589 River Run Rd. Salinas CA 93908 139-271-048 \$157,000 2016-69552 11/16
510 Lewis St. King City CA 93930 026- 617-003 \$280,000 2016-68966 11/14	18260 Pesante Rd. Salinas CA 93907 125- 072-028 \$578,000 2016-68474 11/10	603 W. Acacia St. Salinas CA 93901 016- 072-020 \$755,000 2016-69598 11/16
303 Ellis Street King City CA 93930 026- 196-001 \$380,000 2016-69411 11/15	1163 Eagle Dr. Salinas CA 93905 153-493- 022 \$392,000 2016-68491 11/10	646 Williams Rd. Salinas CA 93905 153- 061-059 \$1,275,000 2016-69699 11/16
2750 Bungalow Dr. Marina CA 93933 031- 253-050 \$788,000 2016-68426 11/10	218 Corral De Tierra Salinas CA 93908 416-333-007 \$605,000 2016-68494 11/10	4900 Peninsula Point Dr. Seaside CA 93955 031-232-056 \$665,000 2016-68980 11/14
2717 Bungalow Dr. Marina CA 93933 031- 254-023 \$756,500 2016-68429 11/10	713 Salinas Monterey Hwy Salinas CA 93908 161-251-019 \$709,000 2016-68571 11/10	1050 Douglas Ct. Seaside CA 93955 012- 431-019 \$450,000 2016-69195 11/15
	23032 Muleta Place Salinas CA 93908 161- 492-008 \$734,000 2016-68573 11/10	1744 Kenneth St. Seaside CA 93955 012- 753-037 \$407,000 2016-69452 11/15
	23013 Muleta Place Salinas CA 93908 161- 492-004 \$815,000 2016-68575 11/10	1553 Kimball Ave. Seaside CA 93955 012- 414-040 \$800,000 2016-69611 11/16
		641 Ventura Dr. Soledad CA 93960 022- 515-028 \$339,000 2016-68600 11/10

112 Serrano Place Soledad CA 93960 022-051-028 \$220,000 2016-68793 11/14

1069 Santa Inez Soledad CA 93960 022-442-052 \$410,000 2016-69079 11/14

637 Ventura Dr. Soledad CA 93960 022-515-029 \$361,500 2016-69353 11/15

1365 Major Ave. Soledad CA 93960 022-153-007 \$310,000 2016-69532 11/16

San Benito County

1450 El Camino De Vida Hollister CA 95023 060-082-004 \$500,000 2016-12513 11/10

1261 Bonnie View Rd. Hollister CA 95023 020-150-006 \$560,000 2016-12522 11/10

261 Blenheim Ct. Hollister CA 95023 054-590-101 \$558,500 2016-12557 11/10

2820 San Juan Rd. Hollister CA 95023 021-010-002 \$407,000 2016-12566 11/10

1281 Buena Vista Rd. Hollister CA 95023 052-153-002 \$450,000 2016-12569 11/10

1253 Hamilton Dr. Hollister CA 95023 020-060-011 \$557,955 2016-12586 11/14

31 Wright Rd. Hollister CA 95023 019-130-001 \$1,572,500 2016-12588 11/14

0 San Felipe Rd. Hollister CA 95023 051-110-035 \$944,000 2016-12589 11/14

280 Joes Lane Hollister CA 95023 020-640-004 \$386,000 2016-12637 11/15

321 San Felipe Rd. #6 Hollister CA 95023 051-210-006 \$130,000 2016-12652 11/15

1232 Steinbeck Dr. Hollister CA 95023 020-060-011 \$590,000 2016-12656 11/15

274 Slate Ave. Hollister CA 95023 057-230-013 \$463,500 2016-12691 11/15

185 Hilltop Dr. Hollister CA 95023 021-220-018 \$1,700,000 2016-12693 11/15

1811 Black Forest Dr. Hollister CA 95023 057-630-068 \$190,000 2016-12698 11/16

1108 3rd Street San Juan Bautista CA 95045 002-260-033 \$532,500 2016-12755 11/16



Distressed Real Estate Recorded 11-10 thru 11-16

Trustee Sales

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

Santa Cruz County

2016-44326 229 Silver Leaf Dr. #D Watsonville 95076 018-413-12 \$97,951 1-Dec 701 Ocean St. Santa Cruz 1:45 PM

2016-44526 2421 Freedom Bl. Watsonville 95076 049-531-06 \$149,031 8-Dec 701 Ocean St. Santa Cruz 1:45 PM

2016-44527 120 Alvarado St. Watsonville 95076 019-052-03 \$161,363 8-Dec 701 Ocean St. Santa Cruz 1:45 PM

2016-44362 225 Brook Ln. Boulder Creek 95006 082-351-08 \$354,913 12-Dec 701 Ocean St. Santa Cruz 1:45 PM

2016-44584 135 Victoria Lane Aptos 95003 040-261-61 \$834,470 13-Dec 701 Ocean St. Santa Cruz 1:45 PM

2016-44837 17 Hollins Dr. Santa Cruz 95060 060-301-03 \$1,384,363 13-Dec 701 Ocean St. Santa Cruz 1:45 PM

2016-44530 2957 Freedom Bl. Watsonville 95076 049-071-03 \$126,036 14-Dec 701 Ocean St. Santa Cruz 1:00 PM

Monterey County

2016-68957 630 E. Market St. Salinas 93905 004-033-001 \$439,652 7-Dec 168 W. Alisal St. Salinas 10:00 AM

2016-69054 1331 Bellehaven St. Salinas 93905 004-283-029 \$552,367 9-Dec 168 W. Alisal St. Salinas 10:00 AM

2016-69447 7023 Carmel Valley Rd. Carmel Valley 93924 015-361-012 \$903,540 9-Dec 168 W. Alisal St. Salinas 10:00 AM

2016-69668 1579 Griffin Dr. Pebble Beach 93953 008-171-041 \$3,418,188 13-Dec 168 W. Alisal St. Salinas 9:00 AM

2016-68850 13506 Paseo Terrano Salinas 93908 161-381-003 \$1,341,522 13-Dec 168 W. Alisal St. Salinas 10:00 AM

2016-69429 316 Ledesma St. Soledad 93960 022-431-086 \$462,601 14-Dec 168 W. Alisal St. Salinas 10:00 AM

2016-69279 4200 Marguerita Way Carmel 93923 015-042-008 \$884,138 14-Dec 168 W. Alisal St. Salinas 10:00 AM

2016-69430 104 Oak Circle King City 93930 026-517-012 \$579,198 14-Dec 168 W. Alisal St. Salinas 10:00 AM

2016-68801 179925 Damian Way Salinas 93907 125-462-003 \$387,800 21-Dec 168 W. Alisal St. Salinas 10:00 AM

2016-69088 736 Yucatan Way Salinas 93905 153-331-007 \$367,215 27-Dec 168 W. Alisal St. Salinas 9:00 AM

San Benito County

2016-12583 51 Almond Ct. Hollister 95023 050-340-049 \$317,051 5-Dec Monterey St. & 5th Hollister 11:30 AM

2016-12646 0 Bolsa Road Hollister 95023 013-070-019 \$2,374,933 20-Dec Monterey St. & 5th Hollister 11:30 AM

Trustee Deeds

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

Santa Cruz County

2016-44443 8650 Hihn Road Ben Lomond 072-284-30 HSBC Bank USA 2016-00627-CA \$523,814 \$523,814

2016-45205 535 Spring St. Santa Cruz 001-191-80 Deutsche Bank National Trust Co. CA-14-618505-HL \$1,725,351 \$1,386,100

Monterey County

2016-69684 1228 Miles Ave. Pacific Grove 007-574-030 Wilmington Trust 10-32351-EM-CA \$595,960 \$567,000

2016-69419 722 Madeira Cir. Salinas 261-673-006 Zalez 9004 LLC* 00000005271614 \$268,971 \$294,100

San Benito County

2016-12642 361 Robbins Way Aromas 011-340-004 VLM Properties* 9551-4575 \$418,564 \$425,000



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. 16-1766

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: **INT-GRATIVE FITNESS**, 207 McPherson St. Suite G, Santa Cruz CA 95060.

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

This business is conducted by an Individual.

/s/Namaste Breeden

The registrant commenced to transact business under the fictitious business name listed above on 10/4/06. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/13/16.

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

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1804

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

Mattson Enterprises, LLC, address same as business.

This business is conducted by a Limited Liability Company.

/s/James Mattson, Owner

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

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

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1822

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

Robert Farmer, address same as business.

This business is conducted by an Individual.

/s/Robert Farmer

The registrant commenced to transact business under the fictitious business name listed above on n/a. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/18/16.

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

FICTITIOUS BUSINESS NAME STATEMENT - Refile with Change

File No. 16-1841

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

Paul G. Lazaga, address same as business.

This business is conducted by an Individual.

/s/Paul G. Lazaga

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

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

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1843

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

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

This business is conducted by an Individual.

/s/Jim D. Scalf

The registrant commenced to transact business under the fictitious business name listed above on 10/1/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/21/16.

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

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1854

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

Malulani Inc, address same as business.

This business is conducted by a Corporation.

/s/Joshua P. Spindel, President

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

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

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1862

The following person(s) is/are doing business as: **1. MAD-SON 2. MADSON CELLARS 3. MADSON VINEYARDS 4. 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'SPRE-ROLLS**, 101 Pelican Dr., Watsonville CA 95076.

Ronald R. Nance, address same as business.

This business is conducted by a General Partnership.

/s/Ronald R. Nance

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

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

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1864

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

Four Star, LLC, address same as business.

This business is conducted by a Limited Liability Company.

/s/Wanlop Kachinthorn, Manager

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

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

FICTITIOUS BUSINESS NAME STATEMENT - Refile with Change

File No. 16-1878

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

William L. Sutherland, address same as business.

This business is conducted by an Individual.

/s/William Sutherland

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

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

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1879

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

Ronald L. Du Bois, address same as business.

This business is conducted by an Individual.

/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: **NELL'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: **CALI CRUZ 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: **SCOTT'S VALLEY MESSAGE**, 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

continued on following page

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 Morrasy, address same as business.

This business is conducted by an Individual.

/s/Matthew R. Morrasy

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: **SUB-TEMPO**, 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 Tragani, address same as business.

This business is conducted by a General Partnership.

/s/Molly Tragani

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 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. ENHANCE2. ENHANCEFOOD3. THESEASONING 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 Barry, including and not limited to all derivatives, variations in the spelling, abbreviating, upper/lower case rendering and writing of said trade-name/trademark. Secured Party neither assents, nor consents, nor agrees with, nor grants, nor implies any authorization for, any unauthorized use of trade-name/trademark, and all unauthorized use is strictly prohibited. Mutual Assent Implied and Express Contract Executed by Unauthorized Use of Secured Party's Common Law-Copyrighted Property; Self-Executing Security Agreement in Event of Unauthorized Use of Secured Party's Common Law-Copyrighted Property: By these terms, both the person and the agent of said person engaging in unauthorized use of copyrighted property, hereinafter jointly referred to as the "Interloper" does assent, consent, and agree that any use of the trade-name/trademark, except the authorized use as set above constitutes unauthorized use, unauthorized reproduction, copyright infringement, and counterfeiting, of Secured Party's common-law copyrighted property, is contractually binding upon said Third Party Interloper, securing an interest in said Interloper's assets, land, and personal property for equal consideration and not less than \$1,000,000.00, based on the estimated value of the secured trade-name/trademark at the time of this notice. Any person claiming an adverse interest, challenging, or rebutting the rights of the Secured Party may write to the Trust in care of: 1806 48th Ave Capitola, California [95010], non-domestic/without USA.
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

continued on following page

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

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1818

The following person(s) is/are doing business as: **CUDDLE BUDS**, 5524 Lincoln Way, Felton CA 95018.

M J Isadora Karcher, address same as business.

This business is conducted by an Individual.

/s/M.J. Isadora Karcher

The registrant commenced to transact business under the fictitious business name listed above on 10/17/16. 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. 16-1837

The following person(s) is/are doing business as: **1. AB-CON PRODUCTS 2. FREEDOM PRESS PACKAGING 3. PRINTWORX**, 195 Aviation Way, Suite 201, Watsonville CA 95076.

T.L. Sprague & Company, address same as business.

This business is conducted by a Corporation.

/s/Thomas P. Sprague, Vice President

The registrant commenced to transact business under the fictitious business name listed above on 4/1/68. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/20/16.

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

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1881

The following person(s) is/are doing business as: **1. CSA MANAGER 2. CSAWARE**, 220 21st Ave. Santa Cruz CA 95062.

LocalHarvest, Inc, address same as business.

This business is conducted by a Corporation.

/s/Guillermo Payet, President

The registrant commenced to transact business under the fictitious business name listed above on 3/1/09. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 10/28/16.

11/22, 11/29, 12/6, 12/13

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1887

The following person(s) is/are doing business as: **PURE LAND BUYERS**, 5382 Coast Road, Santa Cruz CA 95060. Westhaven Properties LLC, address same as business.

This business is conducted by a Limited Liability Company. /s/Matt Snow, Owner

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 11/1/16.

11/22, 11/29, 12/6, 12/13

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1891

The following person(s) is/are doing business as: **NOTRACE**, 421 McCormick Ave., Capitola CA 95010.

Elizabeth A. McDade, address same as business.

This business is conducted by an Individual.

/s/Elizabeth McDade

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 11/1/16.

11/22, 11/29, 12/6, 12/13

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1903

The following person(s) is/are doing business as: **1. J.G. RETAIL 2. JOY GATEWAY**, 837 Corcoran Ave. Apt. 1, Santa Cruz CA 95062.

Kurosh, LLC, address same as business.

This business is conducted by a Limited Liability Company.

/s/Brian Jones, COO

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 11/4/16.

11/22, 11/29, 12/6, 12/13

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1922

The following person(s) is/are doing business as: **RODEO MOBILE ESTATES**, 100 North Rodeo Gulch Road, Soquel CA 95073.

Rodeo Mobile Estates LLC, 500 Guiseppe Ct. Suite 2, Roseville CA 95678.

This business is conducted by a Limited Liability Company.

/s/Wendy M. Bernot, Manager

The registrant commenced to transact business under the fictitious business name listed above on 4/8/98. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/10/16.

11/22, 11/29, 12/6, 12/13

FICTITIOUS BUSINESS NAME STATEMENT

File No. 16-1924

The following person(s) is/are doing business as: **PINE KNOLL MOBILE MANOR**, 2546 Capitola Rd., Santa Cruz CA 95062.

Pine Knoll MHP LLC, 500 Guiseppe Ct. Suite 2, Roseville CA 95678.

This business is conducted by a Limited Liability Company. /s/Wendy M. Bernot, Manager

The registrant commenced to transact business under the fictitious business name listed above on 5/26/06. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/10/16.

11/22, 11/29, 12/6, 12/13

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 16-1925

The following person(s) is/are doing business as: **YACHT HARBOR MANOR**, 1190 7th Ave. Santa Cruz CA 95060. Yacht Harbor MHP LLC, 500 Guiseppe Ct. Suite 2, Roseville CA 95678.

This business is conducted by a Limited Liability Company.
/s/Wendy M. Bernot, Manager

The registrant commenced to transact business under the fictitious business name listed above on 7/20/00. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/10/16.

11/22, 11/29, 12/6, 12/13

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 16-1931

The following person(s) is/are doing business as: **ABBOTT SQUARE MARKET**, 725 Front St. Santa Cruz CA 95060. Santa Cruz Public Market, LLC, 12 Deer Path Rd. Santa Cruz CA 95060.

This business is conducted by a Limited Liability Company.
/s/John P McEnery IV, Managing 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 11/10/16.

11/22, 11/29, 12/6, 12/13

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 16-1932

The following person(s) is/are doing business as: **FRONT & COOPER**, 725 Front St. Santa Cruz CA 95060.

Abbott Square Bar, LLC, 12 Deer Path Rd., Santa Cruz CA 95060.

This business is conducted by a Limited Liability Company.
/s/John P. McEnery IV, Managing Member

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

11/22, 11/29, 12/6, 12/13

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 16-1942

The following person(s) is/are doing business as: **1. OUTLAND JAVA 2. OUTLAND JAVA COMPANY**, 429 Ingalls St. Suite A, Santa Cruz CA 95060.

Java Bob's, Inc., address same as business.

This business is conducted by a Corporation.

/s/Richard B. Hansen, President

The registrant commenced to transact business under the fictitious business name listed above on 11/7/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/14/16.

11/22, 11/29, 12/6, 12/13

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 16-1944

The following person(s) is/are doing business as: **1. JAVA**

BOB'S 2. JAVA BOB'S COFFEE ROASTING 3. JAVA BOB'S COFFEE ROASTING COMPANY, 429 Ingalls St. Suite A, Santa Cruz CA 95060.

Java Bob's, Inc., address same as business.

This business is conducted by a Corporation.

/s/Richard B. Hansen, President

The registrant commenced to transact business under the fictitious business name listed above on 2/27/03. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/14/16.

11/22, 11/29, 12/6, 12/13

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 16-1944

The following person(s) is/are doing business as: **CUMULOUS**, 500 Soquel Ave. Santa Cruz CA 95062.

Benjamin Lindsey, address same as business.

This business is conducted by an Individual.

/s/Benjamin Lindsey

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.

11/22, 11/29, 12/6, 12/13

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 16-1959

The following person(s) is/are doing business as: **CUSTOM DECORATIVE METALWORK**, 314 W. Beach St. Watsonville CA 95076.

Pierre Riche, address same as business.

This business is conducted by an Individual.

/s/Pierre Riche

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.

11/22, 11/29, 12/6, 12/13

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 16-1960

The following person(s) is/are doing business as: **SANTA CRUZ MT. HERBS**, 22990 Highway 17 Unit B, Los Gatos CA 95033.

Daniel T. Hwang, address same as business.

This business is conducted by an Individual.

/s/Daniel Tae Hwang

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 11/16/16.

11/22, 11/29, 12/6, 12/13

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 16-1962

The following person(s) is/are doing business as: **MICRO ENDODONTIC OF SANTA CRUZ**, 550 Water Street BLDG 1, Suite 1, Santa Cruz CA 95060

Niyati Patel, DDS, inc., address same as business.

This business is conducted by a Corporation.

/s/Niyati Patel

The registrant commenced to transact business under the fictitious business name listed above on 2/7/14. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/16/16.

11/22, 11/29, 12/6, 12/13

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 16-1963

The following person(s) is/are doing business as: **MMKAM-BASSADORS TRUST**, 1806 48th Ave. Capitola CA 95010. Shane Barry, address same as business.

This business is conducted by a Business Trust.

/s/Shane Barry

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 11/16/16.

11/22, 11/29, 12/6, 12/13

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 16-1964

The following person(s) is/are doing business as: **SURF CITY STRENGTH**, 115 Whippet Run, Corralitos CA 95076. Strength for Body and Mind, LLC, address same as business.

This business is conducted by a Limited Liability Company.

/s/Leah Lutz, Manager

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

11/22, 11/29, 12/6, 12/13

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 16-1977

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

XIPE-TOTEC

DANZA DE LA PLUMA, 203 Laurel St. Ext.#4 Santa Cruz CA 95060.

Cesar Pacheco, address same as business.

This business is conducted by an Individual.

/s/Cesar Pacheco

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 11/21/16.

11/22, 11/29, 12/6, 12/13

**FICTITIOUS BUSINESS NAME
STATEMENT**

File No. 16-1979

The following person(s) is/are doing business as: **WHAT'S NEXT SOLUTIONS**, 228 Martin Dr. Aptos CA 95003.

Imaginologie, Inc., address same as business.

This business is conducted by a Corporation.

/s/Kaylie Dugan, President

The registrant commenced to transact business under the fictitious business name listed above on 11/21/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/21/16.

11/22, 11/29, 12/6, 12/13

[continued on following page](#)

FICTITIOUS BUSINESS NAME

STATEMENT

File No. 16-1980

The following person(s) is/are doing business as: **THE LOVE BUTTON**, 228 Martin Dr. Aptos CA 95003.

Kaylie Dugan, address same as business.

This business is conducted by an Individual.

/s/Kaylie Dugan

The registrant commenced to transact business under the fictitious business name listed above on 11/21/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/21/16.

11/22, 11/29, 12/6, 12/13

FICTITIOUS BUSINESS NAME

STATEMENT OF ABANDONMENT

Original File No. 2016-0001377

The following person has Abandoned the use of the Fictitious Business Name(s): **CONSTRUCTION BID SOURCE**, 6265 Highway 9, Felton CA 95018.

Sean Strycker, 380 Vista Roma Way #110, San Jose CA 95136.

This business was conducted by an Individual.

/s/Sean Strycker

The registrant commenced to transact business under the fictitious business name listed above on 1/1/16. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/18/16

11/22, 11/29, 12/6, 12/13

FICTITIOUS BUSINESS NAME

STATEMENT OF ABANDONMENT

Original File No. 2013-0002023

The following person has Abandoned the use of the Fictitious Business Name(s): **GEORGE FINANCIAL ADVISORS**, 1414 Soquel Ave. Suite 220, Santa Cruz CA 95062.

Goerge Financial Advisors LLC, 1414 Soquel Ave. Suite 220, Santa Cruz CA 95062.

This business was conducted by a Limited Liability Company.

/s/Ted George

The registrant commenced to transact business under the fictitious business name listed above on 11/26/13. This statement was filed with Gail L. Pellerin, County Clerk of Santa Cruz County on 11/15/16

11/22, 11/29, 12/6, 12/13

ORDER TO SHOW CAUSE

FOR CHANGE OF NAME

SUPERIOR COURT OF CALIFORNIA, COUNTY OF SANTA CRUZ PETITION OF **JEANETTE CLAVEL MORENO** for CHANGE OF NAME
16CV02741

TO ALL INTERESTED PERSONS:

1. Petitioner: **JEANETTE CLAVEL MORENO** filed a petition with this court for a decree changing names as follows:

PRESENT NAME(s):

JEANETTE CLAVEL MORENO

PROPOSED NAME(s):

JEANETTE MORENO CLAVEL

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 13, 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

October 25, 2016

Jeanette Clavel Moreno

2350 17th Ave. #4

Santa Cruz CA 95062

831 431-7814

11/22, 11/29, 12/6, 12/13

ORDER TO SHOW CAUSE

FOR CHANGE OF NAME

SUPERIOR COURT OF CALIFORNIA, COUNTY OF SANTA CRUZ PETITION OF **ALEXANDER JASON HUGHES-FENNERN** for CHANGE OF NAME
16CV02938

TO ALL INTERESTED PERSONS:

1. Petitioner: **ALEXANDER JASON HUGHES-FENNERN** filed a petition with this court for a decree changing names as follows:

PRESENT NAME(s):

ALEXANDER JASON HUGHES-FENNERN

PROPOSED NAME(s):

ALEXANDER JASON HUGHES

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 27, 2016, 8:30am, Dept. 4

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

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

JUDGE OF THE SUPERIOR COURT

DENINE J. GUY

November 10, 2016

Alexander Jason Hughes

185 Alta Dr.

Watsonville CA 95076

831 818-5464

11/22, 11/29, 12/6, 12/13

ORDER TO SHOW CAUSE

FOR CHANGE OF NAME

SUPERIOR COURT OF CALIFORNIA, COUNTY OF SANTA CRUZ PETITION OF **HALEY KATHLEEN CLENDON** for CHANGE OF NAME
16CV03025

TO ALL INTERESTED PERSONS:

1. Petitioner: **HALEY KATHLEEN CLENDON** filed a petition with this court for a decree changing names as follows:

PRESENT NAME(s):

HALEY KATHLEEN CLENDON

PROPOSED NAME(s):

HALEY KATHLEEN ALLISON

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

JANUARY 4, 2017, 8:30am, Dept. 4

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

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

JUDGE OF THE SUPERIOR COURT

DENINE J. GUY

November 10, 2016

Haley Clendon

3062 Arlington Dr

Aptos CA 95003

408 540-8051

11/22, 11/29, 12/6, 12/13

NOTICE OF PETITION

TO ADMINISTER ESTATE OF

EARL CURTIS LAYNE, JR., Decedent

Case Number: 16PR00436

TO ALL HEIRS, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate, or both, of **EARL CURTIS LAYNE, JR.**

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

THE PETITION requests that **CHRIS COLLIGAN** 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 **JANUARY 20, 2017, 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:

TYLER J. WICKS, ESQ.

BOYESLEGAL, APC

84 W. SANTA CLARA ST. SUITE 550

SAN JOSE CA 95113-1812

408 572-5665

11/22, 11/29, 12/6

NOTICE OF PUBLIC SALE

Pursuant to the California Self-Service Storage Facility Act, (B&P Code 21700 et. seq.), the undersigned will sell at public auction, on December 20, 2016, personal property including but not limited to furniture, clothing, tools, and/or other household items located at:

Public Storage 21406

115 Capitola Extension Rd.

Santa Cruz, CA 95062

(831) 462-8703

Time: 12:00 PM

Stored by the following person (s):

B021 Jared Valdez

B026 David Cameron

B200 Rosa Coto

B242 Anthony Jenkins

B244 Leland Pawlak

B274 patrick theriault

B281 Ross Bennett

B342 James Bullock

B368 Steve Craig

C001 Steve Craig

All sales are subject to prior cancellation. Terms, rules and regulations are available at sale. Dated on this 22nd day of November and 29th day of November 2016, by PS Orangeco, Inc., 701 Western Avenue, Glendale, CA 91201, (818) 244-8080, Bond No. 5857632
11/22, 11/29

NOTICE OF PUBLIC SALE

Pursuant to the California Self-Service Storage Facility Act, (B&P Code 21700 et. seq.), the undersigned will sell at public auction, on December 20, 2016, personal property including but not limited to furniture, clothing, tools, and/or other household items located at:

Public Storage 27015

3840 Portola Dr.

Santa Cruz, CA 95062-5233

(831) 479-6875

Time: 10:00 AM

Stored by the following person (s):

A060 Kirsten Olshan

All sales are subject to prior cancellation. Terms, rules and regulations are available at sale. Dated on this 22nd day of November and 29th day of November 2016, by PS Orangeco, Inc., 701 Western Avenue, Glendale, CA 91201, (818) 244-8080, Bond No. 5857632
11/22, 11/29

NOTICE OF PUBLIC SALE

Pursuant to the California Self-Service Storage Facility Act, (B&P Code 21700 et. seq.), the undersigned will sell at public auction, on December 20, 2016, personal property including but not limited to furniture, clothing, tools, and/or other household items located at:

Public Storage 07042

1001 River Street

Santa Cruz, CA 95060-1708

(831) 425-3666

Time: 1:15 PM

Stored by the following person (s):

1126 John Hinkle

1132 Stan Schwarz

2111 Savanna Roderick-defee

2121 Chela O'Brien

2130 Matt Lynch

2142 Luis Chacon

2161 Alex Palomar

2162 Sally Smith

3047 Daniel Donahue

3149 Patricia Stone

3211 Greg Stephens

All sales are subject to prior cancellation. Terms, rules and regulations are available at sale. Dated on this 22nd day of November and 29th day of November 2016, by PS Orangeco, Inc., 701 Western Avenue, Glendale, CA 91201, (818) 244-8080, Bond No. 5857632
11/22, 11/29

NOTICE OF PUBLIC SALE

Pursuant to the California Self-Service Storage Facility Act, (B&P Code 21700 et. seq.), the undersigned will sell at public auction, on December 20, 2016, personal property including but not limited to furniture, clothing, tools, and/or other household items located at:

Public Storage 23409

2325 Soquel Drive

Santa Cruz, CA 95065-1935

(831) 462-8702

Time: 11:00 AM

Stored by the following person (s):

A023 Cynthia Hanson

A115 Rachel Lavender

A256 Paul Artau

A445 Ricardo Monjaraz

A456 Gregg Barnes

All sales are subject to prior cancellation. Terms, rules and regulations are available at sale. Dated on this 22nd day of November and 29th day of November 2016, by PS Orangeco, Inc., 701 Western Avenue, Glendale, CA 91201, (818) 244-8080, Bond No. 5857632
11/22, 11/29

NOTICE OF TRUSTEE'S SALE TS No. CA-15-669198-
RY Order No.: 150119163-CA-VOI 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 6/4/2002. 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): STEVEN SMITH AND KATHLEEN SMITH, HUSBAND AND WIFE Recorded: 6/18/2002 as Instrument No. 2002-0043367 of Official Records in the office of the Recorder of SANTA CRUZ County, California; Date of Sale: 12/13/2016 at 1:45PM Place of Sale: At the courtyard steps to the Santa Cruz County Courthouse, located at 701 Ocean Street Santa Cruz, California 95060 Amount of unpaid balance and other charges: \$834,470.19 The purported property address is:

continued on following page

continued from previous page

135 VICTORIA LANE, APTOS, CA 95003 Assessor's Parcel No.: 040-261-61 NOTICE TO POTENTIAL BIDDERS: If you are considering bidding on this property lien, you should understand that there are risks involved in bidding at a trustee auction. You will be bidding on a lien, not on the property itself. Placing the highest bid at a trustee auction does not automatically entitle you to free and clear ownership of the property. You should also be aware that the lien being auctioned off may be a junior lien. If you are the highest bidder at the auction, you are or may be responsible for paying off all liens senior to the lien being auctioned off, before you can receive clear title to the property. You are encouraged to investigate the existence, priority, and size of outstanding liens that may exist on this property by contacting the county recorder's office or a title insurance company, either of which may charge you a fee for this information. If you consult either of these resources, you should be aware that the same lender may hold more than one mortgage or deed of trust on the property. NOTICE TO PROPERTY OWNER: The sale date shown on this notice of sale may be postponed one or more times by the mortgagee, beneficiary, trustee, or a court, pursuant to Section 2924g of the California Civil Code. The law requires that information about trustee sale postponements be made available to you and to the public, as a courtesy to those not present at the sale. If you wish to learn whether your sale date has been postponed, and, if applicable, the rescheduled time and date for the sale of this property, you may call 888-988-6736 for information regarding the trustee's sale or visit this Internet Web site <http://www.qualityloan.com>, using the file number assigned to this foreclosure by the Trustee: CA-15-669198-RY. Information about postponements that are very short in duration or that occur close in time to the scheduled sale may not immediately be reflected in the telephone information or on the Internet Web site. The best way to verify postponement information is to attend the scheduled sale. The undersigned Trustee disclaims any liability for any incorrectness of the property address or other common designation, if any, shown herein. If no street address or other common designation is shown, directions to the location of the property may be obtained by sending a written request to the beneficiary within 10 days of the date of first publication of this Notice of Sale. If the sale is set aside for any reason, including if the Trustee is unable to convey title, the Purchaser at the sale shall be entitled only to a return of the monies paid to the Trustee. This shall be the Purchaser's sole and exclusive remedy. The purchaser shall have no further recourse against the Trustor, the Trustee, the Beneficiary, the Beneficiary's Agent, or the Beneficiary's Attorney. If you have previously been discharged through bankruptcy, you may have been released of personal liability for this loan in which case this letter is intended to exercise the note holders right's against the real property only. QUALITY MAY BE CONSIDERED A DEBT COLLECTOR ATTEMPTING TO COLLECT A DEBT AND ANY INFORMATION OBTAINED WILL BE USED FOR THAT PURPOSE. Date: Quality Loan Service Corporation 411 Ivy Street San Diego, CA 92101 619-645-7711 For NON SALE information only Sale Line: 888-988-6736 Or Login to: <http://www.qualityloan.com> Reinstatement Line: (866) 645-7711 Ext 5318 Quality Loan Service Corp. TS

No.: CA-15-669198-RY IDSPub #0118024 11/22/2016 11/29/2016 12/6/2016

NOTICE OF TRUSTEE'S SALE TS No. CA-16-741618-HL Order No.: 730-1607857-70 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 6/13/2005. 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): James P. Foster and Randi L. Foster, husband and wife Recorded: 6/21/2005 as Instrument No. 2005-0041149 of Official Records in the office of the Recorder of SANTA CRUZ County, California; Date of Sale: 12/13/2016 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: \$1,384,363.37 The purported property address is: 17 HOLLINS DRIVE, SANTA CRUZ, CA 95060-1804 Assessor's Parcel No.: 060-301-03 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-16-741618-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-16-741618-HL IDSPub #0117694 11/22/2016 11/29/2016 12/6/2016

T.S. No. 044495-CA APN: 080-291-07 NOTICE OF TRUSTEE'S SALE Pursuant to CA Civil Code 2923.3 IMPORTANT NOTICE TO PROPERTY OWNER: YOU ARE IN DEFAULT UNDER A DEED OF TRUST, DATED 5/7/2004. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER On 12/14/2016 at 1:45 PM, CLEAR RECON CORP., as duly appointed trustee under and pursuant to Deed of Trust recorded 5/20/2004, as Instrument No. 2004-0036042, and later modified by a Loan Modification Agreement recorded on 7/20/2007 as Instrument 2007-0039810, of Official Records in the office of the County Recorder of Santa Cruz County, State of CALIFORNIA executed by: IAN K. SANDERSON, AN UNMARRIED PERSON WILL SELL AT PUBLIC AUCTION TO HIGHEST BIDDER FOR CASH, CASHIER'S CHECK

DRAWN ON A STATE OR NATIONAL BANK, A CHECK DRAWN BY A STATE OR FEDERAL CREDIT UNION, OR A CHECK DRAWN BY A STATE OR FEDERAL SAVINGS AND LOAN ASSOCIATION, SAVINGS ASSOCIATION, OR SAVINGS BANK SPECIFIED IN SECTION 5102 OF THE FINANCIAL CODE AND AUTHORIZED TO DO BUSINESS IN THIS STATE: AT THE COURTYARD STEPS TO THE SANTA CRUZ COUNTY COURTHOUSE, 701 OCEAN ST., SANTA CRUZ, CA 95060 all right, title and interest conveyed to and now held by it under said Deed of Trust in the property situated in said County and State described as: MORE FULLY DESCRIBED ON SAID DEED OF TRUST The street address and other common designation, if any, of the real property described above is purported to be: 210 BRAEMOOR DRIVE SANTA CRUZ, CA 95060 The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. Said sale will be held, but without covenant or warranty, express or implied, regarding title, possession, condition, or encumbrances, including fees, charges and expenses of the Trustee and of the trusts created by said Deed of Trust, to pay the remaining principal sums of the note(s) secured by said Deed of Trust. The total amount of the unpaid balance of the obligation secured by the property to be sold and reasonable estimated costs, expenses and advances at the time of the initial publication of the Notice of Sale is: \$223,560.03 If the Trustee is unable to convey title for any reason, the successful bidder's sole and exclusive remedy shall be the return of monies paid to the Trustee, and the successful bidder shall have no further recourse. The beneficiary under said Deed of Trust heretofore executed and delivered to the undersigned a written Declaration of Default and Demand for Sale, and a written Notice of Default and Election to Sell. The undersigned caused said Notice of Default and Election to Sell to be recorded in the county where the real property is located. 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 (844) 477-7869 or visit this Internet Web site WWW.STOXPOSTING.COM, using the file number assigned to this case 044495-CA. 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. FOR SALES INFORMATION: (844) 477-7869 CLEAR RECON CORP. 4375 Jutland Drive Suite 200 San Diego, California 92117
11/22, 11/29, 12/6

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 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

How to Get Your First Ten Customers

and what to learn from your initial marketing to acquire 100 more...

Marketing a new business is the most creative marketing challenge. No one knows if the offering has value until it's generated revenue. No one can give a one-glove-fits-all-step-by-step guide to startup marketing like they can for optimizing Google Adwords. Startups inherently possess so many variables to scaling product market fit: industry, timing, execution, allusions of grandeur, funding, talent level, location, lucky breaks, quality of offering, etc. However, I can share the key startup marketing learnings from founding a marketing agency that serves early stage San Francisco startups.

Here are my five priorities for acquiring a startup's first ten customers, and the ensuing learning to acquire the next 100.

1. Define The Offering What do you have to market? Start with the value you think you can create for your potential customers. What part of their business do you serve? Define it in one word, three one words, one sentence, and one paragraph. Your offering will change over time, but you should always know what it is today.

When you don't have many customers, it can be easy to promise the world. Sell the vision of tomorrow while being clear about what you can deliver today.

Once you have a potential offering defined, here are some logistical next steps. Scour your network for all people who could provide relevant feedback. Scour your colleague's networks too. Then talk to them about your offering. Gather all the feedback together like a product manager. And keep in the back of your mind, that each one could become a customer. In addition to giving feedback, they'll end mentioning people they know who could gain value from your offering.

2. Maximize Referrals The most important customer acquisition channel for a new business is referrals. Eight of the first ten customers of my marketing agency have been from referrals. The why is simple: past work drives interest in future ventures. The talent and experience of the founder and team play a huge part in the customer's decision-making process because an early stage startup does not have much in the terms of a business record.

3. Continually Market Yourself and Your Team In the service business, time is always a conflict between serving your clients and growing your own business. In the product business, the people building the product too often think that the product will sell itself. In nearly any business, there is a face the customer is buying from. Don't forget your identity.

When you are starting a new business, there is probably a reason. Beyond opportunity, there are personal reasons you started a business—could be a personal passion, evolution of past work, or an obscure desire I have never heard of. Market that reason. Market your team. Market your purpose. Don't lose your underlying identity but at the same time you must have the empathy to put yourself in the customers shoes.

4. Understand Value You Create vs. Marginal Value Added It's easy to say to a customer, 'if you get everything I provide elsewhere, it would cost more.' I'm not saying lowering your price can't be a great way to get in the door, but IMHO only the quality of your offering (and not the price) can create a customer's long term competitive advantage.

Bottomline, to maximize the likelihood of your offering becoming your customer's competitive advantage, you need to quantify the value add to their business. What job titles at what organizations could have the best quarters of their lives if they chose to become a customer of yours? You may think you are a CEO, but these are your new bosses.

5. Market Your Customer Success Without customer success, what does it matter if you acquire a million customers? Testimonials are the purest form of marketing. It's simply a customer saying 'this works.' In the beginning, every successful customer should be a marketing asset. Think videos, guest blog posts, demand generation content, public relations stories, sales enablement content, and the best of all, organic, unsolicited endorsements. By creating an active social media presence, you'll increase customer willingness to talk about you on Twitter and Facebook. Medium aside, the core question to answer is, how do you increase the audience of your customers' stories?

Acquiring and serving each new customer is a milestone. To grow your own business, you must be a part of your customers achieving their business goals. It's the aggregation of a thousand steps in the right direction, a hundred steps in the wrong direction, and the sheer will of your people. Forget all the buzzwords, creative ad spends, and new media platforms; all marketing remains word of mouth

Brought to you by AMI Publications



Stories That Matter

Feminist Fight Club: An Office Survival Manual

by Jessica Bennett



by Terri Schlichenmeyer

Nobody just handed you your job. No, you had to strike fast and scratch up a decent resume that packed a wallop. You knew there were other clock-punchers who wanted that job, too, and you were determined to beat them all. Turns out, though, that the work practically knocks you out every day but in the new book “Feminist Fight Club” by Jessica Bennett, there are ways to attack your dissatisfaction.

A few years ago, Jessica Bennett and her friends all found themselves in the same place: someone’s living room, drinking seltzer and kvetching about their jobs. Each of them, it seemed, had a problem that sprang from a “gender war” so they started their “club” to work on solutions.

Says Bennett, “Recognizing sexism [in the workplace] is harder than it once was.” Is a particular behavior friendly... or creepy? Was an overt transgression committed, or was it accidental? Are male officemates being clueless, or are they inadvertently reverting to “thousands of years of being treated as the dominant sex...”? And why do women still make less than a man for the same work?

The answers to those questions won’t come easy, but being prepared for every encounter will help. Know what kind of “behavior to watch out

for,” says Bennett. Fighting back against “manterruption” is possible (women are interrupted at meetings twice as much as men); so is taking control back from a “bropriator.” Know how to stop the “mansplainer” in his tracks, and the “himinator,” well, dealing with him is a

breeze.

Then again, your male counterparts may not be completely to blame for your work problems. Know how to avoid sabotaging yourself by not becoming “the office Mom” or the woman who can’t take a compliment. Eliminate vocal fry, fill-words, upspeak, and constant apologies. Stand up, physically and behaviorally; learn to brag correctly; know the difference between truth and myth; find the perfect hack for the “Smile!” command you hate; give your sisters some love; and ask for that raise you so deserve.

The first thing you may notice when you flip through “Feminist Fight Club” is that it’s sassy. It pulls

no punches in its advice and practically demands that you stop whining about your job and do something.

There were times, however, when I feared that author Jessica Bennett may have limited her audience in her righteous head-high stance: the information is good, but the delivery may turn away older women. They need the guidance just as much as do their younger counterparts, but they may not quite appreciate the bawdiness that accompanies the advice. Yes, there’s good instruction here, but some of it’s rather unprofessional. Yes, readers will laugh and learn, but they may also cringe at minor crudeness and references to men as “the enemy.”

Overall, I don’t believe this book is for a general audience. A by-the-book, button-down type or a return-to-work retiree may not enjoy its cheekiness much, but a Millennial may devour its words. For the latter, “Feminist Fight Club” could be a hit. ■



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.
11/30/201



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
\$1.00 Per RSF, NNN (First year rate)
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)

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

Richard & Colleen Harrison
Michal Rogers Clark
2591 S. Main St., Soquel
Chicago Title Co.

Mi Pueblo Newco LLC
Mi Pueblo LLC
1437 Freedom Bl., Watsonville

Jun Kun Park
Hyun Chul Shim
912 E. Lake Ave., Watsonville

Delicias Bakery Inc.
Emilio & Olivia Chavez & Juvencio Chavez
836 Monterey St., Soledad

Mi Pueblo Newco LLC
Mi Pueblo LLC
950 E. Alisal St., Salinas

Productivity Technique

11. Down with To-Dos, In With Scheduling

Have you ever had that to-do item that simply wouldn't disappear? It hovers at the bottom of your list petulantly scowling at you for days, weeks, even months!

We've all been there - so out with the to-do list and in with scheduling. Scheduling makes you seriously sit down and consider your available time. To-dos are pipe dreams. Scheduling is a game plan. Studies show that even scheduling free time can be rewarding and can result in better quality of time spent - even if that time spent is playing PS4 or reading a Stephen King novel.

SANTA CRUZ RECORD

Owner, Editor and Publisher
Liese A. Varenkamp

Data Specialist
Meghan Hebard

Designer & Art Director
Jules L. Holdsworth

Social Media Management
Marissa Woodman

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

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

Postmaster: Address change information to: Santa Cruz Record, 291 A Water St., Santa Cruz, CA 95060
The Santa Cruz Record © 2016

Printed locally by Maverick Mailing on recycled paper.

SMALL BUSINESS SATURDAY® | NOV 26

GET UP, GET OUT, AND
#SHOPSMALL WITH US

